

# Creating Impact in Health Communications

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**CCLHO Spring 2013  
Semiannual Meeting**  
May 3, 2013



“People don’t read ads. They read what interests them. And sometimes, it’s an ad.”  
~ Howard Gossage

# Health Care Advertising: The Mandate for Reform

Health care advertising is remarkably – unremarkable

- The mandate for reform

## Opportunity for Health Care

- Engage the consumer in a deeper way - one that resonates and “sticks” – and changes health behaviors
- Memorable ads tell a story that evokes a strong feeling, creates a WOW or even sometimes a “chilling” effect
- Create impact.

# What is Impact?

- More important than continuity, reach or frequency
- Transcends media metrics
- Ignites or aids PR efforts
- Separates memorable from noise of 4,000 messages/day
- Compels someone to take action – change behavior

# Case Study: Where Greater Things Campaign

## Situation

- Competitors own brand equities Scripps deserves
- Outspent significantly; limited budget
- Opportunity to break through cluttered, look-alike ad environment

## Objective

- Position Scripps as the premiere health system in San Diego
- Top-of-mind awareness and perceptions commensurate with our brand

# How We Created Impact: Approach

- Focused on why people want to get well – their passions in life
- Found stories with real inherent drama
- Leveraged the unexpected – create a reveal
- Summed up with presumptive themeline
- Combined high impact and frequency media
- Deployed traditional, online/social media
- Extended across all media – using strong in-house resources

# How We Created Impact: Media

**High Impact TV:** Super Bowl, Academy Awards, March Madness,

**High Reach TV:** Prime Programs (e.g., Castle, 60 Minutes, CIS, etc.)

**High Frequency TV:** TV ads in early morning news

**Geo-Targeted OOH:** High-profile billboards, Banners and outdoor advertising in UTC and North County malls

**Frequency Print:** FP & 1/2P in SDUT, San Diego & Performance Mags

**Targeted Digital:** Banner and video ads

**Social Media Campaign:** Facebook

# Print

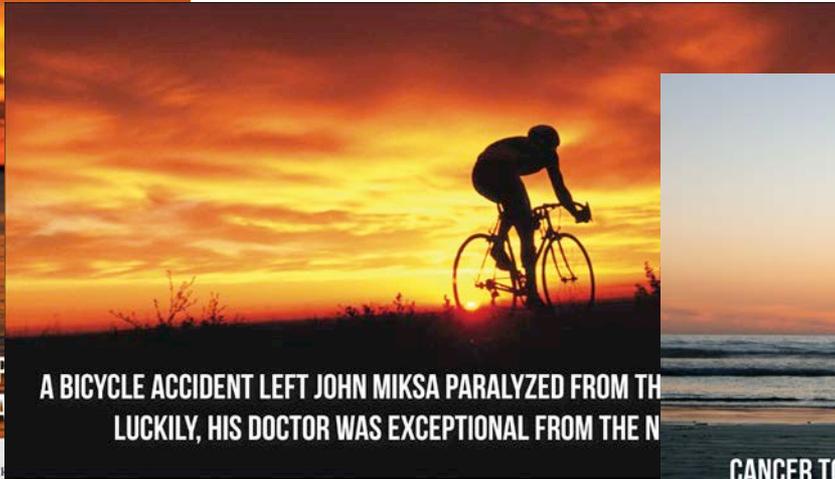


**FOR MARY ROSE, THE ROUTE FROM NEWPORT TO CATALINA WENT THROUGH OUR OPERATIONS.**

Paddling through heavy surf will set anyone's heart racing. But when kayaker Mary Rose experienced palpitations hours after a training session, she knew something was wrong. A visit to Scripps revealed she was suffering from ventricular tachycardia, a condition with potentially fatal consequences. A team of specialists performed minimally invasive surgery on Mary's heart, using a catheter to correct the problem in a way that eliminated the need for a pacemaker. She left the hospital and was back in her kayak within a few weeks. Five months later, Mary took part in a race from Newport to Catalina with her paddling team – thanks in no small part to the dedication and skill of Scripps.

*For referral to a Scripps primary care physician or specialist, call 1-800-SCRIPPS (727-4777) or visit Scripps.org.*

**Scripps. Where greater things happen.**



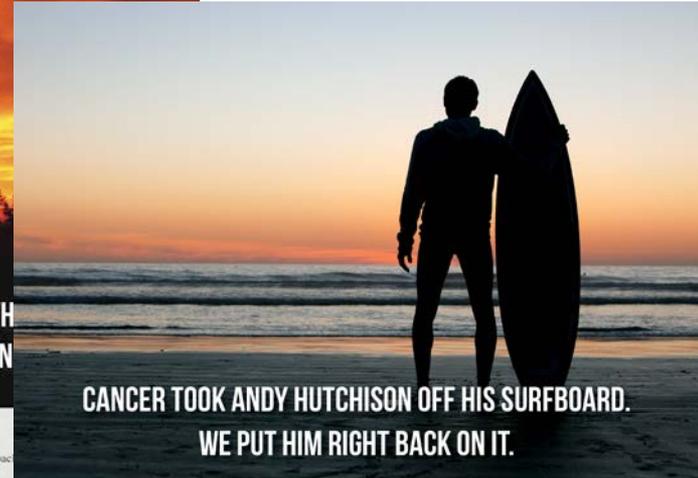
**A BICYCLE ACCIDENT LEFT JOHN MIKSA PARALYZED FROM THE NECK DOWN. LUCKILY, HIS DOCTOR WAS EXCEPTIONAL FROM THE START.**

One moment, John Miksa was riding his bike along the coast. The next, he was lying on his back, paralyzed from the neck down after being struck head-on by a car. He was lifelifted to Scripps, where doctors discovered major trauma to his spinal cord. Within five hours of the accident, a Scripps neurosurgeon removed a herniated and ruptured disc from John's neck, and fused together his C5 and C6 vertebrae. Just a few hours after that, John regained motion in his hands and feet. Most amazing of all? After four months of therapy, John walked out of the hospital without assistance, and went on to experience a full recovery.

*It's an exceptional story, made possible by a group of even more exceptional doctors.*

*To learn more, call 1-800-SCRIPPS (727-4777) or visit Scripps.org/John.*

**Scripps. Where greater things happen.**



**CANCER TOOK ANDY HUTCHISON OFF HIS SURFBOARD. WE PUT HIM RIGHT BACK ON IT.**

Sharks didn't scare him. Dangerous waves couldn't stop him. But when Andy Hutchison was faced with acute lymphoblastic leukemia, he was forced to give up surfing in order to fight the disease. Fortunately, he chose Scripps and immediately started an aggressive course of chemotherapy. Within 45 days, Andy's cancer was in remission. Then, only a few years later, Andy was diagnosed with another type of leukemia. This time, he decided to try a new cancer-fighting drug. It worked. Today, Andy is cancer-free and back out on his board – only this time, he's helping combat veterans learn to surf as part of the Wounded Warrior Program. Because like Scripps, Andy knows just how important a second chance can be.

*For referral to a Scripps primary care physician or specialist, call 1-800-SCRIPPS (727-4777) or visit Scripps.org.*

