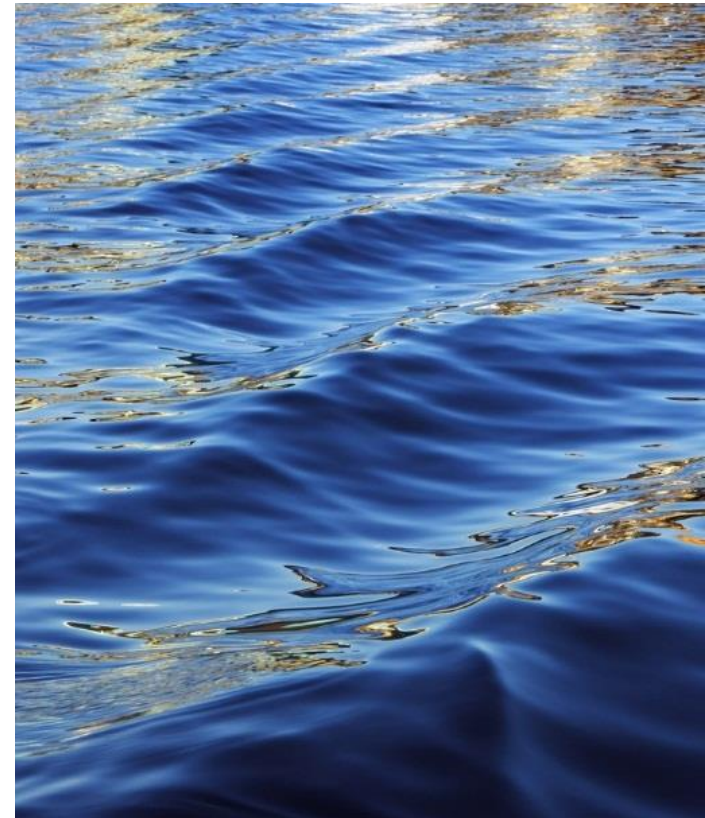


Brand ambassador session

New approaches to revive
relationships and restore
your agency reputation

Michigan Premier Public Health Conference
June 2022



The conversation

How to

- **Amplify** your voice
- Make your message **connect**
- Drive **change**
- Increase **understanding** and **support** for government

CEMENT AND BUILD YOUR AGENCY BRAND

Steps to better “public relations”

- SWOT Analysis
- Identify audiences that matter most
- Consider opportunities
- Develop messages
- Identify vehicles for those messages
- Execute
- Measure, adjust, repeat

The Pandemic is ... over?



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People, Not Science, Decide When a Pandemic Is Over

Historians of the 1918 influenza pandemic
discuss lessons for what the future of COVID
might look like

By Tanya Lewis on March 14, 2022



Credit: Vintage_Space/Alamy Stock Photo

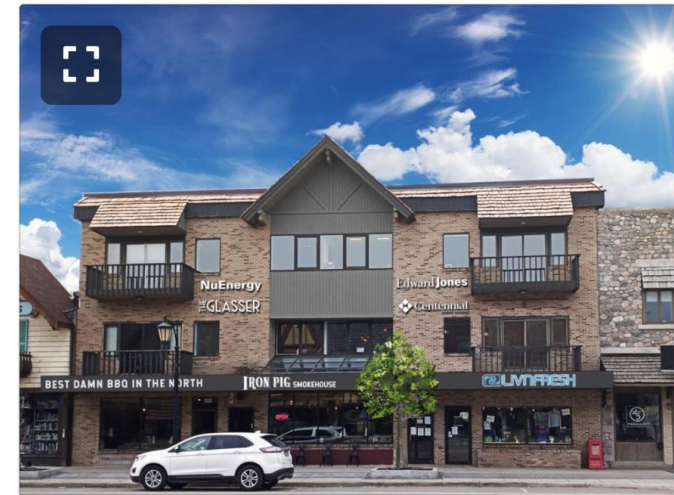
What happened?

