



Increasing Support for Public Health in Washington

About Washington State DOH

The Department of Health works with its federal, state and local partners to help people in Washington stay healthier and safer. The programs and services help prevent illness and injury, promote healthy places to live and work, provide education to help people make good health decisions and ensure the state is prepared for emergencies.

About ResearchWorks

We're dedicated to helping socially-minded organizations advance their mission and improve their bottom line. We provide marketing and communication strategies to life sciences, hospitals, nonprofits, medical device companies, and others working for improved health.

For more information, go to:
www.researchworks.com

The Challenge

With a number of public health entities in the state who all had their own brand and communication strategy, the Washington State Department of Health brought ResearchWorks in to help unify their disparate agencies under one unified brand identity framework. This required ResearchWorks to create significant buy-in across programs and to foster the culture change required to uptake the results and recommendations. The goal of creating a unified brand identity was to increase the knowledge and appreciation of local and state public health work and to expand the foundation of support for local and state public health programs.

ResearchWorks guided both secondary and primary research of identity-specific data from the general public, Washington State Public Health leaders, business owners, elected officials, the media, and non-government health partners. ResearchWorks then conducted two internal leadership workshops of public health leaders from across Washington State to reaffirm the commitment to work together to strengthen public understanding of "public health," and provide guidance on how to proceed with the identity building process

The Results

The resultant State of Washington Public Health Agency Identity-Building Platform will be used to help guide communications as well as business decisions for public health partners as part of Washington's Public Health Improvement Plan.

The Marketing Magic

The brand identity framework was so successful that little has changed over the years. The staying power of something that's created with key stakeholder input, and shepherded through with the goal of changing the culture and the way people think and talk about what they do, is the great achievement of the project.