**Scripps. Where greater things happen.**



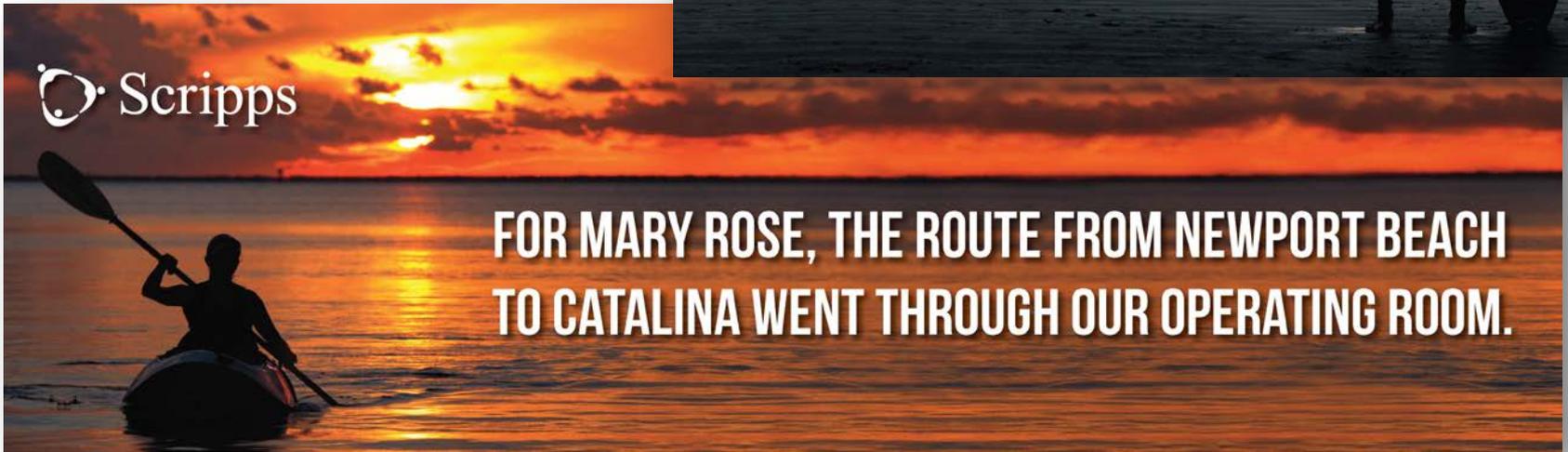
# Outdoor



**CANCER TOOK ANDY HUTCHISON OFF HIS SURFBOARD.  
WE PUT HIM RIGHT BACK ON IT.**



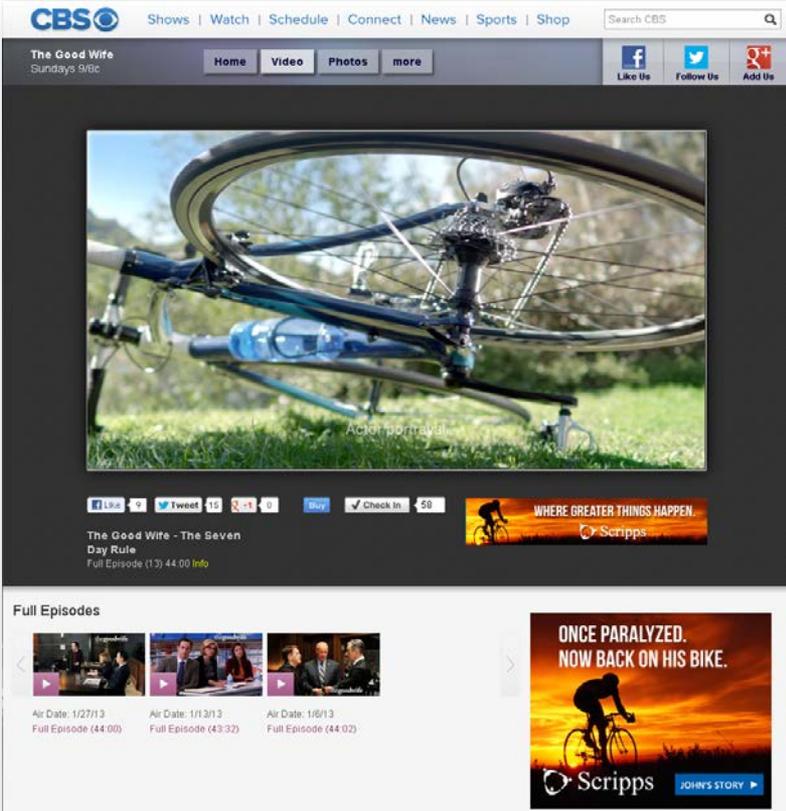
**FOR MARY ROSE, THE ROUTE FROM NEWPORT BEACH  
TO CATALINA WENT THROUGH OUR OPERATING ROOM.**



# Digital Advertising – Web and Mobile

## Digital Assets

- Flash banner ads
- Three 30:s video ads: in-banner, pre-roll, and mid-roll



The screenshot shows the CBS website interface. At the top, there is a navigation bar with links for Shows, Watch, Schedule, Connect, News, Sports, and Shop, along with a search bar. Below this, the page is dedicated to 'The Good Wife' (Sundays 9/8c). A large video player is the central focus, displaying a scene from the show with a bicycle lying on the grass. Below the video player, there are social media sharing options (Like, Tweet, Facebook, Check In) and a Scripps advertisement banner that reads 'WHERE GREATER THINGS HAPPEN.' Below the video player, there is a section for 'Full Episodes' with three episode thumbnails and their respective air dates and durations. At the bottom right, there is another Scripps advertisement banner for 'JOHN'S STORY' with the text 'ONCE PARALYZED. NOW BACK ON HIS BIKE.'

## Sample Placements

Harpers Bazaar

Huffington Post

Men's Health

MSN Lifestyle

MSNBC

NY Times

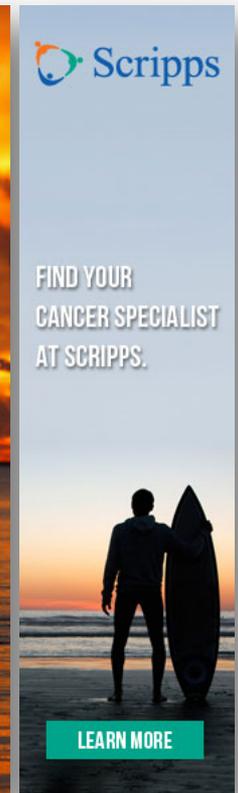
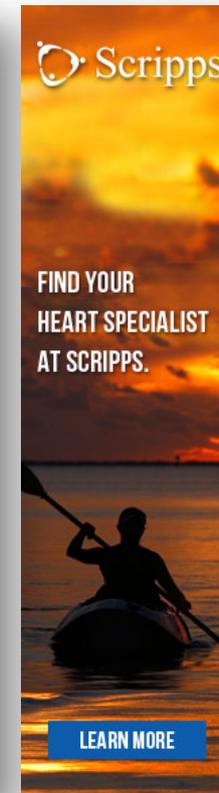
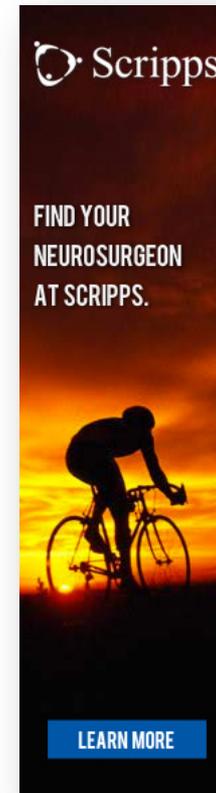
Parents

