

# Health Collaborative | Meeting Notes

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Meeting Date | time 1/19/2016 12:00 PM | Meeting location PCC Yanceyville

Meeting called by Annie Martinie, Senior Program Officer—Health and Wellness, DRF  
Purpose Branding marketing and action plan  
Facilitators Annie Martinie & Beth Deatherage

## AGENDA TOPICS

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Agenda topic *Timeline for Health Collaborative & Announcements* | Presenter: Annie Martinie

### Discussion:

#### Recap

July	Louisville, KY trip to explore possible models and best practices
August	Finalized goals in preparation for Health Summit
September	Health Summit-introduced and gathered feedback for 4 goal areas
October	Focused on drafting the work plan
November	Structure—collaborative models
December	Finalize work plans
January	<b>Action Plan branding, marketing and distribution</b>

#### Announcements

- Finding Our Roots—Collaborative Event with History United
  - Date: April 23, 2016
  - Story Corps: Voices of our Food Chain
  - Farmland Documentary
  - Panel Discussions
  - Mobile Dairy Farm
- Health Collaborative Social
  - Thursday, January 21<sup>st</sup>
  - 5:30pm @ Me's

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Agenda topic *Marketing and Branding* | Presenter: Beth Deatherage; HD Web Studios

### Presentation:

#### What is your brand?

- Brand matches what you are doing

- Formed in the public and is a never ending work
- Design by committee is challenging
- *Modern definition* → a person's gut feeling about a product, service, or organization

### Myths about Branding

Brand is not:

- A logo
- One person's identity
- Not a single product

More than a name and a logo. Be careful not to trap yourself

### Impacts on branding

- PR and Press are part of your brand
  - Impact of good press vs bad press

Rebranding → hard, expensive, and usually not any better

- Rebranding is different from evolving a brand

### 5 Tests for a Successful Brand

1. Differentiate
2. Collaborate
3. Innovate
4. Validate
5. Cultivate

### No No's

- Do not rush
- Do not appease or try to appease everyone
- Only one foot in
  - Do not start and then not finish it

### Expanded view on Branding

- Name
- Marketing collateral
- Website
- Tagline
- Customer service
- Logo
- Business partners
- Strategy/ networking
- Location

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Agenda topic *Marketing and Branding Discussion* | Facilitator: Annie Martinie

### Thoughts on Name:

- Dan River Region Health Collaborative is too long
  - Dan River Region could just be part of the tagline
    - Forget where you are and think about what you are doing
- The Health Collaborative is available
  - No one stood up for using Health Collaborative as the name

## Potential Names

- Team Health
- Be WELLthy
- Life Support
- Health Fusion
- Shape Healthy
- Health Connection
- Healthy Partners- Healthy People
- Health Revolution
- G5
- 5 Spokes
- Revolution
- Level 5
- Five Story
- Active Living
- THRIVE
- Restore
- Revolution 5 (REV 5)
- Fusion (Health Fusion)
- Reimagine
- Using the word connection

## Name for the Action Plan

- Undecided
- Make play off of the 5?

## Marketing Committee

- Stacey
- Jason
- Mark

## General Suggestions

- Too much creativity can be a pitfall
- Key to having a one word name is that you have to make it known (advertise)
- Stay away from acronyms unless it makes a word

## Target Audience

- Gov't officials
- Tennant Councils
- School System
- Providers
- Churches
- Businesses

## Distribution of information

- Printed copy for selected community leaders (primary target audience)
- Executive Summary
- Website (with information communicated in a way which the broader community can understand)
  - Dashboard with metrics – transparency & buy-in
  - 5 tabs (one for each goal)
  - Consistent color scheme