



BRANDING PUBLIC HEALTH: *LIVE WELL SAN DIEGO*

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HOW DO YOU DEFINE A PUBLIC HEALTH BRAND?



Public

Health



Brand



LIVE WELL SAN DIEGO

Building
Better
Health

Living
Safely

Thriving



WHAT DEFINES THE *LIVE WELL SAN DIEGO* BRAND?

Simple

Relevant

Consistent



EASY TO UNDERSTAND MESSAGES

When creating brand messages, check to make sure you've answered three questions for your audience:

1. What is the health issue?

2. Why is it important?

3. What can I do about it?

SIMPLE



Did you know...



Change your life by...

- Walking for 30 minutes every day
- Eating healthy, at least 5 fruits and veggies daily
- Not smoking!

SIMPLE



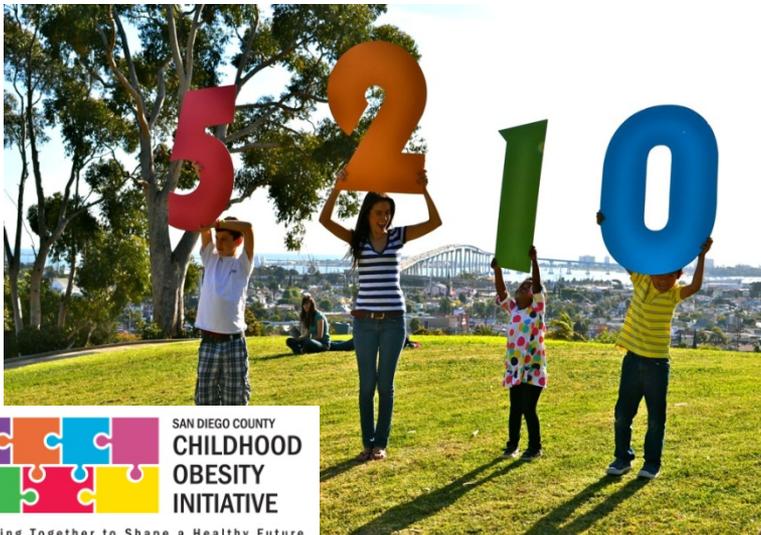
5 or more servings of fruits and vegetables

2 hours of less of recreational screen time*

1 hour or more of physical activity

0 sugary beverages, more water and low-fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

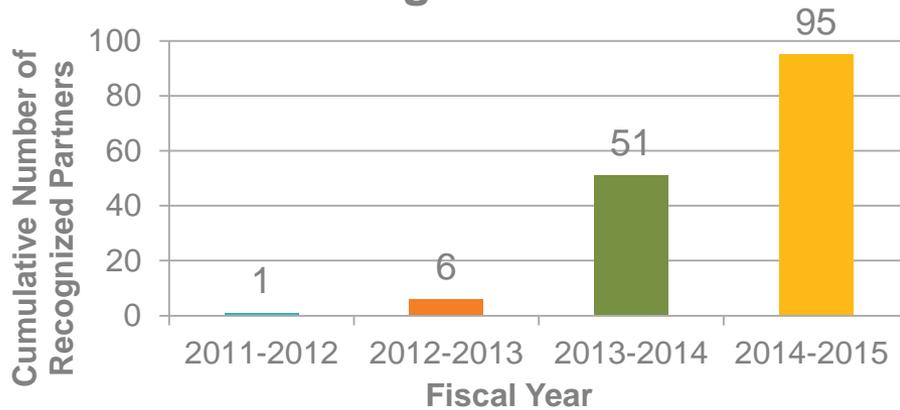


SIMPLE

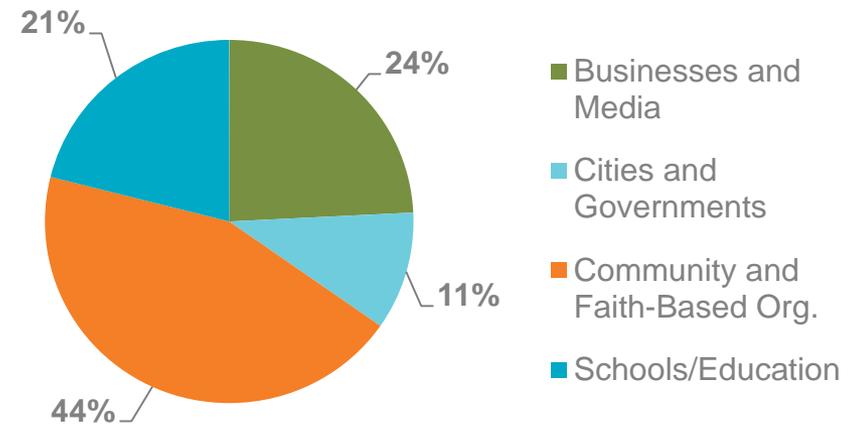




Live Well San Diego Total Recognized Partners



Live Well San Diego Partners by Sector through Present



5 AREAS OF INFLUENCE



HEALTH



KNOWLEDGE



STANDARD
OF LIVING



COMMUNITY



SOCIAL



CO-CONSTRUCTING SHARED MEANING

- Set goals and plan strategically through internal and community collaboration
- Engage internal team and outside experts in brand development
- Gain employee trust by bringing them into the process
- Ask your customers/clients what they value and follow-through on their requests