USA Today

WebMD

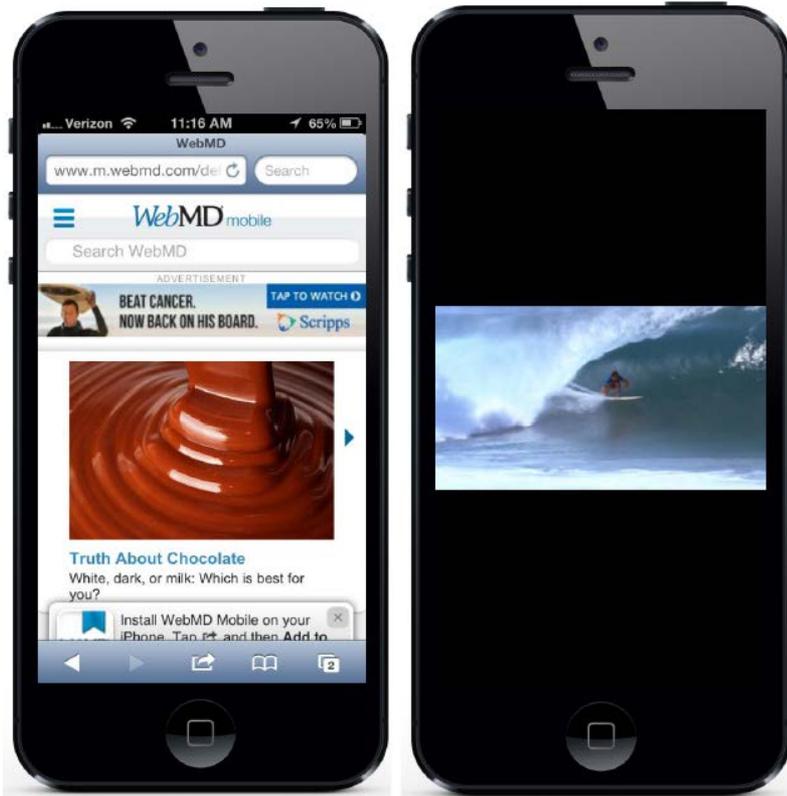
Yahoo! News

# Digital Advertising - Banners

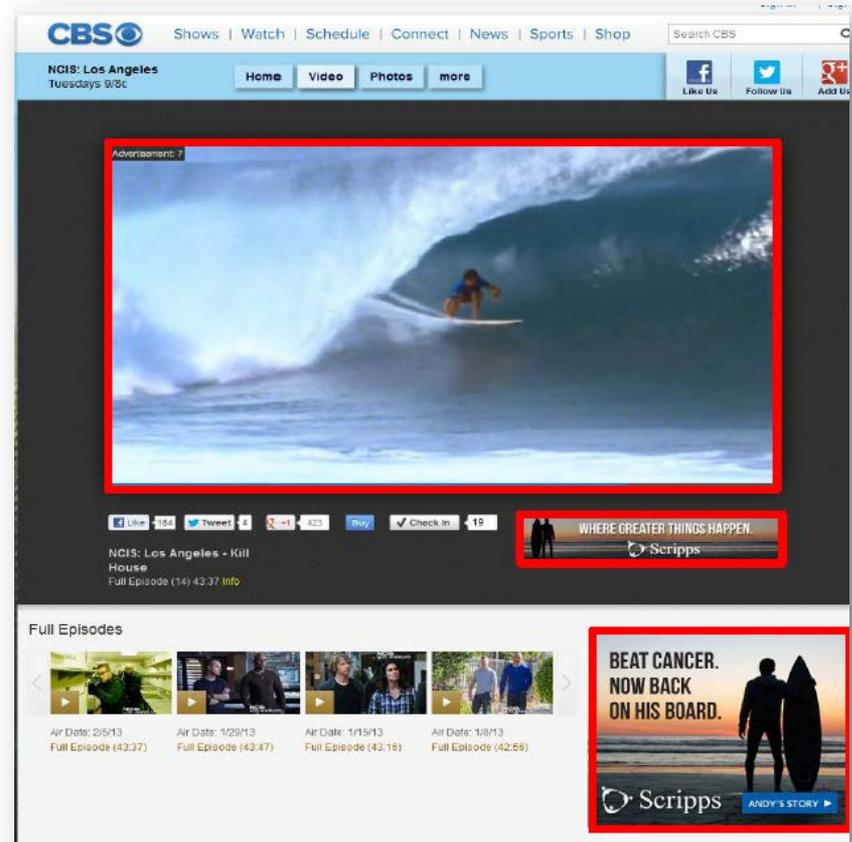


# Digital Advertising – Video Ads

## Mobile Video Ad



## Pre-Roll Ad on Web



# Consumer Website

## Home Page

The screenshot shows the Scripps Health consumer website home page. At the top, there is a navigation bar with links for '1-800-SCRIPPS', 'Contact Us', 'About Scripps', and various user-specific links like 'For Health Professionals', 'For Going', 'For Job Seekers', 'For Media', and 'For Volunteers'. Below this is a search bar and a main banner featuring a photo of Andy Hutchinson, a surfer and cancer survivor, with the headline 'Where Greater Things Happen.' and a search input field. A green bar below the banner contains four call-to-action buttons: 'Do you need help finding a doctor?', 'Do you want to learn about a condition?', 'Would you like to pay your bills online?', and 'Do you need directions to a location?'. The main content area is titled 'SCRIPPS NEWS' and 'CLASSES & EVENTS' and displays four news items with images and brief descriptions. Below this is a testimonial from Michelle Ivers, a breast cancer survivor, with the text 'Your generosity can make a difference in the lives of others.' and a 'Learn more' button. At the bottom, there is a footer with social media icons and a grid of service categories including Doctor Finder, Medical Services, Health & Wellness, Research, Patient Guide, and Locations.

## Press Release

The screenshot shows a Scripps Health press release page titled 'Scripps Health Campaign Spotlights Heartwarming Recoveries'. The page features a video player at the top, followed by a text-based press release. The text includes a quote from a patient and a statement from a Scripps Health representative. Below the text are three more video player thumbnails. At the bottom, there is a 'Media Contact' section with contact information for a Scripps Health representative. The page layout is clean and professional, with a clear focus on the patient stories and the organization's commitment to care.

# Micro Site

www.scripps.org/brandcampaign2013



## Scripps. Where Greater Things Happen.



Scripps patients often share amazing stories about their journey back to health. These stories show incredible courage in the face of life-threatening illnesses or injuries — and a great passion for life. It's when that kind of determination to overcome adversity is coupled with the expertise of top medical experts and innovative treatments that greater things happen — and more lives are saved.

Get to know some of the people who have trusted Scripps with their health care. Now they are back in action — enjoying life and doing what they love most.

**A heart condition forced kayaker Mary Rose to take a detour.**



Her route to Catalina went through our operating room. This is her story.

**A bicycle accident left John Miksa paralyzed from the neck down.**



Luckily, his doctor was exceptional from the neck up. This is his story.

**Cancer took Andy Hutchison off his surfboard.**



We put him right back on it. This is his story.

**Cancer cornered officer Christopher Smith.**



He called us for backup. This is his story.

**THE DOCTORS WHO MAKE GREATER THINGS HAPPEN**

Call **888-476-9028** to find a doctor who is right for you or search for one in Scripps doctor finder.

Doctor's Specialty

On Medical Staff At

Doctors Gender

[Find Doctor](#)

Facebook Twitter Google+ More

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## Mary Rose's Story

For Mary Rose, the route from Newport Beach to Catalina went through our operating room.



Padding through heavy surf will set anyone's heart racing. But when kayaker Mary Rose experienced heart palpitations hours after a training session, she knew something was wrong.

A visit to Scripps confirmed she was suffering from ventricular tachycardia, a condition with potentially fatal consequences. Within 48 hours, a team of specialists performed minimally invasive surgery on Mary's heart, using advanced technology to correct the problem in a way that eliminated the need for a pacemaker. She left the hospital the next day, and was back in her kayak within a few weeks.

Five months later, Mary took part in a grueling 30-mile race to Catalina with her paddling team — thanks in no small part to the dedication and skill of her Scripps team.

**Mary's story. In her own words.**



**Scripps. Where greater things happen in heart care.**

- Scripps is the only health system San Diego to be listed as one of America's best hospitals for heart care and heart surgery by U.S. News and World Report.
- Scripps offers exceptional quality care, often exceeding state averages in delivering evidence-based cardiovascular interventions.
- Scripps uses innovative research to improve heart care, including leading-edge studies for valve replacement and genomic testing for cholesterol-reducing drugs.

[Go to Start Page](#)

**THE DOCTORS WHO MAKE GREATER THINGS HAPPEN**

Call **800-322-4777** to find a doctor who is right for you or search for one in Scripps doctor finder.

Doctor's Specialty

On Medical Staff At

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Facebook Twitter Google+ More

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# Creating Impact: Social Campaign

- Mobilize positive health success stories to create additional engagement and buzz
- Create platform for new stories to refresh campaign
- Expand patients' support network through an online community on Scripps Facebook page
- Reach broader audiences and younger demographic

# Social Campaign: Greater Things Happen When...

facebook

**Scripps** **GREATER THINGS HAPPEN WHEN YOU**



**Share Your Inspiring Story and Support Others**

[Tell Your Story >](#)

Each day, we are amazed by our patients' bravery: A cancer patient who beats the disease – twice; a heart patient who is now back in action and a trauma patient who walks again after being paralyzed. Your courage is what inspires us to be greater.

[ABOUT](#) | [TELL YOUR STORY](#) | [HEALING STORIES](#) | [SHARE WITH FRIENDS](#)

**This is Mary's Story**



Do you have a story about your – or a loved one's – journey back to health? We'd like to hear it. By sharing, you can bring hope to others. Even if you don't have a story to tell, you can support others by clicking the button next to their story.

Each week we will randomly select and share one of your stories on our wall. If your story is selected, you'll also receive a special thank you gift.

[Tell Your Story >](#)

**Information About the Giveaway**

Greater things happen when you share your story and support others. To show our appreciation, we'll randomly award one individual each week with a \$50 gift card for sharing their story.

<b>Prize Details</b> One random story per week wins a \$50 Westfield Mall gift card.	<b>Promotion Instructions</b> Share your story and inspire others.
<b>Prize Eligibility</b> Only persons who are at least 18 years of age can enter.	<b>Promotion Starts</b> March 1, 2013 at 12:00 p.m. PST
<b>Promotion Ends</b> May 31, 2013 at 12:00 p.m. PST	<b>Need More Details?</b> See <a href="#">Official Rules</a> for detailed giveaway schedule.

facebook

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[ABOUT](#) | [TELL YOUR STORY](#) | [HEALING STORIES](#) | [SHARE WITH FRIENDS](#)

[Submit Your Own Entry >](#) **Healing Stories**

**Scripps**

Support count: 4

**Hellom From Start to Finish**

by Yveline K.

[Support](#)

Share on my Wall

**Scripps**

Support count: 3

**Thank you, Dr. Ostrow!**

by Maria W.

[Support](#)

Share on my Wall

**Scripps**

Support count: 2

**An Easy Move**

by Marie G.

[Support](#)

Share on my Wall

**Scripps**

Support count: 1

**recovery from alcoholism**

by daniel d.

[Support](#)

Share on my Wall

**Scripps**

Support count: 0

**I almost died!!!**

by Stephen H.

[Support](#)

Share on my Wall

facebook

**Scripps** **GREATER THINGS HAPPEN WHEN YOU**



**Share Your Inspiring Story and Support Others**

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[ABOUT](#) | [HEALING STORIES](#) | [SHARE WITH FRIENDS](#)

**Share the Inspiration: Click to add a story to your Facebook page or share with a friend.**



[Publish to Wall](#)

[Invite Friends](#)

[Skip >](#)

[About](#) [Official Rules](#) [Privacy](#)

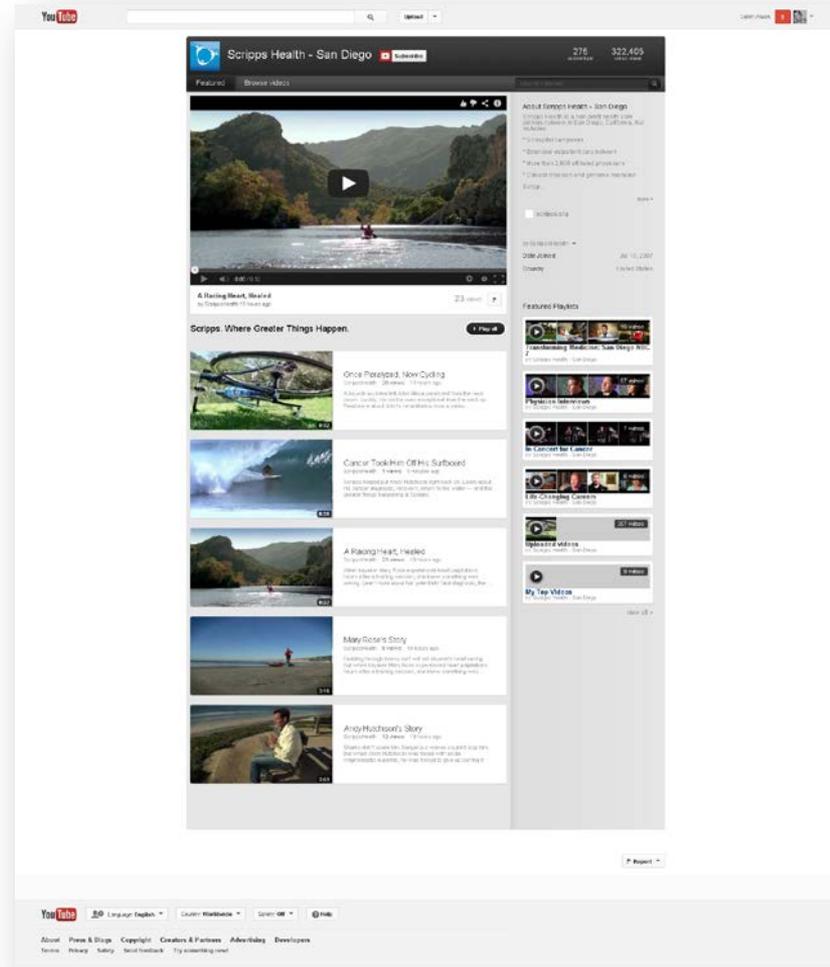
This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Scripps Health and not to Facebook.

