



# Free DRCHSD Communications Toolkit and NRHA Vaccine Confidence Initiative

Delta Region Community Health System Development  
(DRCHSD) Program Communication Strategies for  
Community Outreach and Education



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# Delta Region Community Health System Development (DRCHSD) Program



Delta Regional Authority

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## **Brian Lani, VP of Creative Services**

Legato Healthcare Marketing



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# Agenda

## WEBINAR 1

- Re-introduction to the 2020 Customizable Communication Toolkit
- Preview the campaigns
- Learn about the NRHA Rural Vaccine Confidence Initiative



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## Poll Question:

I am \_\_\_\_ in my understanding of how to communicate my rural health organization's educational opportunities and services.

I am \_\_\_\_ in my understanding of how to communicate messaging regarding vaccination confidence.



# THE CUSTOMIZABLE COMMUNICATIONS TOOLKIT

for DRCHSD Hospitals and Clinics

**HEALTHCARE  
THAT'S VIRTUALLY  
ANYWHERE**

...with hospital name> now offers  
remote visits that are as easy as  
texting. Simply use a smartphone,  
tablet, or computer to have an audio or video  
visit with your provider in the comfort  
of your home, wherever you choose.  
...meet for care

- Primary Care
- Chronic Disease Management
- Urgent Care
- Diabetic Care and Education
- Nutritional Counseling
- Physical Therapy
- Post-Surgical Follow-Up Visits
- COVID-19 Follow-Up Visits

**TAKE YOUR  
HEALTH IN THE  
RIGHT DIRECTION**

**HEALTHCARE  
YOU CAN  
BELIEVE IN**

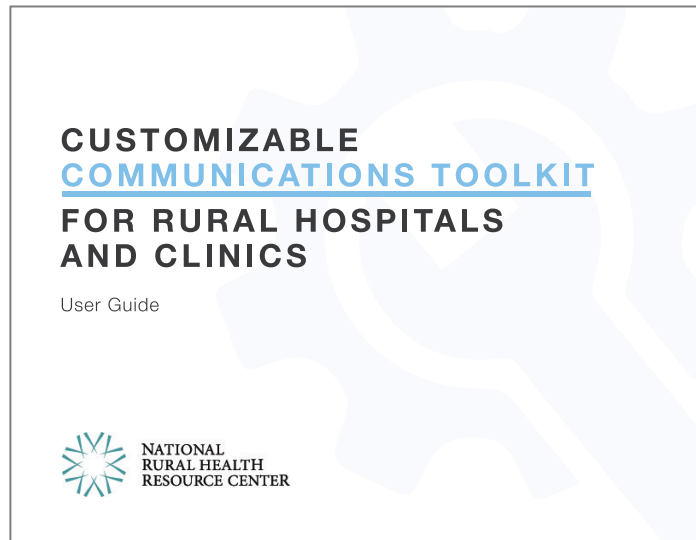


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# Customizable Communications Toolkit

Customize the templates within the Toolkit to easily develop internal and external communication materials



## Campaigns include:

- Confidence
- Preventative screenings
- Swing bed
- Telehealth
- Vaccine education and confidence

## Customizable Templates within the toolkit

- ✓ Print
- ✓ Radio scripts
- ✓ Educational brochures
- ✓ Direct mail
- ✓ Digital display and social media content
- ✓ In-house posters
- ✓ Screensaver
- ✓ Produced radio and video
- ✓ Website landing page copy
- ✓ Internal educational tools



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# Confidence

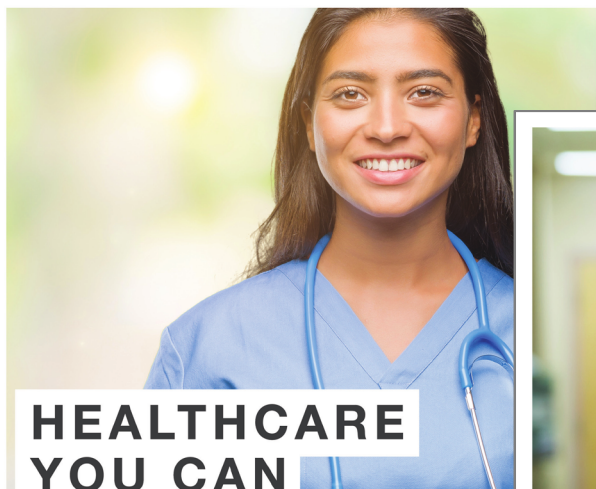
## Healthcare You Can Believe In

focuses on the patient experience and the important balance between trust and care that solidifies smaller healthcare systems' places in their communities—as they combine a personal connection with compassionate care.



