



# Lean Strategies' for Marketing Your Coalition





# Question

**"How can public health organizations effectively communicate and engage with their audience to build trust, ensure equity, and foster a strong public health advocacy among different generations?"**





# Where We are Now

## Public Perception

Public health is front page news (for better or worse)

## Election Year

state legislatures and national politics debate vaccine mandates

## Pandemic Recovery

Long-lasting effects on vaccine attitudes amid pandemic recovery

### Tuberculosis breaks out at Chicago migrant shelters following measles cases

Confirmed tuberculosis cases come as more than 55 measles cases have been confirmed in Chicago

By Michael Dorgan Fox News

Published April 4, 2024 9:43am EDT

**West Virginia Gov. Justice vetoes bill that would have loosened school vaccine policies**

### Exemptions for routine childhood vaccination at highest level ever: CDC report

Vaccine exemptions reached 3% this year, the highest level ever seen.

By Marcy Kekatos

November 9, 2023, 1:07 PM





# Cultivating Trust

- **You are your coalition: Your passion is contagious**
- **Authenticity matters, and public health has plenty!**
- **Acknowledge politics and different points of view**
- **Stick to the evidence**







# Lean Strategies to Make Your “Brand” Count

- **Strong Strategy** - Know your goals, primary and secondary audiences, how you and your funders will measure success
- **Strong Voice** - Clear, consistent messages that can be easily repeated by others
- **Strong Visuals** - Clean, modern, authentic, geared to target audiences
- **Strong Execution** - “Newsdraft” on current events and trends, use hashtags, credit and engage with partners





# Lean Strategies to Make Your “Brand” Count

- **Intergenerational Equity:** Emphasizes fairness and sustainability in our actions for future generations to foster overall well-being.
- **Strong links to climate change, and growing importance in public health**
- **COVID** was the first instance in which many people learned of public health and experienced choices in vaccines, individual and community interventions
- **Important to cultivate young people as public health champions**
- **Enrollment in undergraduate public health programs grew 1100% from 2001-2020 - similar trend in graduate programs**







# Lean Strategies to Make Your “Brand” Count

- **Culture marketing - Using staff and volunteers as advocates to their communities**
- **Youth advisory councils**
- **Partner with community colleges, higher education clubs/organizations**
- **Depoliticize public health - lean into pragmatic solutions when things get heated**
- **“Vaccine exemptions means more children out of school, more parents needing to take off time from work”**
- **Prioritize investment to your strategic plan & audience**
- **Policymakers require different marketing/media plan than Millennial parents or Gen Z advocates**



## Question

**What strategies would you suggest for building partnerships that amplify a coalition's message?"**







# Personify

Rather than only amplifying, create a campaign and a culture throughout your coalition that will personify your (shared) goals, mission, and intended outcomes.

Know Thyself. Understanding your own mission, values, objectives, what you fight for (advocacy), and target audience are paramount.

Map Out Potential Partners. Create an intersectional list of who they are and who they are connected to.



PERSONIFY

## **BUILDING PARTNERSHIPS THAT AMPLIFY YOUR MESSAGE**

**Rather than only amplifying, create a campaign and a culture throughout your coalition that will personify your (shared) goals, mission, and intended outcomes.**

**Know Thyself. Understanding your own mission, values, objectives, what you fight for (advocacy), and target audience are paramount.**

**Map Out Potential Partners. Create an intersectional list of who they are and who they are connected to.**



# Forging

Forging partnerships across various sectors. This includes the private sector.  
The role of agencies and local experts, not just medical professionals.  
Leadership is the linchpin.





# Forging

Speak with one voice. Make sure to articulate and demonstrate how/why each stakeholder (partners) has joined and how it impacts them.

Establish processes to ensure diverse, differing, and new voices are a part of your coalition.

Offer your stakeholders training sessions, workshops, webinars, peer-to-peer learning opportunities, etc, to boost the competencies, insights, and assurance of everyone involved.

Identify champions



# Question

**What are some best practices for understanding the community you serve to build your coalitions influence?**







Leveraging Community Networks to Build  
Coalition Influence

## **4 Practical Steps To Cultivate Community Networks to Build Coalition Influence**



# Leveraging Community Networks to Build Coalition Influence

## STEP 1: RESEARCH AND MAPPING

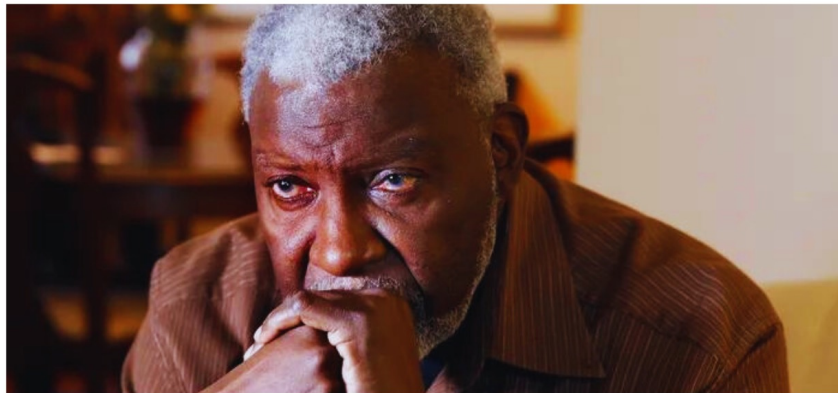






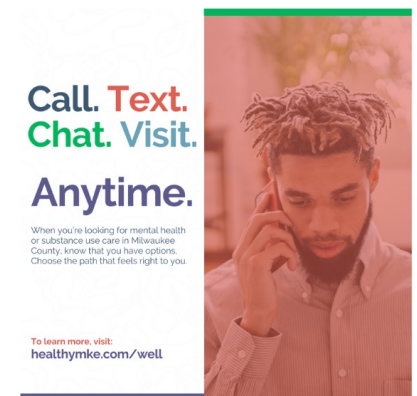
## Leveraging Community Networks to Build Coalition Influence

### **STEP 2: BUILD RELATIONSHIPS**



# Leveraging Community Networks to Build Coalition Influence

## STEP 3: COLLABORATE AND CO-CREAT







# Leveraging Community Networks to Build Coalition Influence

## STEP 3: COLLABORATE AND CO-CREATE



Now go forth and  
market your  
coalition!