# Social Rebrand

Facebook.com/scrippshealth



YouTube.com/scrippshealth



# Social Rebrand

twitter.com/scrippshealth

The screenshot shows the Twitter profile for Scripps Health (@ScrippsHealth). The header features the Scripps logo and a profile picture of a man in a dark jacket. The bio reads: "Scripps Health is a not-for-profit, community-based health care delivery network. Scripps. Where greater things happen. San Diego, CA - http://www.scripps.org". Statistics show 3,940 tweets, 5,445 followers, and 13,882 following. The main content area displays several tweets, including one about proton therapy treatment and another about a free event with Dr. Rossi, Jr. The left sidebar includes navigation links for Tweets, Following, Followers, Favorites, and Lists, as well as a "Connect With Us!" section with links to Facebook, YouTube, Google+, Pinterest, and Flickr. A "Trends" section is also visible at the bottom left.

Plus.google.com/+scrippshealth

The screenshot shows the Google+ profile for Scripps Health. The header includes the Google+ logo and a search bar. The profile picture is the same as the Twitter page. The bio reads: "Scripps Health WHERE GREATER THINGS HAPPEN." Below the bio, there are tabs for Posts, About, Photos, and Videos. The main content area displays a post from yesterday about a free presentation on proton therapy by Dr. Carl Rossi, Jr. The post includes a photo of the doctor and a link to a "Promises of Proton Therapy" document. The right sidebar shows the website "www.scripps.org" with 1,800+ followers and a list of 163 people in their circles, including Stewart Gandolf, Vera Viner, Oklahoma Hear..., John Lee, Kathi Browne, and Community He... The bottom of the page shows "11 IN COMMON WITH YOU" and a chat icon.

# Measuring Success

- Pre- and post-campaign online research
- Online advertising reports from banner and video ads
- Reports on microsite traffic and tracking of unique phone number for 1-800-SCRIPPS
- Media placements tracked
- Call center reports



*“Anyone who tries to make a distinction between education and entertainment doesn't know the first thing about either.”*

~ Marshall McLuhan

# DeVito/Verdi Health Communications Pitfalls

- Laddering too high or too low
- Focus on process not product
- Disregard or minimize the public service nature of the message
- Institutional tone and manner
- Elegant, pretty pictures instead of smart messages
- Showing people who typify the hospital target when appeal broadly
- Using one ad to do it all
- Effectiveness of similar approaches is replicable
- Intellectual, not emotional
- Typical category cues
- Retail over reputation
- Overly strict constraints in service of ‘campaign consistency’
- Ego gratification
- Misdirecting the role the advertising plays
- Unbelievable/exaggerated
- Dealing with multiple audiences forces overly-broad messaging
- Limited budgets are really ‘limiting’
- Forced differentiation

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# Health Care vs Public Health Messaging

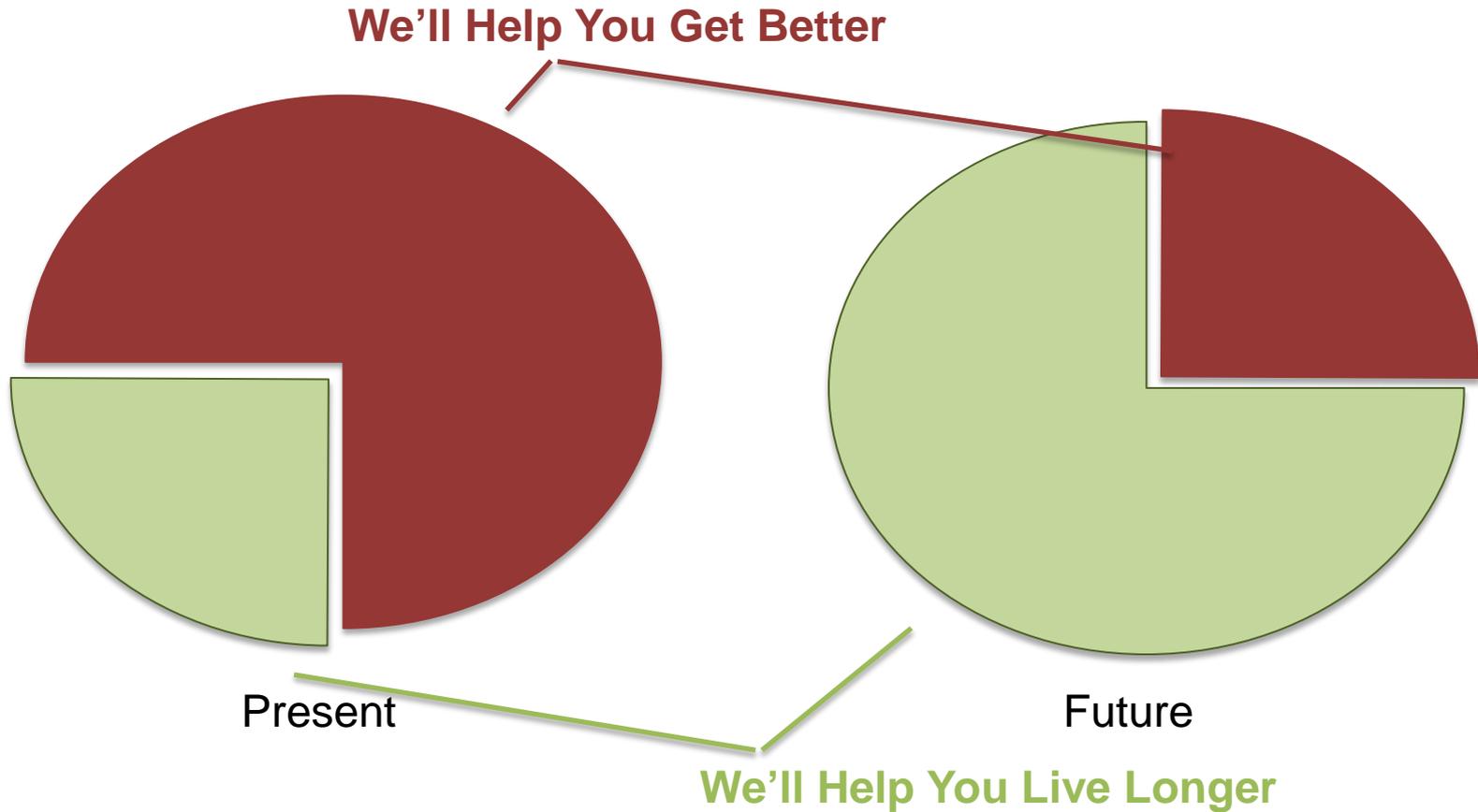
Health Systems concerned with brand, positioning, business-building

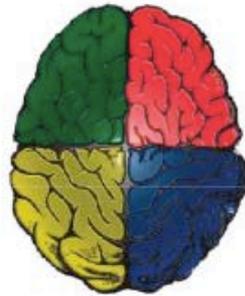
- Must convey point-of-difference vs competitors
- Top-of-mind preference and choice rather than top-of-mind awareness and action

However...

- Both subject to “pitfalls” and “laws of impact”
- Changing health care environment means hospitals increasingly focus messaging on wellness vs treatment

# The Merging Missions of Health Care and Public Health





KEEP YOUR BRAIN HEALTHY



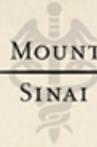
Push to Play

The Stroke Center at the  
NEUROSCIENCES INSTITUTE

Abington Memorial Hospital  
— The Power To Heal —



Two year old Patricia Puia sat on her mother's lap, unable to hear the gentle voice that tried to comfort her. Deaf from birth, her life in Romania was lived in silence. But a month after undergoing cochlear implant surgery at Mount Sinai, the silence was filled

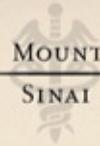


with the sounds of a world Patricia never knew existed. "I feel like I've just given birth to this child for the second time," her mother said tearfully. "But this time she hears." 1-800-MD-SINAI • www.mountsinai.org  
**Another day, another breakthrough.**

**WE TURNED  
A CHILD WHO  
COULDN'T HEAR INTO  
A TYPICAL 2 YEAR  
OLD WHO DOESN'T  
LISTEN.**



At Mount Sinai, we see disease as the adversary. Not other hospitals. That's why we train doctors the world over to perform the groundbreaking procedures we've pioneered. Like mitral valve repair, minimally invasive thoracic surgery and



repair of aortic aneurysms. Because we have an obligation to help patients get better. No matter what hospital they're in. 1-800-MD-SINAI. For a list of our doctors, log on to [www.mountsinai.org](http://www.mountsinai.org). **Another day, another breakthrough.**

**EVEN**  
HOSPITALS COME TO  
MOUNT SINAI  
TO GET BETTER.



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You can go to a local hospital for the sake of convenience. Or you can go to Mount Sinai Medical Center for the sake of your health. Mount Sinai's staff is comprised of the world's most renowned physicians, whose surgical and diagnostic skills are unsurpassed. They provide

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the kind of groundbreaking treatment today that will become standard treatment tomorrow. Yes, there are hospitals that are closer. But none of them come close to Mount Sinai. 1-800-MD-SINAI • www.mountsinai.org  
**Another day, another breakthrough.**

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IF YOU CAN  
GO INTO THE CITY  
TO SEE A SHOW,  
YOU CAN GO INTO  
THE CITY TO  
SAVE YOUR LIFE.