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## HEALTHCARE YOU CAN BELIEVE IN

At <customize with hospital name>, it's important that our patients know that quality, compassionate care is always near. Our doctors, nurses, specialists, and surgeons all are devoted to delivering a patient experience that's among the very best. Trusted care from providers who are as committed to the health of our community as you are.

*That's something we can all believe in.*



LEARN MORE AT  
[HOSPITALADDRESS.COM](https://HOSPITALADDRESS.COM)

• Primary Care • Surgery • Respiratory Care • Urology  
• Orthopedics • Diagnostic • Podiatry • Obstetrics



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### CUSTOMIZATION TIP:

Customize by using images of your providers. Color photography with an out of focus background is the suggested style. Providers should be positioned to the right of the frame looking directly at the camera, confidently.

PRINT



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# Prevention

**Take Your Care in the Right Direction** urges healthcare consumers to be advocates for their health by educating them about recommended preventative screenings that could save their lives, including mammograms, colonoscopies and Medicare wellness visits.



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## COLONOSCOPY



### TAKE YOUR HEALTH IN THE RIGHT DIRECTION

**Colon cancer is the nation's  
SECOND DEADLIEST CANCER for men and women.**

Regular colonoscopies find cancer early when it's easiest to treat—and beat. Even better, providers remove pre-cancerous polyps to prevent cancer from developing, long before symptoms would occur.



If you're over the age of 50,  
call **123.456.7890** to schedule  
your colonoscopy or learn more  
at **HospitalAddress.com**.

*The American Cancer Society recommends average-risk individuals start at age 45.  
Ask your provider for his or her recommendation.*

## MAMMOGRAPHY



### TAKE YOUR HEALTH IN THE RIGHT DIRECTION

**1 out of 8 women in the US will develop breast cancer  
in her lifetime. 3 out of 4 have no family history.**

Early detection saves lives. Getting regular mammograms can catch cancer sooner when treatment options are less aggressive—and outcomes are more positive.



If you're over the age of 40,  
call **123.456.7890** to schedule  
your mammogram or learn more  
at **HospitalAddress.com**.

*If you have a family history of breast cancer talk to your provider;  
you may need to start screenings earlier.*

## MEDICARE WELLNESS VISIT



### TAKE YOUR HEALTH IN THE RIGHT DIRECTION

**Get your annual Medicare wellness visit—  
it's free, easy & right here!**

Your health can change a lot in a year. If you have Medicare, take advantage of this no-pay, no-deductible visit and get the important screenings you need to stay your healthiest.



If you've been enrolled in Medicare  
for at least a year, call **123.456.7890**  
to schedule your free wellness exam or  
learn more at **HospitalAddress.com**.



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# Swing Bed

**Shortening the Distance Between Healing and Home** speaks to the patient's choice to rehab at a facility nearer to their home, even if their care was done at a neighboring healthcare system. This choice to recover closer to home is beneficial and convenient for both patients and their families.



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PRINT



## SHORTEN THE DISTANCE BETWEEN HEALING AND HOME

### Transitional care helps ensure a safe return home

Swing bed is a short-stay rehabilitation program where patients have 24-hour skilled nursing care with treatments and therapies customized to their injuries or illnesses. These valuable services help patients return home with the education they need to live independently—and safely— and can reduce the risk of relapsing and returning to the hospital for additional care.

### You'll benefit from:

- Continuity of care from a skilled medical team
- Short-term rehabilitation following surgery
- IV therapy and wound care services
- On-site physical, occupational, or speech therapies
- Recovery close to home



To learn more, call **123.456.7890**  
or visit **HospitalAddress.com**.

*Swing Bed care is usually paid for by Medicare, Medicaid, and most Medicare Advantage Plans.  
However, it may be covered by some private insurances requiring prior authorization.*



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# Telehealth

## Healthcare that's Virtually Anywhere

uses a double entendre; the use of “virtually” could make readers think of a real-time, remote meeting—often considered virtual—and it also refers to the word as an adverb—speaking to the nearly limitless locations patients can choose when they access care via telehealth.



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PRINT



## HEALTHCARE THAT'S VIRTUALLY ANYWHERE

<Customize with hospital name> now offers telehealth—remote visits that are as easy as they are convenient. Simply use a smartphone, tablet or computer to have an audio or video appointment with your provider in the comfort of home—or virtually anywhere you choose.