RELEVANT



Search

HEALTHY, SAFE AND THRIVING COMMUNITIES IN SAN DIEGO COUNTY

[ABOUT](#) | [NEWS](#) | [CALENDAR](#) | [PARTNERS](#) | [START LIVING WELL](#) | [MAKE AN IMPACT](#) | [JOIN US](#)



MAY IS MENTAL HEALTH MONTH
SIGN UP FOR THE 2015 NATIONAL
ALLIANCE ON MENTAL ILLNESS (NAMI)
WALK AND WELLNESS EXPO!

REGISTER TODAY



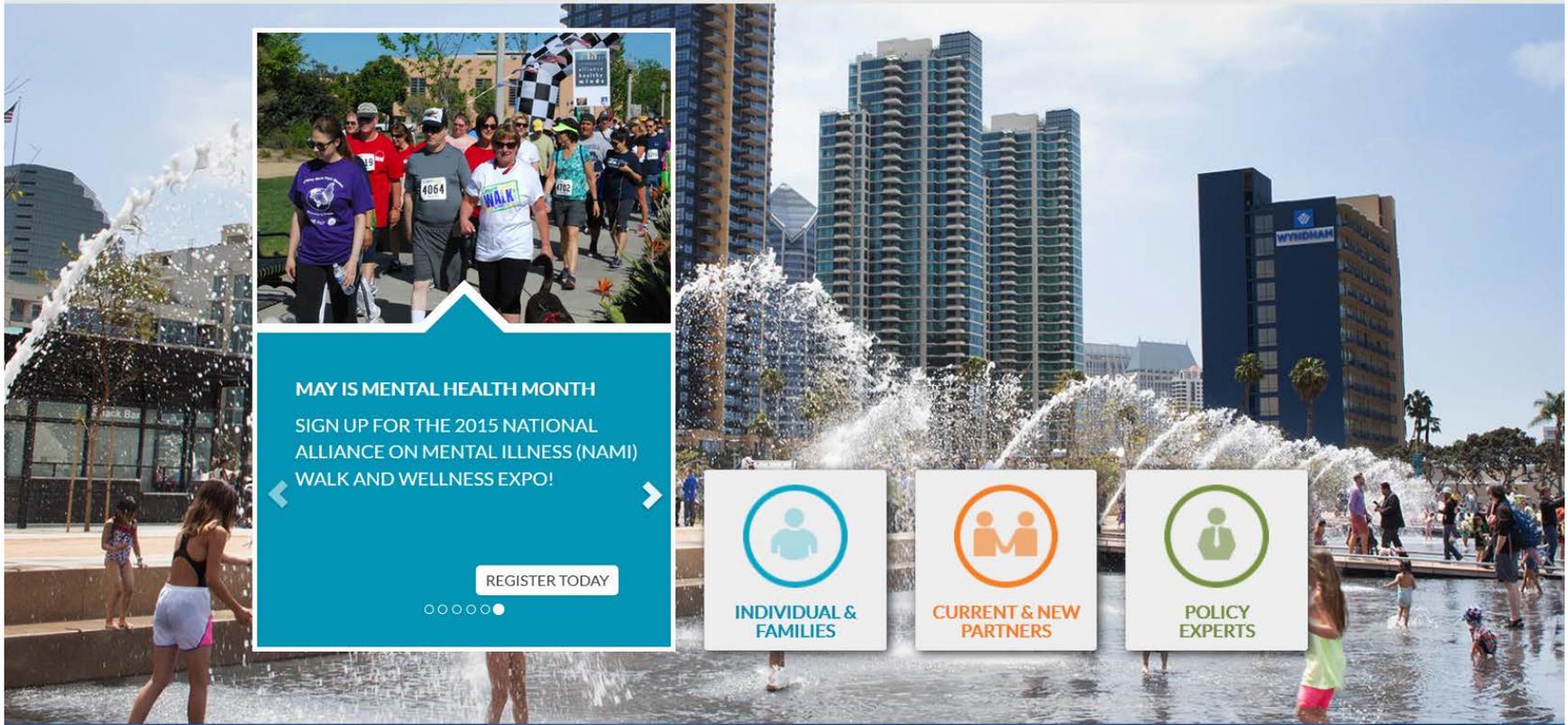
INDIVIDUAL &
FAMILIES



CURRENT & NEW
PARTNERS



POLICY
EXPERTS



CONSISTENT



SAME MESSAGE ACROSS ALL MEDIUMS

- All County staff, in their interactions with other employees and external customers, are ambassadors of the *Live Well San Diego* brand message and values