MOUNT SINAI

Another day, another breakthrough.

1-800-MD-SINAI WWW.MOUNTSINAI.ORG

# MINIMALLY INVASIVE SPORTS SURGERY

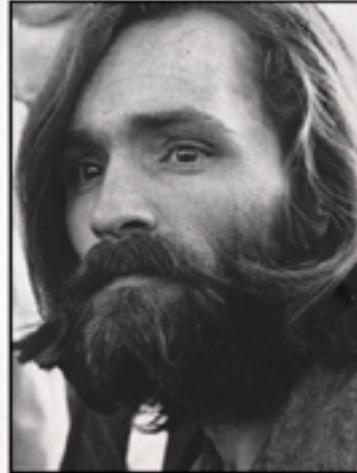
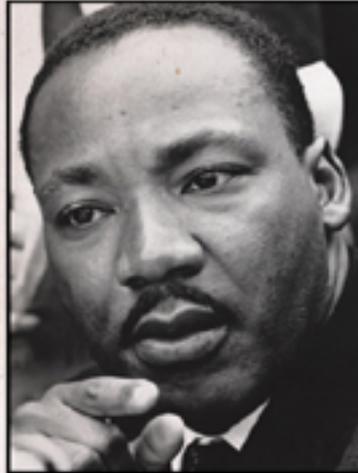


# How We Create Impact

Capture a truth about the product, category or consumer that will resonate and reveal it in a surprising way...

- Start with the idea
- Use the medium as the message
- Flip the familiar
- Find an untold part of the story
- Get slightly uncomfortable, then nudge a little more
- Invest in art
- Don't take any medium for granted

**THE MAN ON THE LEFT  
IS 75 TIMES MORE LIKELY TO BE STOPPED  
BY THE POLICE WHILE DRIVING THAN  
THE MAN ON THE RIGHT.**



It happens every day on America's highways. Police stop drivers based on their skin color rather than for the way they are driving. For example, in Florida 80% of those stopped and searched were black and Hispanic, while they constituted only 5% of all drivers. These humiliating and illegal searches are violations of the Constitution and must be fought. Help us defend your rights. Support the ACLU.

a m e r i c a n c i v i l l i b e r t i e s u n i o n

125 Broad Street, 14th Floor, NY, NY 10004 [www.aclu.org](http://www.aclu.org)

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# MISSING



Toni Jefferson's Breast Cancer.  
Last seen at Abington Memorial Hospital.  
For more information visit [www.amh.org](http://www.amh.org)

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**OBITUARIES**

**900 Death Notices**

**GIN**

ington, formerly of Somerville and Yarmouth, Charles T. Beloved and of the late Edythe (Raynolds), of Linda A. and Kevin Callahan of ington. Grandfather of Julie T. and her husband Terry Shields Paul, MN, and Sarah E. Callahan of cton. Complete notice to follow in ty's edition.

**IS**

with Boston, March 24th, Ruth E. (han). Wife of the late John F. Ellis, g mother of Jack Ellis of South n, and Jane Coster of Marblehead, survived by two loving children, Liz and Charley Coster of ehead, and cousins. Visiting hours the O'Brien Funeral Home, 146 uester St., SOUTH BOSTON, ay 5:00-7:00 P.M. Funeral Mass in igh Manor Chapel on Wednesday 0 A.M. Visiting hour one prior to Relatives, and inviting g the Old Harbor St. Entrance). In flowers, donations may be made in memory to the Alton Manor, 130

**KENNEY**

Frances T. (Mahoney) of Somerville, formerly of Cambridge, March 23, 2002. Beloved wife of the late John M. Kenney. Plancee of Michael Bouckas of Somerville. Mother of Denise DeLago of Somerville, John of Arlington, Karen Monica of Tewksbury, Maureen Giannini of Sloughon, Steve of Somerville, Sheila Butler of Sharon, Kathleen Asagon of Tewksbury, and Helen Kenney of Somerville. Sister of John Mahoney of Woburn, and Dorothy Coleman of Ort. Also survived by 12 grandchildren. Funeral from the George Doherty Funeral Home, 335 Broadway, (Powderhouse Sq.), SOMERVILLE, on Wednesday morning at 9:30 A.M., followed by a Funeral Mass in St. Clement Church, Somerville, at 10 o'clock. Relatives and friends invited. Calling hours Tuesday 4:00-8:30 P.M. Interment Gethsemane Cemetery, Boston.

**LEVESQUE**

Jean M. of Dorchester, March 24, 2002, age 69 years. Beloved mother of Therese (Tracy) Wilson of Quincy, and Jean M. Levesque of Quincy. Beloved sister of Catherine Fink of Rochester, NY, and

**McGINN**

Mary Ann "Butties" (Princiotto), a life long resident of South Boston, unexpectedly March 24, 2002. Devoted mother of Mary L. Lemo married to Thomas W. Lemo of South Boston; Elaine F. Savage married to John J. Savage of Quincy; Judith A. Egan married by James M. Egan of Braintree. She survived by eight grandchildren, ten great-grandchildren, numerous nieces and nephews, and friends. She is the last of 13 children in her family. Sister of the late Anthony Frank, Michael, Nicholas James and Joseph Princiotto, Catherine O'Neil, Helen Jenkins, Frances Nelson, Grace Light, Rosalie Tangway, and Eleanor Princiotto. Funeral from the Meritimer N. Peck-Russell Peck Funeral Home, 516 Washington St., BRAINTREE, on Wednesday of 6:00 A.M. Funeral Mass in St. Francis of Assisi Church, South Braintree Square, at 7:00 A.M. Burial will follow at Cedar Grove Cemetery, Dorchester. Relatives and friends invited. Visiting hours Tuesday 5:00-8:00 P.M. Mr. McGinn was a retired Medical Secretary for South Boston Community Health Center.

**McKINNON**

ence G. Warren, Sister of the late Crocker, Robert F. Funeral Ceterly ter St. h 26, of 00 P.M. emetry, rists &

**Ruth E. lived in**

Ruth E. Jacobs of tired teacher, died 1 Caritas Norwood Ho wood after a brief ill 96.

Born in Attleboro was a longtime Need before moving to Wa a graduate of Boston

Miss Jacobs taught at the Broadmead Needham for 43 yrs taught in Norfolk for Kingston for two yrs

She was a 70-year 1 Daughters of the An lution, Col. William

**Louise Lodie lived in Melr**

Louise M. (Mutt) "N Melrose, a nurse, died Saturday after a lengt cancer. She was 87.

Born and raised in W Lodie graduated from School of Nursing in 19 her marriage in 1942, s Melrose.

During her years of Lodie was known as a borhood and communi was the night supervi Wakefield Hospital befet 26 years of service.

She was committed advocacy and as capt Lodie," she participated Boston AIDS Walk for was a devoted parish Joseph's Church in M member of the Catholic America for many year

Wife of the late Cha Lodie is survived by Robert C. of Los Angele M. of Ashfield, and Paul Mountain, Vt.; three Maryann A. Hollis & O'Loughlin, both of Mel abeth G. Sustick of No grandchildren, two gra

**SIMEONE**

Benjamin A., Jr. of 22, 2002. Beloved husb Inez C. (McKinnon) companion of Bette Hobg of Lauren Dirico, NG Benjamin A., William M. c Simeone, all of Milton Sylvester "Chubby" Simes and Maria "Dolly" Lyons; one of the late Benjamin (DeMarco) Simeone. Als nine grandchildren. A Fur be celebrated in St. Eliz Wednesday of 10:00 A.M. Friends invited. Visiting ho in the Dolon Funeral Home, MILTON, on Tue P.M. Interment Milton C Veteran Korean War. In I donations in Ben's name. Mass. General Hospita Development, 53 Pruff St. 01515

his job hergrater ack when rial Hos. held-ot to heal.

arch 24, yeaned. Devoted and his onolph, A. Craig ton, a Plain, Joseph o and oughon, n of GH. Davis of Dageff, Refitt, ichols & Oak St. Cleary y of 8:00 Burial of off Rd.,

parents of 14 grandchildren and friends respectfully invited to attend, visiting hours Tuesday 2-4 and 7-9 P.M. Retired Employee of GE/Sylvania, Mass. Beach Buggy Assoc., Mass. Striped Bass Assoc., Pilots out of Norwood Airport, and Deebam Moose #189. Memorials may be made in Joe's memory to the Helenic Nursing Home, 401 Sherma St., Canton, MA, 02021. (Doorway Parking).

**PIMENTEL**

Of Somerville, Emilia A., March 23. Wife of the late Jose J. Serpa. Mother of John Serpa, Jose Serpa, Helena Raposo, Maria Adriana, Antonio Serpa and Evaristo Serpa. Also survived by 13 grandchildren, 23 great-grandchildren, and 2 great great-grandchildren. Funeral from the Rogers Funeral Home, 360 Cambridge St., CAMBRIDGE, on Wednesday at 10:00 A.M. Funeral Mass at St. Anthony's Church, Cambridge, at 11:00. Visiting hours Tuesday 5 to 9 P.M.

