

RELEVANT WORK

SPECTRUM HEALTH – HEALTHIER COMMUNITIES

Más Vida Project 2019-Present

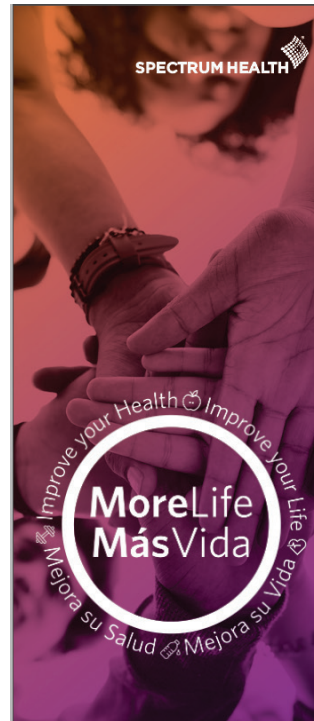
Healthier Communities offers outreach programs for people whose demographic, economic or cultural characteristics hinder or prevent their access to health care. RM+D was asked to do an audit of each program's existing marketing materials with the goal of increasing exposure and referrals. In addition, Healthier Communities had an immediate need to combine two programs, Programa Puente (serving Spanish-speaking clients) and Fit for Life (serving English-speaking clients), into one. Both programs helped clients understand how to prevent diabetes and heart disease with simple lifestyle changes. Combining the programs required introducing a new program name, Más Vida More Life, and creating entirely new bilingual marketing materials.

What We Did

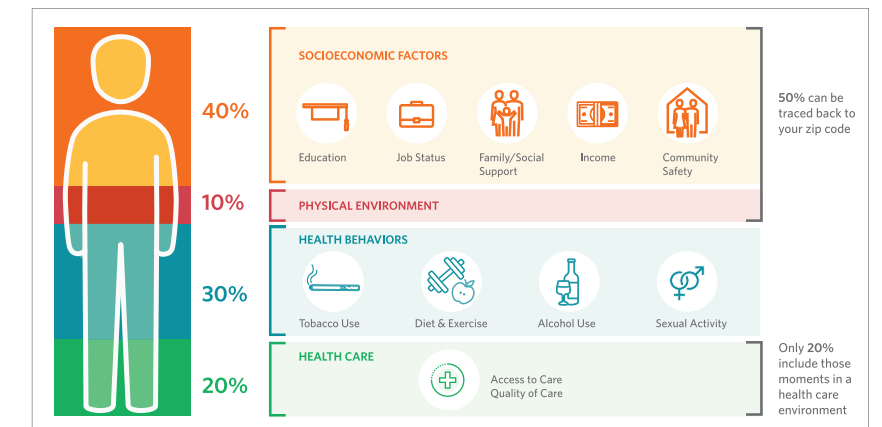
Program Audit + Journey Mapping + Marketing Plan + Messaging/Tagline + Translation + Print Collateral + Signage

How We Did It

Role playing and journey mapping helped us in our audit of the marketing materials that had been developed earlier by another agency for the Programa Puente and Fit for Life programs. After facilitating this process with the Más Vida More Life team, we were able to determine what pieces should be recreated, which should be retired and where there was a need for new material. While establishing new messaging and design, we focused our attention on how to address the targeted audiences with appropriate language, in both English and Spanish. As a result, the new program name and design were developed for bilingual use without showing a cultural preference. We were able to reduce the number of marketing materials from over 20 pieces between the two programs to 12 Más Vida More Life pieces. In addition, RM+D designed new building signage and t-shirts for the program team, displaying the new name. Immediately after the new program launch, the team felt an increase in participation and enthusiasm around the program.



Concept



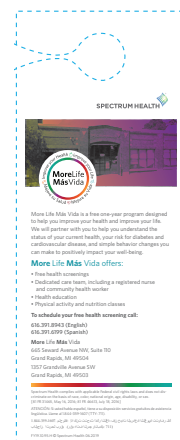
Screening Chart



Shirts



Screening Brochure



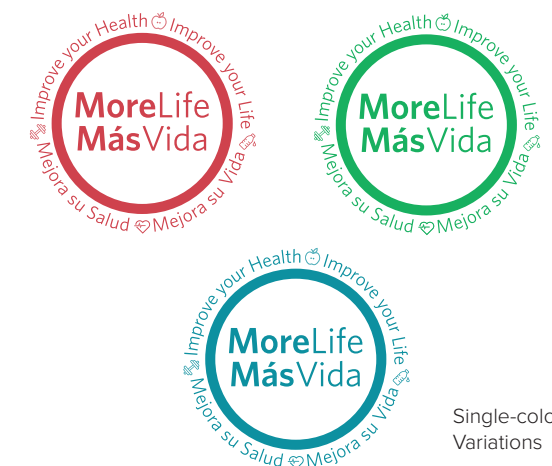
Door Hanger



Referral Flyer



Rack Card



Single-color Logo Variations