**Skip the waiting room and meet for care where it's best for you.**

- Primary Care
- Chronic Disease Management
- Urgent Care
- Diabetic Care and Education
- Nutritional Counseling
- Physical Therapy
- Post-Surgical Follow-Up
- COVID-19 Follow-Up



LEARN MORE AT  
[HOSPITALADDRESS.COM/TELEHEALTH](https://www.hospitaladdress.com/telehealth)

To make a telehealth appointment, call 123-123-1234.  
Appointments are available during regular clinic hours.



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### CUSTOMIZATION TIP:

Customize by using images of your providers. Color photography with an out of focus background is the suggested style.

Providers should be positioned in the center of the frame looking directly at the camera; welcoming and listening to the patient.



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# VACCINE CONFIDENCE

## LEARN, UNDERSTAND, DECIDE.

speaks directly to those who have received the vaccine and those who are waiting, providing knowledge and answering myths, so that together we can encourage each other to make the decision that's right for themselves.



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# Print ad samples (continued)



**LEARN.**  
**UNDERSTAND.**  
**DECIDE.**

We've come a long way since COVID-19 threatened our health and disrupted our lives. As we move forward, we have a shot for a healthier tomorrow—but many of us still have questions. The COVID-19 vaccine helps your immune system defend itself without using the virus or risking an infection of the disease.

Getting vaccinated protects yourself, and others, and is an important decision to help end this pandemic. **TOGETHER.**



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# Video etiquette

4 Select "Edit PDF"

6

8

5 Select text you wish to edit and type in your information.

7 Delete existing logo & replace with your logo. Tip: Right click on logo and select "Replace Image" from pop-up menu.



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A group of five people and a dog are walking away from the camera across a vast, flat field under a warm, orange-hued sky, suggesting a sunset or sunrise. The group consists of a man with a backpack, a woman, and three children. A light-colored dog is on a leash, walking alongside them. The field is covered in tall grass or crops.

# **NRHA** is championing a grass-roots initiative for rural hospitals

to help ensure everyone in your community has the real facts about the COVID-19 vaccine.



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# A TRUE COMMUNITY PARTNERSHIP

Led by rural hospital CEOs, this initiative partners with other local business, church, and nonprofit leaders to increase vaccine confidence in their communities.



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# THE RURAL VACCINE CONFIDENCE INITIATIVE

## Working together, you can build vaccine confidence by:

- ✓ Relying on rural-relevant, research-backed messaging
- ✓ Implementing easy-to-use resources
- ✓ Focusing on caring for others
- ✓ Encouraging individuals to make their own choice—based on the real vaccine facts from someone they trust (i.e., local hospital, business, friends)



# OUR STRATEGY

## Three-tier approach:

- Hospitals/staff
- Local business/community partners
- Community overall
- Nearly all resources can be customized and branded to reflect a local, grassroots initiative



# OUR AUDIENCE

## Hospitals:

- Effort led by hospital CEO as a community champion
- Messaging related to operational changes as a result of the federal mandate
- Create advocacy among staff to encourage patients/others to get vaccinated



# OUR AUDIENCE (CONTINUED)

## Business/Community Partners:

- Effort led by hospital CEO as a community champion
- Meet with local business owners to gain their support/partnership in the initiative
- Partnering businesses move the initiative forward
  - Employee education and engagement; increase vaccine confidence and uptake
  - Messaging regarding vaccination mandates
  - Businesses promote initiative support within the community



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# OUR AUDIENCE (FINAL)

## Community:

- Effort led by hospital CEO in collaboration with internal advocates
- Promote vaccine education, confidence, and vaccination to the community, as a whole, including young people and parents of eligible children
  - Help non-profit, faith, and other leaders educate their members/volunteers/community about the vaccine and encourage vaccination





# KNOWLEDGE IS POWER

Real vaccine facts will be shared  
throughout rural communities at:

[HOSPITALNAME.COM/FactCheck](https://HOSPITALNAME.COM/FactCheck)



# A MESSAGE THAT MOTIVATES

## Rural focus:

- Caring for your community
- Real facts from someone you can trust (local hospital)
- Make impact on physical and financial health of your community
- Spanish versions that represent diversity
- Community partners will help spread the word



# “I BELIEVE”

- Creative focus is on the “whys” behind the vaccine that each person believes in
- Although each person’s story is different, each person overcame an inner struggle about the vaccine by getting the real facts from someone they trust

PRINT ADS/POSTERS



BETTY JOHNSON  
NASHVILLE, ARKANSAS

## I BELIEVE IN THE IMPORTANCE OF FAMILY

**SO I GOT THE REAL FACTS ABOUT THE COVID-19 VACCINE**  
My kids stopped coming over. I couldn't see my grandchildren. COVID controlled our lives—and I never felt more alone. But when the vaccine came out, I was scared of that, too. So I got the real facts from [Hospital name]. That helped me decide. I got the shot. Because I believe my greatest blessing is spending time with family.