**SAURO**

Of Newton, March 23, 2002. John H. "Sonny". Beloved husband of Sue R. (Tranontozzi). Devoted father of Stephen Sauro and his wife Marylou of Newton, Linda Bonica and her husband Stephen of Canton and Richard Sauro of

**LYNCH**

Mary A. (Boulakes), of Quincy, March 23, 2002. Beloved wife of the late Lerne F. Lynch Sr. Cherished mother of Thomas Lynch of Arlington, Nicholas Lynch of Quincy, Lorne Lynch, Jr. of Stoneham, Martin Lynch of Quincy, Helen Fraser of Middleboro, and Mary Dever of Hampton, VA. Sister of Nicholas Boulakes of Quincy. Also survived by fourteen grandchildren, and one great-grandchild. Funeral from the Dennis Swesney Funeral Home, 74 Elm St. (off Hancock St.), QUINCY CENTER, on Wednesday morning at 10:00. Funeral Mass in St. Joseph Church, at 11:00. Relatives and friends are respectfully invited to attend. Visiting hours Tuesday 4:00-8:00 P.M. Interment Pine Hill Cemetery. Donations in Mary's memory may be made to Cranberry Mosquito of Corodage Park Circle, Suite 216, Plymouth, MA, 02360.

**MASSUCCO**

In Worcester, March 23, at age 76. Mel Massucco, of 57 Copperfield Road, Worcester. Native of Attleboro. Arrangements at

**JIGORIAN**

George G., of Arlington, March 21. Husband of Joan F. (McLaughlin) Jigorjian. Devoted father of John A. Wilson and her husband of Lexington, Gregory J. Jigorjian is wife Maureen of Arlington and G. Jigorjian of Woburn. Brother of os Burke of Braintree, Richard of Woburn, Joyce Melanson of os, New Hampshire, and the late os and Ronald Jigorjian. Also red by six loving grandchildren, al from the Stanton Funeral Home, 146 Auburn Street (Rte 140) BRTOWN on Tuesday of 10:00 A.M. of Mass in the Sacred Heart h, Watertown at 9:00 O'clock. Relatives and friends respectfully invited. Visiting hours Monday 3:00-8:00 Interment Mt. Auburn Cemetery. tributions in his memory to the Ican Cancer Society, 130 Speen s, Frammingham, MA 01701 would be ciated.

ANTON FUNERAL SERVICE 1-877-924-3838 www.stantonfuneralhome.com

**ES**

SE "Bob" of Marlboro, formerly of

**VACANTE**

Frank Vacante, 54, dedicated to his job and family, survived by his wife, Margrate, of 35 years and his adopted 18 year old son Jacob. He died of a heart attack when he was rushed to Abington Memorial Hospital. Funeral services will be held at Alpune funeral home. The power to heal.



**DEVITO/VERDI**

**OBITUARIES**

**Death Notices**

formerly of Somerville and wife, Charles T. Beloved to late Laythe (Raymont), to A. and Kevin Callahan of Grandfather of Julie T. Zhera husband of Terry Salside V. and Sarah E. Callahan of complete notice to follow in lieu.

March 24th, Ruth E. of the late John F. Ellis, Jr. of Jack Ellis of South and Cedar of Marblehead, by two loving L. L. and Cherley Callahan and cousins. Visiting hours Krien Funeral Home, 146 St. SOUTH BOSTON, 7:30 P.M. Funeral Mass in prior Chapel on Wednesday. Visiting hour one prior to vis. and friends invited. 8 Harbor St. Entrance. In donations may be made in to the Marian Manor, 130 South Boston, MA, 02127. Joseph's Cemetery, West funerals.com Directories

(Florida) of Peabody, Florida. Mother of Marilyn S. Cheryl Molina of Lynn, Fla. of Salem, MA. of Allyson Florio of Revere, the late James J. and Ann Ford. Sister of John B. Ford, and Karen A. Ford of deceased by three nephews. Funeral from the E. E. Funeral Home, 284 Main St., Wednesday at 9:00 A.M. in the Church of the Holy Spirit. Relatives and friends Visiting hours Monday 4:00-8:00 P.M. Interment Puritan cemetery. In lieu of flowers, a rbe made to Hospice of the 10 Elm St., Danvers, MA.

Cavanaugh) of Taunton, location and Quincy, March of Robert K. of Taunton, had E. Poch of Canton, and of Perry Hall, MD. Sister of Carlo of Centerville, of Kerri A. Katelyn M. Poch. Relatives and respectfully invited to attend in the Kishwaukee Funeral Home, 211 WOLLASTON, on P. S. A. Funeral Mass at Church, Wollaston at 10:00 hours Tuesday 4:00-8:00 on will follow. Donations in. Glover may be made to St. Liber. Founders, 88 Trent, Newton, MA, 02461. www.kishwaukee.com

of Arlington, March 21, of son F. (Mick) of Wilson and her husband Gregory J. Jigorian of Arlington and of John of Woburn. Brother of of of Braintree Richard of Hampshire and the late Ronald Jigorian. Also loving grandchildren. The Stratford Funeral Home, about Street (Rte 14) N on Tuesday at 10:00 A.M. in the Sacred Heart Cemetery, 100 friends respectfully invited to attend. Visiting hours Monday 2:00-7:00 P.M. Interment Mt. Auburn Cemetery. In his memory to the Soccer Society, 20 Springfield, MA 01101 would be

**FUNERAL SERVICE**  
1-877-924-3638  
mflaw@earthlink.net

**McGINN**

Mary Ann "Bubbi" (Princetto), a life long resident of South Boston, unexpectedly March 24, 2002. Devoted mother of Lorraine married to Thomas W. Lema of South Boston. Elaine F. Sorce married to John J. Sargose of Quincy. Judith A. Egan married to James H. Egan of Braintree. She is survived by eight grandchildren, ten great-grandchildren, numerous nieces and nephews, and friends. She is the last of 13 children in her family. Sister of the late Anthony, Richard, Nicholas, James and Joseph Princetto. Collette O'Neill, Helen Jenkins, Frances, Grace Light, Rosalie Tanguay and Eleanor Princetto. Funeral from the Mortimer N. Peck-Russell Peck Funeral Home, 516 Washington St., BRAINTREE, on Wednesday at 8:50 A.M. Funeral Mass in St. Francis of Assisi Church, South Braintree Square, at 9:30 A.M. Burial will follow of Cedar Grove Cemetery, Dorchester. Relatives and friends invited. Visiting hours Tuesday 5:00-9:00 P.M. Mrs. McGinn was a retired Medical Secretary for South Boston Community Health Center.

**McKINNON**

Of Melrose, March 23, Florence G. McKinnon, daughter of the late Warren & Edith F. (Twyzer) McKinnon, sister of Evelyn Noel of Malden, and the late Elizabeth L. Mullett, Gladys Crocker, Claire McKinnon, Stanley V., Robert F. and John P. McKinnon. Also survived by many nieces and nephews. Funeral services will be held in the Funeral Home, 79 W. Foster St., MELROSE, on Tuesday, March 26, at 9:00 A.M. Relatives and friends invited. Visiting hours Monday 4:00-8:00 P.M. Burial will be in Weymouth Cemetery.

**CLEMENTS**

David J. Clements, 28, fell asleep at the wheel and crashed his car into a phone pole. Survived by his parents Rite and Jack and his brother Simon. He died while undergoing an emergency craniotomy at Abington Memorial Hospital. He tragically died before he was honored as the full time student of the year at Penn State University. The power to heal.

**MULLIGAN**

Joseph of Hyde Park, March 24, beloved husband of Helen (Pyanicki) Mulligan in their 49th year. Devoted father of Joseph A. Mulligan, Jr. and his wife Margaret "Peggy" of Randolph. Grandfather of Joseph A. III of Craig B. of Quincy, Erin J. of Boston, and Kristen L. Mulligan of Jamaica Plain. Brother of Donald Deaf of OH, Joseph Doof of Quincy, Richard Naldio and Charles Barthelmy, both of Braintree. Evelyn Egan of IL, Shirley Pelton of OH, Beverly Bristol of FL, Patricia Davis of NH, and the late Mildred Duggan, Virginia Bechtel and Doris Reffitt. Funeral from the Laughlin, Nichols & Parnocchio Funeral Home, 31 Oak St., near Maple St., HYDE PARK, (Quincy Sq.), 417-361-9418, on Wednesday at 8:00 A.M., with a Mass of Christian Burial at St. John's Church, 101 Westcott Rd., Milton, at 9 o'clock. Relatives and friends respectfully invited to attend. Visiting hours Tuesday 2-4 and 7-9 P.M. Retired employees of the Sylvanwood Buggy Assoc., Mass. Striped Boss Assoc., and of of Norwood Airport, Dedham Moose #189. Memorials may be made in Joe's memory to the Helmsic Nursing Home, 601 Sherman St., Canton, MA, 02021. (Doorman Parking).

**PIMENTEL**

Of Somerville, Emilio A., March 23, wife of the late Jose J. Serpa. Mother of John Serpa, Jose Serpa, Helena Raposo, Maria Adriano, Antonio Serpa and Evaristo Serpa. Also survived by 13 grandchildren, 23 great-grandchildren, and 2 great-grandchildren. Funeral from the Hill Cemetery, 388 Cambridge St., CAMBRIDGE, on Wednesday at 9:00 A.M. Funeral Mass at Crosby Hospital, 26 Church, Cambridge, at 11:00. Visiting hours Tuesday 5 to 7 P.M.