Key points of the past two years

- Elected officials issued mandates
- Local officials enforced them
- Businesses were closed and limited
- Courts overturned mandates
- Evolving understanding of COVID-19 = regulatory whipsaw
- Michigan's LPH system brought "locally responsive approaches"
- Some counties under fire turned on LPH
- State Legislature V. Governor (spillover)
- Statewide petition campaigns commenced

Iron Pig wins COVID court battle

By Scott McClallen | The Center Square
Jan 17, 2022 Updated Jan 17, 2022



A quick SWOT analysis

- **Strengths** – State and federal mandates are now lifted; hospitalizations / deaths are down; ballot effort was discontinued.
- **Weaknesses** – Seasoned leaders are retiring / quitting; LPH recruitment is tougher now; some county leaders remain at odds with LPH; court cases have not been favorable.
- **Opportunities** – LPH has the spotlight; many have developed stronger media connections during the pandemic; media generally supportive of LPH;
- **Threats** – Some in legislative majority still have concerns with LPH; Governor up for re-election; general public attitude tough to gauge.

What's next?

Is it safe to come out yet?



You need a new conversation.



Washtenaw County Health Dept.

Have you started it yet?

Defining “brand”

“Brand” is awareness and perception of a thing





IS IT ROOTED IN
YOUR MISSION
STATEMENT?



DOES IT STEM FROM
YOUR PROGRAM
GOALS?



IS IT IN YOUR "BEST
DAY" RESULTS?



IS IT RECOGNIZABLE
TO NON-PUBLIC
HEALTH AUDIENCES?

What is your agency brand?

Plenty of departments haven't formally done brand identification. Don't get too hung-up on this effort, but do develop a thoughtful statement about what your agency is about at the most essential level.

What are the barriers to growing your brand?

Critics

Media

Identifying key audiences

'Getting connected' from your office

Time

Budget

Staffing

The Brand Ambassador job

- **What is an ambassador?**

- Represents an entity
- Visible / front lines with public
- Builds a brand



- **What makes a brand ambassador successful?**

- Supported by appointing authority
- Network
- Social skills
- Recognizes the big picture goals
- Knows which audiences matter and how to connect with them

**The key to connecting with
people (it's on your phone)**

***The head and heart speak different
languages.***

Outputs.



Nobody but you and your colleagues understand the processes of your work.

Outcomes.



When your results are helping people, they're recognizable and supportable.



LPH outcomes

- **Healthy kids** (formula facts?)
- **Reduced environmental risk** (pool and beach inspections, campground inspections, tick season)
- **Safe housing** (well inspection)
- **Safe food** (Restaurants, food carts, carnival booths)
- **Safe communities** (mental health)
- **What else?**

New friends?

- Online mom groups
- Realtors (MAR)
- Insurers
- Builders (HBA)
- Local business leaders (chambers, rotaries)
- Environmentalist / stewardship groups (riverkeepers, nature centers)
- PTAs / parent groups
- Restaurants / foodie groups
- Community groups (Moose, elks, etc)
- Recreationalists (local kayak and trail clubs)
- Food & Ag associations and agencies
- Economic development groups

Training your program staff

Building a team of brand ambassadors is about pulling their minds out of what they do every day and getting them to think about what they're working to accomplish.



VS



Build your “Ambassador’s Toolbox”



Use a phone or camera



Capture stills and video



Create computer folders about topics – drinking water, food inspections, etc



Include people and resources in your images



Build stories about successes and challenges

Build your network

Who matters?

Why do they
matter?

What about LPH
matters to them?

How can you
connect with
them?

How does the
connection benefit
your department?

Understand people who matter to you

- Consider social habits, interests, lifestyle, family habits shared by people and groups who are potential new audiences.
- Schools
- Local eateries / coffee shops
- Restaurants / bars
- Supply stores
- Harness social media



Reaching out



Low-tech comms has
advantages

Social media as a force for good

- **Storytelling** platforms are best: FB, Instagram
- Don't just post – **engage** with questions, invite conversation. **Educate, entertain, inform.**
- Tag community partners
- Tag to spread the word – be strategic and draw groups into the conversation
- Use local community pages as a platform to share info on programs and opportunities in their areas, program results, etc.

Think beyond your usual groups

The Original 1 Love Tawas



Often Imitated, Never Equaled

The ORIGINAL I Love Tawas! >

PUBLIC GROUP · 10.4K MEMBERS



Announcements

Topics

Photos

- There are local groups for everything
- Use the 'outcomes' lens to develop local online networks
- Use local community pages as a platform to share program announcements, results, or to drive local discussions.
- Engage with outcome-oriented videos, pics, stories. Appeal to audience.

