

Brand Ambassador program session

New approaches

MALPH & MDARD

April 2022



Today's session goals

SWOT assessment of landscape – factors and opportunities

Discuss “brand ambassadorship” for government

Consider how **strategic communications** can drive success

Introduce tools to drive positive change

***** Your job today is to jump in*****

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

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
- Statewide petition campaigns commenced
- State Legislature V. Governor spillover
- Other stuff

State, local agencies probe weekend Christmas party, plan enforcement measures

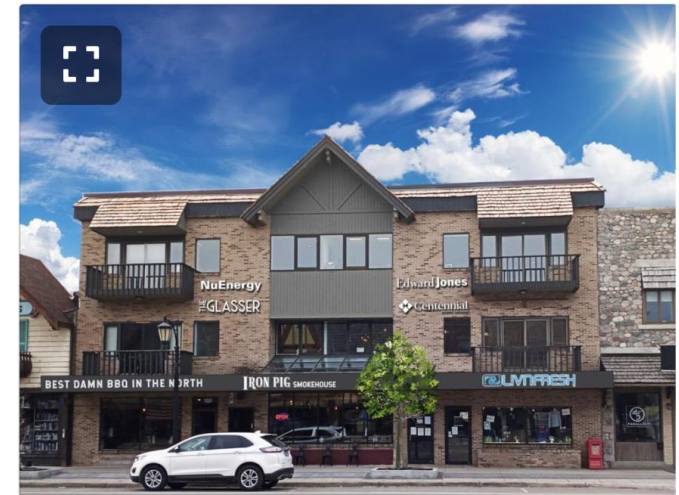
By Sheri Mcwhirter smcwhirter@record-eagle.com
Dec 10, 2020



ATWOOD — A Christmas party full of joy — and insubordination — at a local farm market may result in fines and other sanctions against a

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;
- **Weaknesses** – Seasoned leaders are retiring / quitting; LPH recruitment is tougher now; some county leaders remain at odds with LPH; court cases have not been won
- **Opportunities** – LPH has the spotlight; many have developed stronger media connections during the pandemic; media generally supportive of LPH
- **Threats** – Unlock Michigan II; Legislative majority largely unsupportive of LPH; Governor up for re-election; general public attitude seems murky.

What next?

Move on?

How?



Health experts fear outcome of Unlock Michigan 2.0 petition

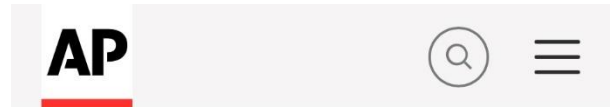


Petition aims to limit local emergency powers

By [Maureen Halliday](#)

Published: Oct. 27, 2021 at 6:43 PM

EDT



Russia-Ukraine war Trending News Gun vic

COVID pandemic's end may bring turbulence for US health care

By RICARDO ALONSO-ZALDIVAR

March 31, 2022



≡ Forbes

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Covid-19 Fallout: Ruinous Effects Of Politicization Of Public Health Agencies, Such As The CDC

Joshua Cohen

Contributor ⓘ

I write about prescription drug value, market access, healthcare systems, and ethics of distribution of healthcare resources

Apr 1, 2022, 10:28am EDT



Listen to article 9 mi...



You need a new conversation.

You are more than COVID-19 response.

**STD
AWARENESS
MONTH
2022**



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
- Receives concerns
- Builds a brand
- **Closes deals**



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

- Support of appointing authority
- Expansive network
- Honed key social skills
- Recognition of the real goal
- Recognition of which audiences matter and how to connect with them

Mending the disconnect

- What People like: Pull out your phone. Look at the pictures.
- What People want: To have it all.
- What People understand: Lens of experience.

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.



BREAK

Showcasing a brand ambassador



Training program staff

Teaching program people to communicate more effectively 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

LPH outcomes

- Healthy kids
- Reduced environmental risk
- Safe housing (well inspection)
- Safe food (Restaurants)
- Safe communities (mental health)
- What else?

New friends?

- Realtors (MAR)
- Insurers
- Builders (HBA)
- Local business leaders (chambers, rotaries)
- Environmentalist / stewardship groups (riverkeepers, nature centers)
- PTAs /
- Restaurants / foodies
- Community groups (Moose, elks, etc)
- Recreationalists (local kayak and trail clubs)

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



Social media: In a pandemic and beyond

- **Storytelling** platforms are best: FB, Instagram
- 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.
- Don't just post – **engage** with questions, invite conversation. Educate, entertain, inform.