**SAURO**

Of Newton, March 23, 2002, John H. (Tony) Beloved husband of Sue R. (Traversozzi). Devoted father of Stephen Sauro and his wife Mar ylou of Newton, J. Linda Bonica and her husband

**KENNEY**

Frances T. (Mahaney) of Somerville, formerly of Cambridge, March 23, 2002. Beloved wife of the late John M. Kenney. Survived by: Lorraine Boudos of Somerville. Mother of Denise Delano of Somerville, Michael Boudos of Somerville, Sheila Butler of Sharon, Kathleen Avon of Tewksbury, and Helen Kenney of Somerville. Sister of John Mahoney of Woburn, and Dorothy Mahoney. Also survived by 12 grandchildren. Funeral from the George C. Oahery Funeral Home, 655 Broadway, (Powderhouse Sq.), SOMERVILLE, on Wednesday morning at 9:30 A.M., followed by a Funeral Mass in St. Clement Church, Somerville, at 10 o'clock. Relatives and friends invited. Calling hours Tuesday 4:00-8:00 P.M. Interment: Gethsemane Cemetery, Boston.

**LESVEQUE**

Jose A. of Dorc, age 69 years, Bel (Tracy) Wilson (L. Lesvesque of Qu. Collierie Park. Mrs. V. Gardner, grandmother of Santiago, Kent and Shanna, Ah and John, D. The sister of the late Joseph Lesvesque. Burial in the St. Mark's Church, Dorchester, on Wednesday, March 27, at 10:00 A.M. Mass of Christian Burial at 10:00 A.M. at Dorchester. Burial in the St. Mark's Cemetery. Relatives and friends invited. Visiting hours Tuesday 4:00-8:00 P.M. In lieu of flowers, a contribution may be made to the St. Mark's Church, 790 St. Mark's St., Dorchester, MA, 02122. www.mullyfunerary.com

**LODIE**

Of Melrose, Mar (Mutt) Lodie, W Lodie, of Boston, and Leo M. O'Leary, Elizabeth G. Sue the late Joseph survived by 16 grandchildren, 4 nephews. Fune Funeral Home MELROSE, Pine Hill Cemetery, Church, 790 St. Mark's St., Dorchester, MA, 02122. Relatives and friends invited. Visiting hours Tuesday 4:00-8:00 P.M. Interment in the St. Mark's Cemetery, 790 St. Mark's St., Dorchester, MA, 02122.

**LYNCH**

Mary A. (Boulton) 2002, Beloved wife of Lynch, Sr. Cheryl Lynch of Arlington Quincy, Lorne L. Lynch of Middleboro, of Haverhill, VA. Boulton of Qui fourteen grand grandchildren. Fun Home, 388 Cambridge St., Somerville, MA, 02143. MONDAY 9:00 A.M. GUINCY CENTER, on Wednesday morning at 10:00. Funeral Mass in St. Joseph Church, at 11:00. Relatives and friends are respectfully invited to attend. Visiting hours Tuesday 4:00-8:00 P.M. Interment: Pine Hill Cemetery. Donations in Mary's memory may be made to Crosby Hospital, 26 Church, Cambridge, at 11:00. Plymouth, MA, 02360.

**MASSUCCO**

In Worcester, March 23, at age 76, Mel Massucco, of 57 Copperfield Road, Worcester. Native of

**Ruth E. Jacobs lived in Walpole**

Ruth E. Jacobs of Walpole, tired teacher, died Wednesday at Caritas Norwood Hospital. Wood after a brief illness, 89.

Born in Attleboro, Miss was a longtime Needham D before moving to Walpole. S a graduate of Boston Univ.

Miss Jacobs taught second

**CLEMENTS**

David J. Clements, 28, fell asleep at the wheel and crashed his car into a phone pole. Survived by his parents Rite and Jack and his brother Simon. He died while undergoing an emergency craniotomy at Abington Memorial Hospital. He tragically died before he was honored as the full time student of the year at Penn State University. The power to heal.

Inez C. (Mackinnon) Simons, companion of Betty Haddig, Loving of Lauren, Dorian, Nancy Benjamin A., William M. and Greg Simons, all of Milton. Brad Salvatore "Chubby" Simons of V and Maria "Dolly" Luongo of Weymouth. Also survived by nine grandchildren. A Funeral Mass will be celebrated in St. Elizabeth Ch. Wednesday at 10:00 A.M. Relatives and friends invited. Visiting hour with in the Dolis Funeral Home, 440 C Ave., MILTON, on Tuesday 4 P.M. Interment Milton Cemetery. Veteran Korean War. In lieu of flowers, donations in Betty's name may be made to the General Hospital, Off Development, 53 Pruff St., Boston

# How We Create Impact

Capture a truth about the product, category or consumer that will resonate and reveal it in a surprising way...

- Start with the idea
- Use the medium as the message
- Flip the familiar
- Find an untold part of the story
- Get slightly uncomfortable, then nudge a little more
- Invest in art
- Don't take any medium for granted



IN A CRISIS  
WHAT  
YOU HOLD  
VALUABLE  
CHANGES.

NYC.GOV / READYNY

Know what you need in an emergency. Call 311 or visit our website.  
Get informed. Be prepared. Have a plan.



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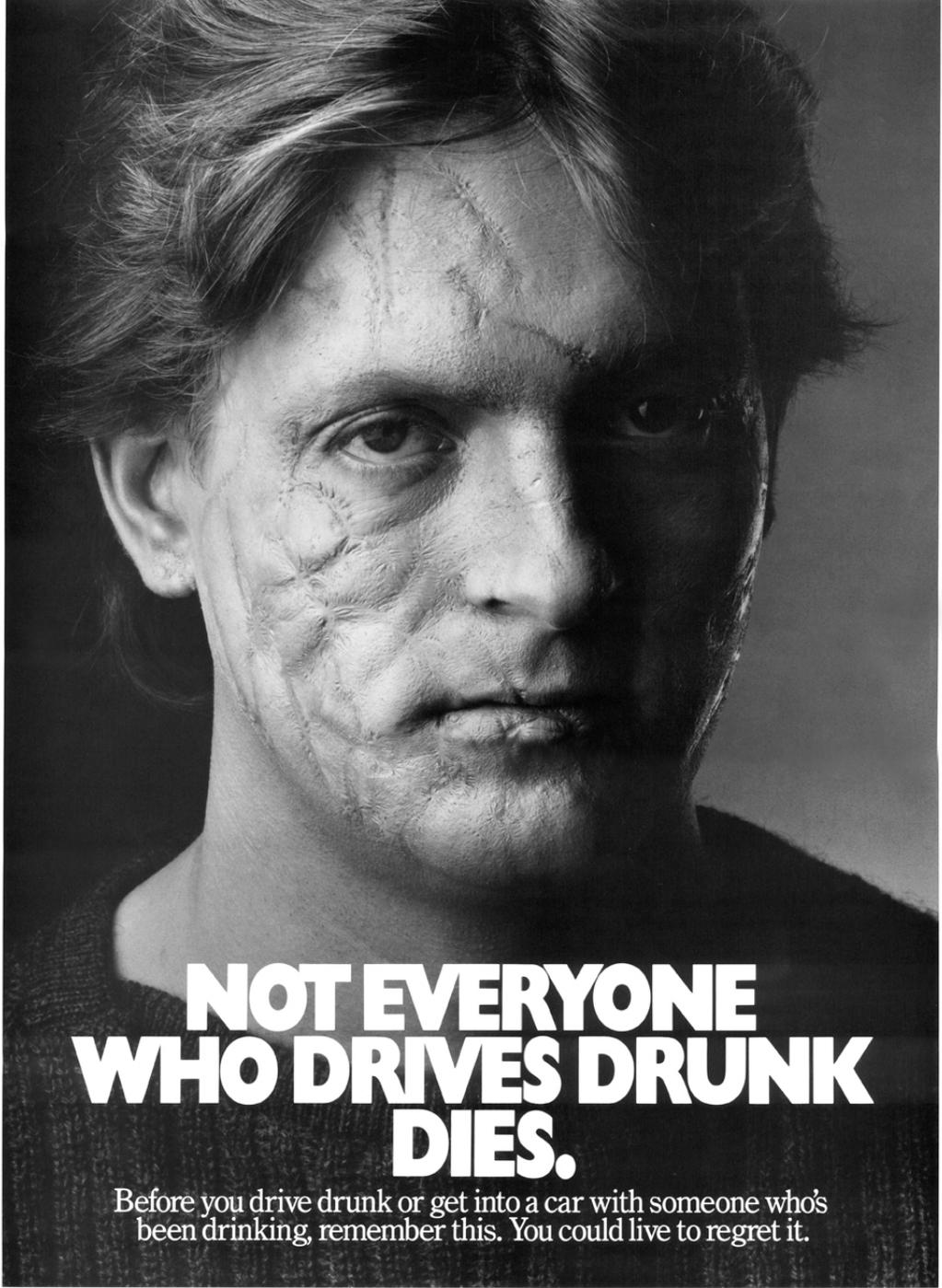
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**NOT EVERYONE  
WHO DRIVES DRUNK  
DIES.**

Before you drive drunk or get into a car with someone who's been drinking, remember this. You could live to regret it.

