

RULH school-based health center awareness campaign

April 10, 2020

Main goal: To raise awareness about the opening of the school-based health center in the Ripley Union Lewis Huntington School District

Additional goal: To educate about telehealth

Target audiences

Parents of students in the school district

Community members

People in Ohio who currently travel to Maysville, Kentucky, to use the Primary Plus health center

Messaging:

New center

You don't have to cross the river anymore to get health care. There's an option right here in town.

You can use Medicaid, Medicare and private insurance.

You can keep your doctor in Maysville for your long-term health care needs such as diabetes and high blood pressure management, or you can see the nurse practitioner in Ripley for routine care such as annual physicals, monitoring chronic health conditions, and immediate needs such as immunizations.

Only SBHC in the nation opening during COVID-19

Telehealth

Telehealth connects rural providers and their patients to services at a distant site.

You can receive medical care from the comfort of your home.

You don't have to arrange transportation or travel far to find out what is wrong with your child.

Your child can receive care from two world-class children's hospitals, Cincinnati Children's and Nationwide Children's.

Technologies used include video conferencing, the internet and telephone calls.

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Tactics:

PRIORITY 1: Postcard for people doing food distribution, churches

- Questions for Tracy: What size for postcard? Color or B&W? Two-sided?

PRIORITY 2: Flier that can be shared by church groups, libraries, school district via their electronic bulletins, newsletters, etc.

PRIORITY 3: Local newspapers/websites/radio stations. All newspapers are owned by Champion Media. Are there any local radio stations?

- Press release about opening
 - Mary Ann Kearns, Managing Editor, Maysville Ledger Independent, MKearns@cmpapers.com
 - Wayne Gates, Managing Editor, Brown County Press, wgates@browncountypress.com
 - Martha B. Jacobs, Reporter, Ripley Bee, info@ripleybee.com
 - Brown County News-Democrat, Info@newsdemocrat.com
- Display ads about the opening
 - Hours, services offered, location, insurance accepted
 - Question for Tracy: Does she have an advertising contact for Champion?

PRIORITY 4: Social media

- Series of short videos (timing, number TBD)
 - Pre-opening: Coming soon
 - Walk-through of center when everything is installed
 - Why the center is great (don't have to cross the river, telehealth, testimonial?)
 - Staff photos
 - Location (graphic)
 - Hours, services offered, Medicaid and Medicare accepted
 - Will this site be able to test for COVID-19.
- Post-opening: Creating the Buzz
 - Superintendent or other known local resident receiving care (preferably person 65+)
 - Primary Plus has acquired Kid Care pediatric practice & patients who have traveled to Maysville for care can be seen at Ripley without completing new paperwork. Your child's records are accessible at both locations.
- Post-opening: What is telehealth?
 - Stock video clips: <https://www.istockphoto.com/video/senior-woman-on-a-virtual-doctor-visit-gm1215200457-353861443>
- Non-video posts, info on SBHC hours, services, insurance accepted etc.
- Targeted Facebook ads

PRIORITY 5: SIGNAGE

- External: On main street, at road turn, at entrance.
- Posters to display at grocery stores, libraries and other public spaces where and when appropriate.

PRIORITY 6: Incentives

- Typically occurs as part of Grand Opening. How will we creatively attract patients?
 - Drawing for gift certificate or gas card.
 - Enrollment drawing to obtain consents when school reopens.

Other ideas: item for the RULH school district email newsletters. Ad on RULH district website?