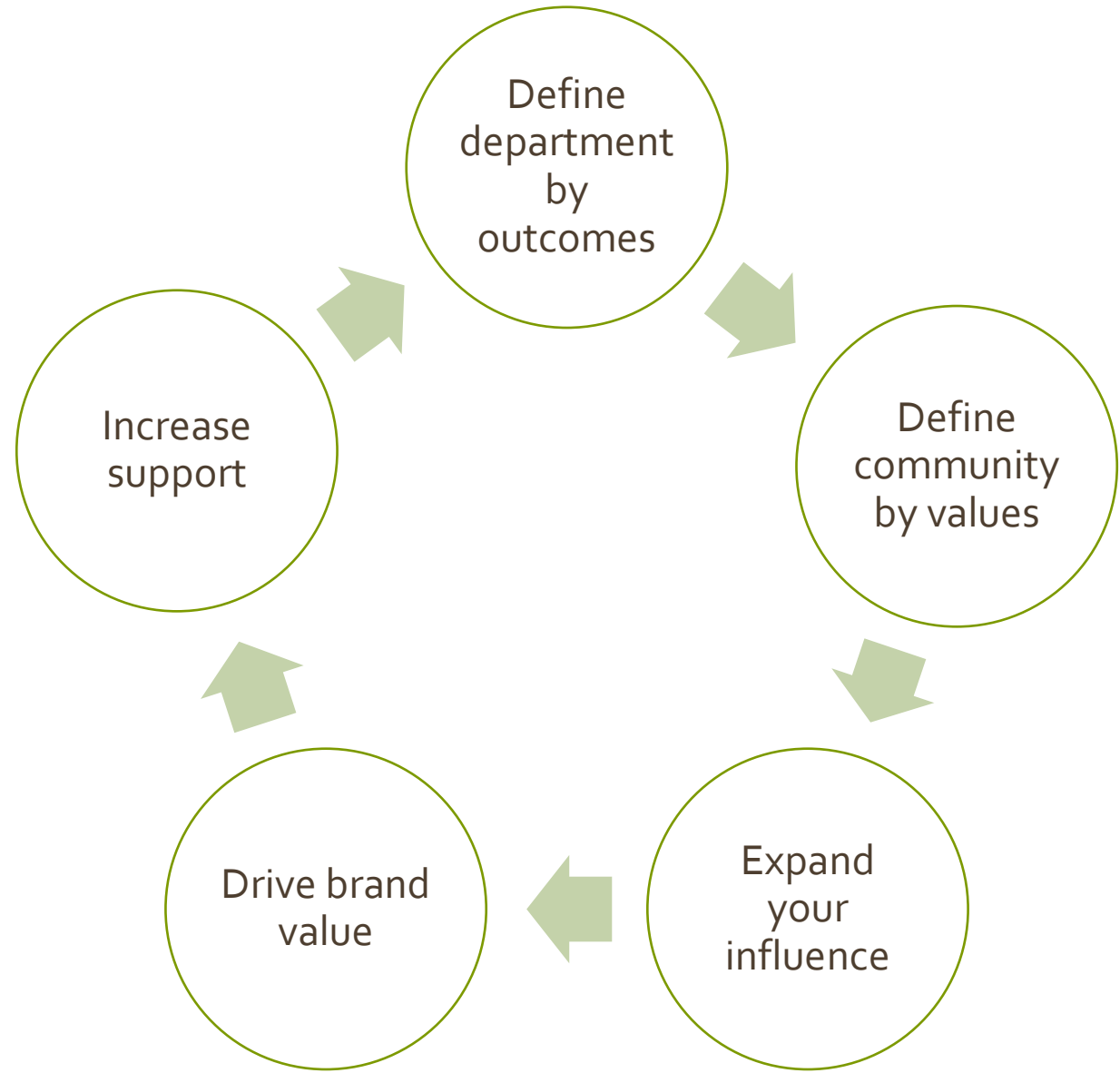
TAWAS CITY POPULATION IS 1,850 people. The community FB page is 10K

5 steps to build an agency brand ambassador group

1. Realize / refine what your brand is
2. Consider where you need to build awareness / support
3. Develop staff “think” sessions / short trainings
4. Identify / coordinate opportunities to mobilize your people
5. Use your office to promote their events, amplify your efforts

Summary

- Define your agency by outcomes
- Define community by values
- Expand influence by connecting outcomes to values
- Improve LPH's brand value
- Increase awareness, support



Keys to influential communication

- People buy things with their **hearts** and justify it with their **minds**. This includes buying **ideas**.
- Nobody ever learned a thing while they were talking.
- Don't take **criticism** personally.
- Minds can be changed, but our beliefs are ingrained. Respect **one** to reach the **other**.



DISCUSSION