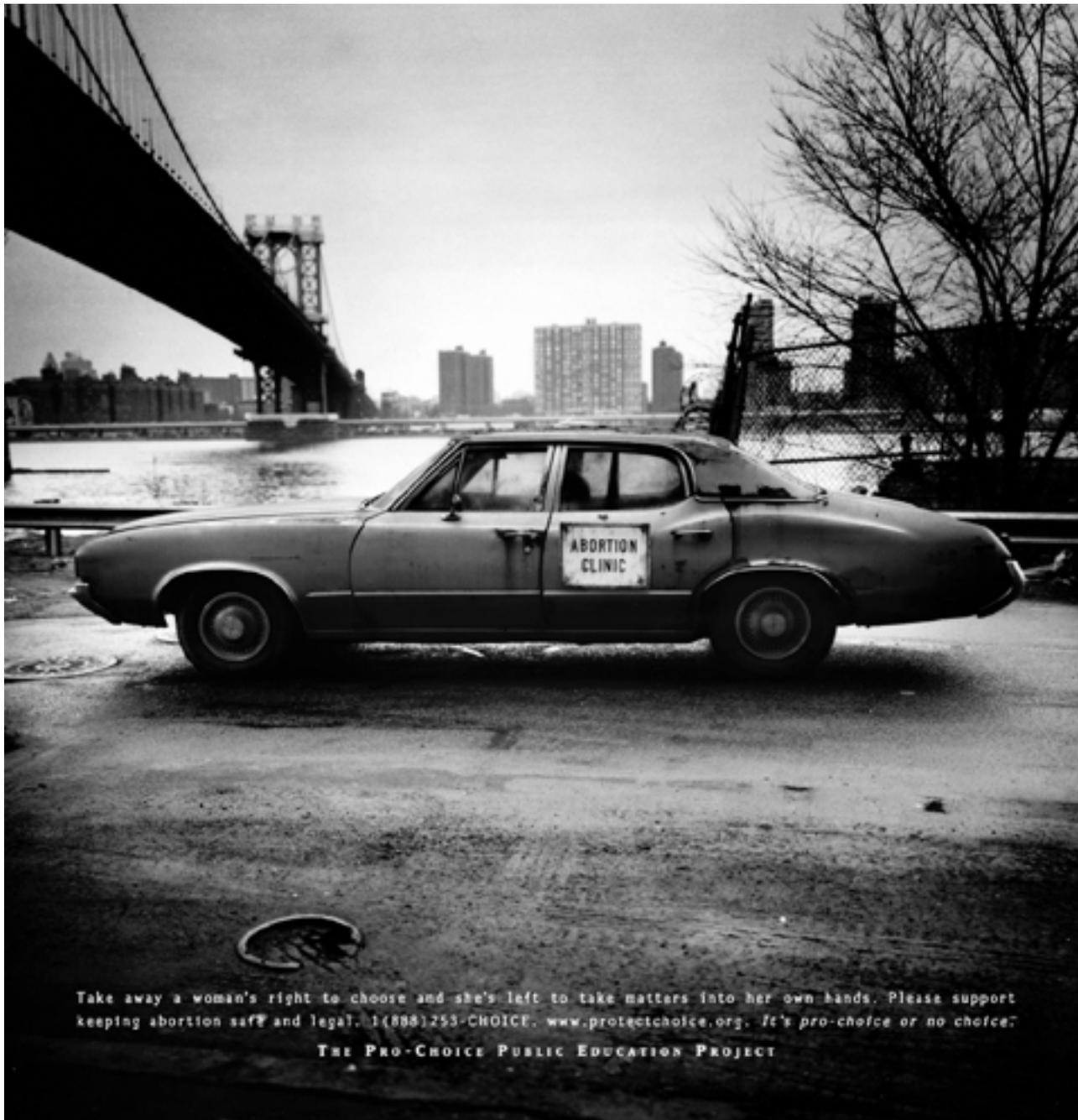


**DEVITO/VERDI**

# How We Create Impact

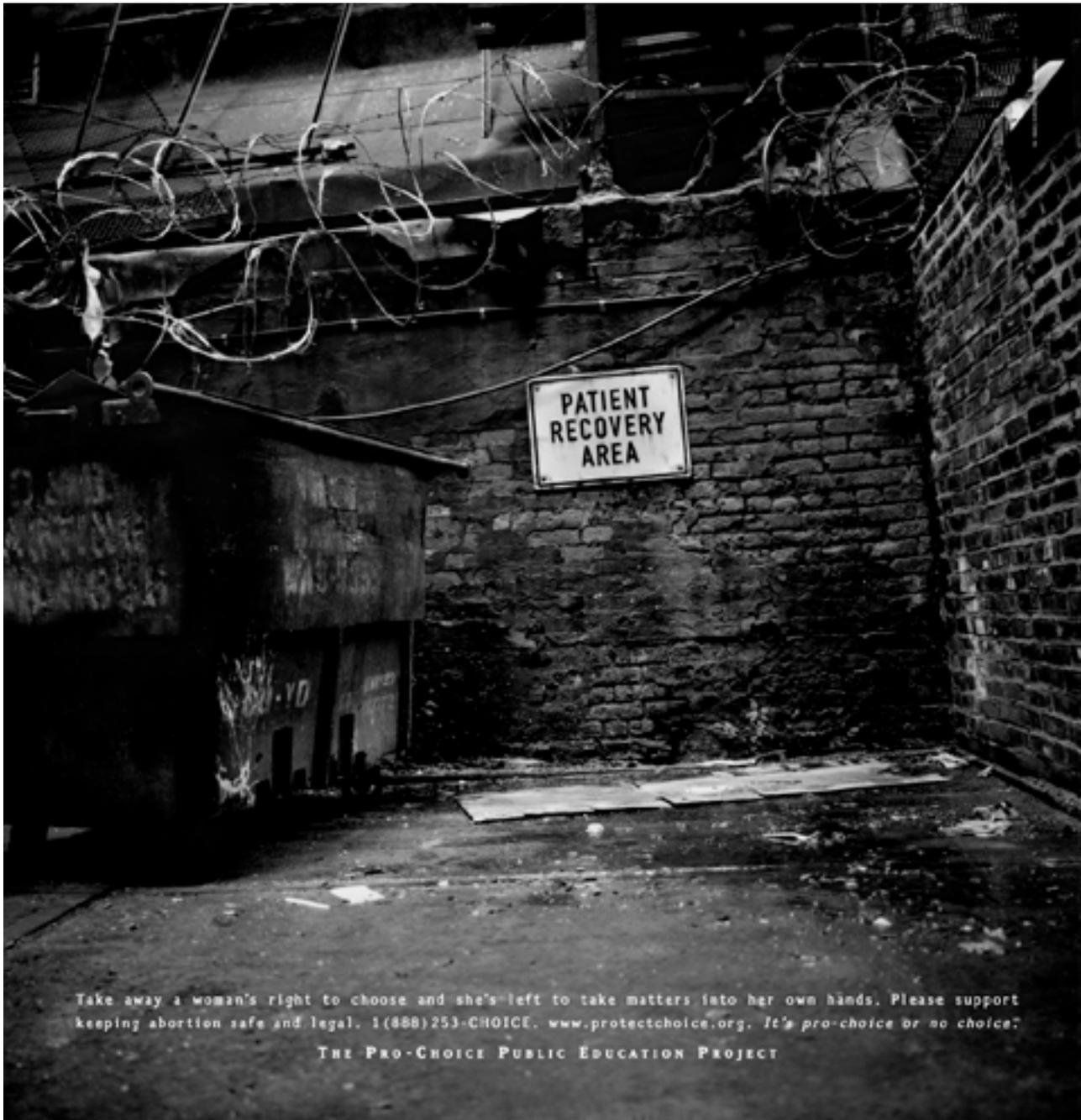
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Take away a woman's right to choose and she's left to take matters into her own hands. Please support keeping abortion safe and legal. 1(888)253-CHOICE. [www.protectchoice.org](http://www.protectchoice.org). *It's pro-choice or no choice.*

THE PRO-CHOICE PUBLIC EDUCATION PROJECT



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**GET INFORMED. BE PREPARED. HAVE A PLAN.**

For more information on what to do in the event of an emergency call 311 or log onto

[nyc.gov/readyny](http://nyc.gov/readyny)

**WHY SHOULD YOU WORRY  
ABOUT A HURRICANE?**



**IT'S NOT LIKE YOU  
LIVE ON AN ISLAND.**

NYC OFFICE OF EMERGENCY MANAGEMENT

NYC OFFICE OF EMERGENCY MANAGEMENT

**IN CASE OF A  
BLACKOUT, LOG ON.**



**JUST  
NOT  
IN THAT ORDER.**

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**FOR TOO MANY NEW YORKERS, THIS IS LUNCH.**

It's A Tough Town. You Need A Tough Vitamin.

**Solgar**





**IT'S HARD TO KNOW IF YOU'RE EATING RIGHT,  
WHEN YOU DON'T KNOW WHAT YOU'RE EATING.**

It's A Tough Town. You Need A Tough Vitamin.

**Solgar**





**EVEN WITH EVERYTHING ON IT,  
THERE'S NOT MUCH IN IT.**

It's A Tough Town. You Need A Tough Vitamin.

**Solgar**



## In Closing...

- Convergence of Health Care and Public Health missions means greater opp'y for collaboration
- Limited budgets need not be limiting
- Identify your own Public Health pitfalls
- Great reading: *Made to Stick* and *Switch* by Chip and Dan Heath

...Thank You