

# Branding Evidence-Based Programs in New Mexico

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# Marketing Evidence-Based Programs

The Diabetes Prevention & Control Program offers evidence-based programs that:

- Improve the lives of people who have chronic conditions, and
- Help people who want to prevent or delay the onset of type 2 diabetes



# A Social Marketing Approach

We are using a social marketing approach to develop a communications campaign with these three objectives:

- 1. Develop a cohesive brand for all evidencebased programs DPCP offers,
- 2. Identify appropriate media for communications, and
- 3. Motivate New Mexicans to participate in evidence-based programs.



#### Our Initial Research

#### We started the process with:

- A branding workshop with stakeholders
- Six focus groups



#### Formative Research Results

#### Our initial formative research revealed:

- New Mexicans don't know these programs exist.
- There is no brand recognition for evidencebased programs in New Mexico.



#### Formative Research Results cont'd

- Chronic "condition" instead of chronic "disease"
- Primary audience should be doctors and healthcare providers
- Secondary audience should be people who have a chronic condition
- Tertiary audience should be families of people who have a chronic condition
- Programs need to be accessible
- Design campaigns specific to communities



#### Formative Research Results cont'd

- Our brand would need to convey these attributes:
  - Effective programs available to anyone
  - Increased knowledge for participants
  - Improved health for participants
  - Improved quality of life in our communities and our state
  - Teaching tools for healthy living
  - Multicultural
  - Accessible and adaptable
  - Belief in the value of prevention
  - Respect for all
  - Support for the individual and community



# **Creating A Brand**

#### Our next step was to brainstorm ideas for:

- A program name
- A tagline
- A direction for the design, or logo



# Creating A Brand cont'd

- Our original stakeholder group helped us narrow the ideas to three brand names and one tagline
- We field-tested the brand names and tagline with individuals throughout New Mexico via survey



## Creating A Brand cont'd

The selected brand name and tagline was:

Paths to Health NM

Tools for Healthier Living



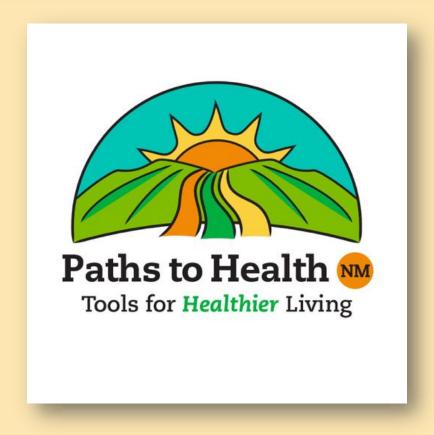
## Creating A Brand cont'd

Our next step was to design and field test logos with our intended audience:

- We created 15 logo concepts.
- These logos were field-tested with individuals around the state.
- A clear winner emerged.
- Logo choice was tweaked and shared with stakeholders for a final choice.



# Introducing ...





# And in Spanish ...





# Rolling Out A Brand

# In the coming months, we will consolidate the branding with these evidence-based programs:

- Stanford's Suite of Self-Management Programs
  - Diabetes Self-Management Program
  - Chronic Disease Self-Management Program
  - Cancer, Thriving and Surviving
  - Chronic Pain Self Management
  - Positive Self Management
  - Tomando Control de su Salud
  - Programa de Manejo Personal de la Diabetes
  - Programa de Manejo Personal del Dolor Crónico
  - Cáncer: Triunfando y Sobreviviendo
- National Diabetes Prevention Program
- Kitchen Creations



# Rolling Out A Brand cont'd

- The rollout will include:
  - -An outreach plan
  - -Development of materials



# Questions?

Q&A

