A case study to review how 21 or 26 different organizations with the same mandate but different competing priorities work together on a public education project and figure out what's important and relevant with little money and fewer resources and fail and succeed and learn cool stuff along the way!
Ontario
• 13.4 million people
• 416,000 square miles
Texas
• 26 million people
• 268,000 square miles
Missouri
• 6 million people
• 79,000 square miles
India
• 1.2 billion people
• 1,269,210 square miles
United Kingdom
• 63 million people
• 94,000 square miles

HealthCare Landscape
• Canada – Universal Health Care

Case Study on Public Education in the Regulatory Environment
• Review communications strategy
  – Environment, goals/objectives, plans, execution and outcome
• Review research
  – Impact on strategy
• Current state
  – Areas of focus
  – Challenges for the future
Public Education Strategy
• Commitment to long-term public education strategy
• Vision – a more informed public that has greater appreciation of and makes better use of regulated health professions
• Realistic communication goals for short-term – build messages over time
• Multi-year resource commitment and use of experts to design the specific strategies
• Include baseline and ongoing measurement of effectiveness

50% public awareness
• Develop health colleges as a ‘trusted brand’
• Support of strategy/plan/messages

Goals
Slide 13

- Not all health care providers are regulated
- Health colleges regulate health professions
- How to access health colleges
- Regulation ensures quality care and high standards
- Health professions are held accountable and take part in quality assurance activities

Slide 14

Pre-launch polling

- 77% aware there were regulated and unregulated health care professionals
- 84% felt that RHPs had to meet certain standards to practice
- Dietitians and nutritionists are both regulated (51%)

Slide 15

Marketing

- Needed expert help to produce any kind of campaign
- went through a rigorous process to find an agency that we thought we could work with and who could help us deliver an effective campaign
- They brought the expertise we didn't have to work with our complex needs and determine the best way to implement our vision
Slide 16

Radio campaign
- More cost effective
- Broader reach
- Didn’t require as much visual branding
- Reached target audience (women 35-55)

Slide 17

Refined Messages
- Some health professions are regulated and some are not
- Regulated professionals are trained to high standards before they can practice
- Ontario's health colleges govern these regulated professions

Slide 18

Your Health Matters!
Slide 19

Launch

- News release, broadcast on a variety of radio stations throughout the province over 6 weeks
- Promoted on college websites/publications
- New website launched in theme design
- Later that year (2005) second eight-week flight of ads and repeat of public polling to measure effectiveness/awareness

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Slide 20

Results

- Campaign was not well-liked by the regulators
- Didn’t think it was serious enough or that the messaging was clear enough
- $$$$$ it was expensive
- Post campaign polling showed no impact on public opinion/awareness

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Back to the Drawing Board

- Analyzed results
- Needed to regroup and do a more in-depth assessment of needs and opportunities
- Delve further into public perceptions
- Work with regulators to further refine expectations
Moving forward

- Public focus groups
  - Test messaging, needs, awareness
- Communications consultant
  - Stakeholder analysis
  - Interviews of college registrars to inform future strategy

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Public Focus Groups

- Met with groups of target audience
  - (female 35 – 55)
- Their feedback:
  - They assumed that HCPs were regulated to a high standard
  - Didn’t really understand the radio spot
  - What they really wanted was to know how to navigate the health care system/solve problems and get access to care

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Registrar Interviews

- “I did not like the theme. Not serious enough for the work we do.”
- “Why were some colleges mentioned and not others. If you don’t mention all of them, you shouldn’t mention any.”
- “It didn’t make sense. I like your health matters, but not “it’s not a game”.”
- “Get some professional help.”
Slide 25

What do we know now?

- Public has good awareness of regulated health professionals and expects regulators to be doing a good job.
- Public (target group) wants information/advice on how to navigate the health care system.
- There is an opportunity to reach the public and build trust if Federation can fill that void.
- Goal is to find the appropriate space to provide this information.

Slide 26

Why this?

- Readership is strong/loyal.
- About 29% of Ontario adults read only community newspapers.
- Reach 68% of those not reading weekday dailies.
- Readership exceeds tuning to all radio stations.
- Attractive reader demographics, e.g., strong female readership.

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Audience Reach

- 29% read any community newspapers.
- 4.1 million copies per week.

That's good!
**Opportunity**
- Develop series of articles
- Easy to read, meet their needs, raise awareness about issues relevant to them
- Position federation as trusted source/expert
- Build over time
- Opportunities to repeat messaging

**Execution**
- Professional journalist
- Work with agency who makes information available to community newspapers and websites
- Newspapers/websites can use articles we produce for free.
- Articles used as is/we control all messages

**Measurement**
- Distribution/audience reach of each article is measured
- Overview provided to ensure that articles are written to the highest quality
- Guaranteed numbers
- Articles are also accessible to online publications for free
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Slide 32

Resources

- **News Canada $22,000 annually**
  - (makes info available to all news sources, edit material, translate into French, report pick-up)
- **Writer $6,000**
  - (works with committee on article ideas, does research, drafts articles)
- **Communications staff**
  - (monitor and report on progress, generate story ideas, enjoy positive relationship with Federation)

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navigate health care system/solve problems/get access to care

- Stand up for your health care rights
- Ensuring a healthy relationship with your care provider
- Health care professionals consider cultural needs
- Regulatory colleges protect your right to quality health care
- Maintaining professional boundaries makes for best health care
- How to mention the “unmentionables” to your health care provider
- Understand the role of your health care providers
- Learning about your health care provider
- Family health teams provide seamless care delivery
- Accessing your health records
- Make the most of your time with your health care provider
Slide 34

undiluted

- "Our main goal is protecting your right to quality health services. It's important to be able to raise and deal with any issues that could affect your care."
- "The best care comes when health care professionals not only address your basic health needs, but take into account your individual needs."
- "The regulation of health professionals helps to ensure safe, competent and ethical care delivery."
- "Our colleges' mandate is public protection first."
Lessons Learned

- Do the right research at the right time
- Do it again if you don't get it right
- Even if you do everything right, it can still go horribly wrong
- Don't be discouraged by failure
- Give your audience something they need, be helpful and informative