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

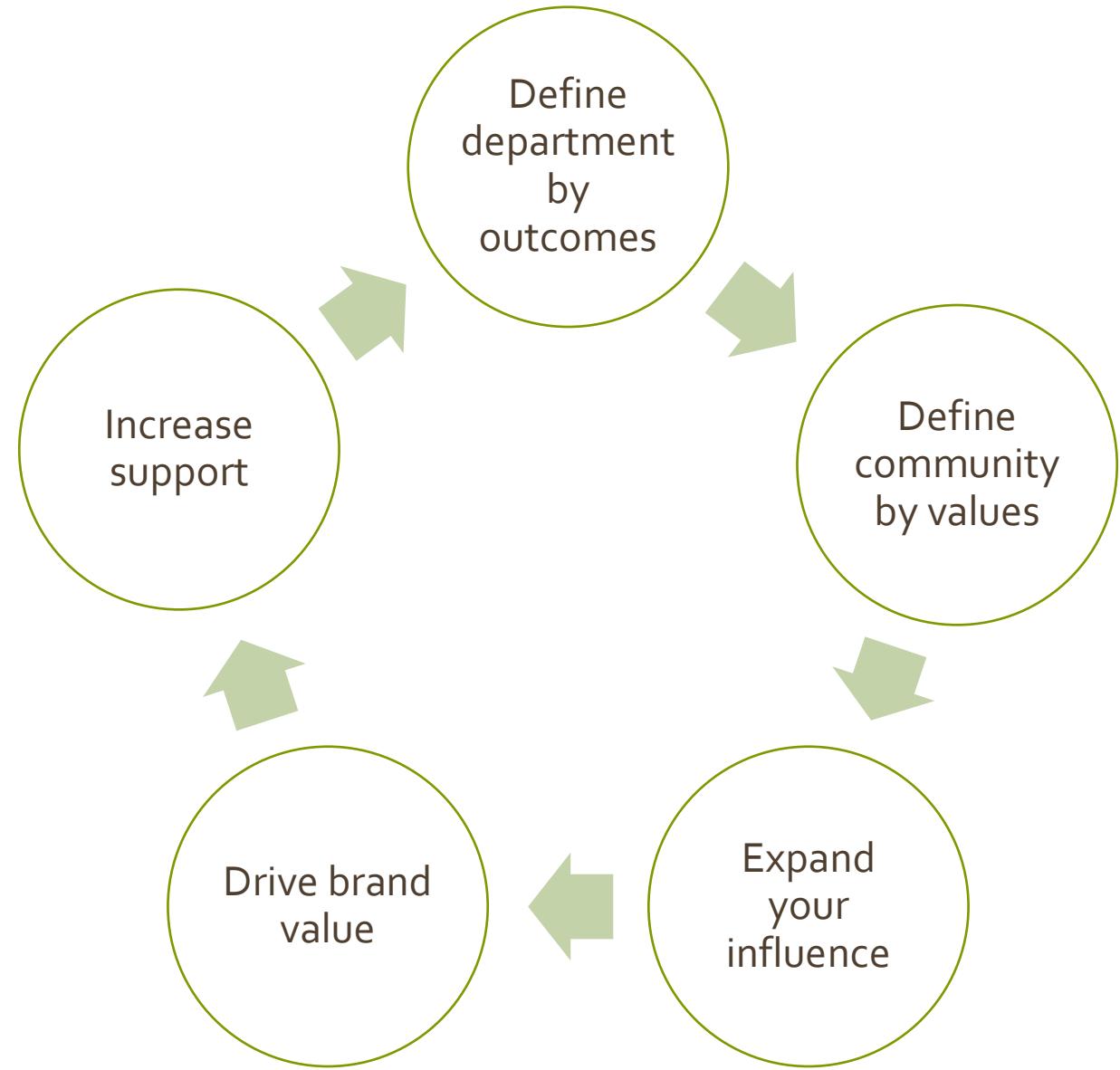
- There are local groups for everything
- Use the 'outcomes' lens to develop local online networks
- Use local community pages as a platform to share program announcements, results, or to drive local discussions.
- Engage with outcome-oriented videos, pics, stories. Appeal to audience.

5 steps to build an agency brand ambassador group

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

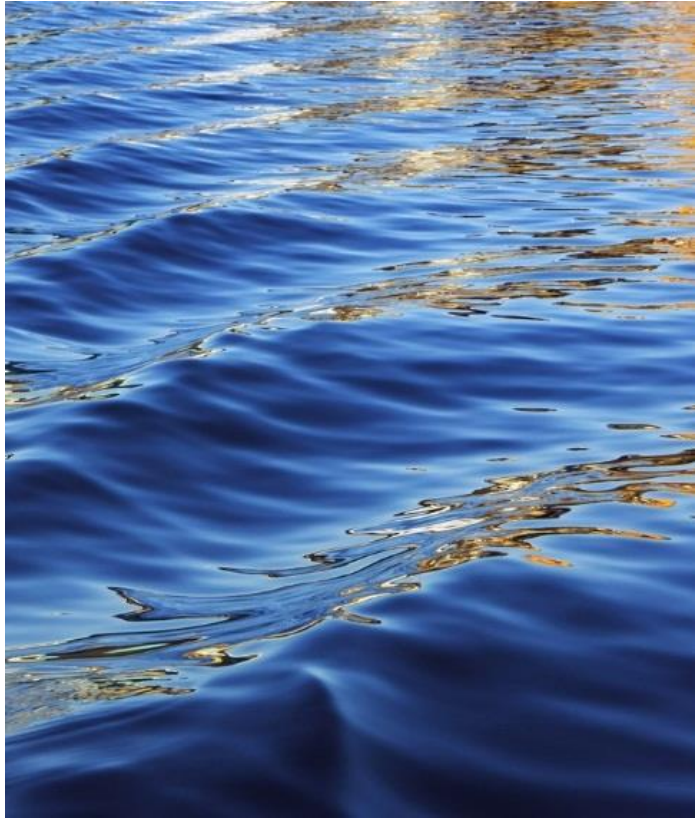
Summary

- 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