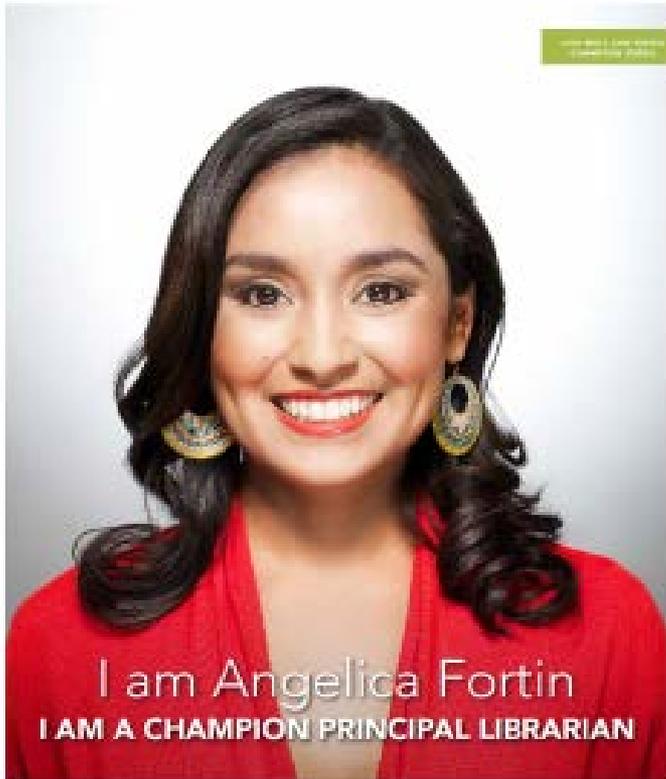
CONSISTENT



Appendix #2: LOGOS AND BRANDING CHEAT SHEET

<p>BASIC LOGO horizontal & vertical format</p>	
<p>PAIRED LOGO used with County seal or any Group logo</p>	
<p>COUNTY PROGRAM or PARTNER LOGO used to show connection between programs/partners and LWSD</p> <p><i>Attribution text should be Arial Italic, dark grey (80% black)</i></p>	<p>HHS A logo already includes County of San Diego, so no additional attribution needed</p> <p>Partner Logo</p> <p>County Program Logo</p> <p>It's UP to US</p> <p>Up2SD.org County of San Diego Health and Human Services Agency an initiative of LIVE WELL SAN DIEGO</p> <p>includes County and Agency attribution, because It's Up to Us is Agency program</p> <p>County Program Logo</p> <p>a program of County of San Diego</p> <p>LIVE WELL SAN DIEGO</p> <p>Option: include only County attribution</p> <p>in partnership with County of San Diego LIVE WELL SAN DIEGO</p>

CONSISTENT



I am Angelica Fortin
I AM A CHAMPION PRINCIPAL LIBRARIAN

Libraries are the building blocks of communities.
I improve lives through knowledge.

I AM LIVE WELL SAN DIEGO

Read More
Champion Stories
at LiveWellSD.org

I AM
LIVE WELL
SAN DIEGO

LiveWellSD.org/Champions



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Live Well San Diego

HHSA Standard Contract Language

Effective 10/24/13

Add LWSD HHSA standard language to Exhibit A: Statement of Work, last paragraph in the Background section.

1. Language for Insertion into all Agency Contracts:

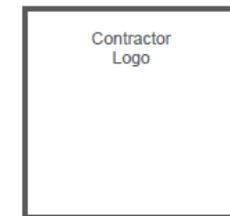
Live Well San Diego was developed by the County of San Diego as a comprehensive, innovative wellness plan. This long-term plan combines the efforts of partners inside and outside County government to ensure all residents be healthy, safe, and thriving. All HHSA contractors, to the extent feasible, are expected to advance this initiative, which is being implemented in a phased approach. The first phase, *Build Health*, was adopted by the Board of Supervisors in 2010, and focuses on improving the health and supporting healthy choices. The second phase, *Living Safely*, seeks to ensure residents are safe from crime and abuse, neighborhoods are safe, and communities are resilient to disasters and emergencies. The third phase, *Thriving*, focuses on promoting a region in which residents can enjoy the high quality of life.



Up2SD.org

County of San Diego HHSA

an initiative of



Contractor
Logo

a joint initiative of

County of San Diego HHSA and [Contractor]





WHAT HAVE WE LEARNED?

Simplicity

- Explain the what, why and call to action

Relevance

- Strong brands align with their customers' values

Consistency

- Together we can do more

THANK YOU!



ANY QUESTIONS?

Visit LiveWellSD.org or email Kathryn.Rogers@sdcounty.ca.gov