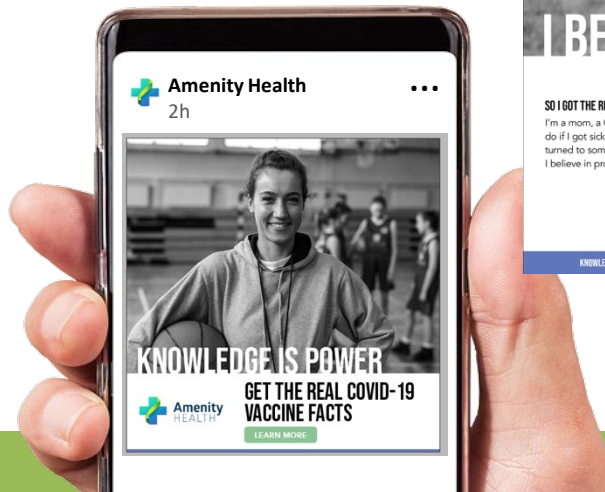
**Amenity**  
HEALTH

KNOWLEDGE IS POWER • GET REAL VACCINE FACTS AT [WWW.AMENITYHEALTH.COM/FACTCHECK](http://WWW.AMENITYHEALTH.COM/FACTCHECK)

# “I BELIEVE” (CONTINUED)

Photos and messages reflect attitudes shared by rural America: (based on research)

- Small-town values
- Diversity
- Common questions and attitudes



**I BELIEVE**  
IN PUTTING MY FAMILY FIRST

ALISSA SMITH  
PARENT  
NASHVILLE, ARKANSAS

SO I GOT THE REAL FACTS ABOUT THE COVID-19 VACCINE

I'm a mom, a CNA—then all of a sudden, I was a teacher, too. What would my kids do if I got sick? I was afraid to get the vaccine, but even more afraid of COVID. So I turned to someone I trust to get the real vaccine facts. Then I got the shot. Because I believe in protecting myself so I can protect my family.

**Amentiy HEALTH**

KNOWLEDGE IS POWER • GET REAL VACCINE FACTS AT [WWW.AMENTIYHEALTH.COM/FACTCHECK](http://WWW.AMENTIYHEALTH.COM/FACTCHECK)

**CREEMOS**  
EN LA VACUNA COVID-19

MARIA AND JESUS GONZALEZ  
NASHVILLE, ARKANSAS

Soy madre, esposa y, de repente, también fui maestra. ¿Qué haría mi familia si me enfermara? Tenía miedo de ponerme la vacuna, pero aún más miedo de COVID. Así que recurrí a alguien en quien confí para conocer los hechos reales. Entonces obtuve la oportunidad. Porque Creo en poner a mi familia en primer lugar.

**Tyson** **Amentiy HEALTH**

EL CONOCIMIENTO ES PODER • OBTENGA INFORMACIÓN REAL SOBRE VACUNAS EN [WWW.AMENTIYHEALTH.COM/FACTCHECK](http://WWW.AMENTIYHEALTH.COM/FACTCHECK)

**I BELIEVE**  
IN PROTECTING MY PATIENTS

MARY LEWIS, RN  
AMENTIY HEALTH  
NASHVILLE, ARKANSAS

SO I GOT THE REAL FACTS ABOUT THE COVID-19 VACCINE

As a nurse, I've heard a lot of stories about the vaccine. Some are true. Many are not. So the best advice I can give is to look at the current vaccine information on (Hospital name) website. I got the real facts. Then I got the shot. Because I believe in protecting my patients—and I hope they'll do the same for me.

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KNOWLEDGE IS POWER • GET REAL VACCINE FACTS AT [WWW.AMENTIYHEALTH.COM/FACTCHECK](http://WWW.AMENTIYHEALTH.COM/FACTCHECK)



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**Toolkit allows for customization** of photography and identity, which helps build awareness and credibility within your community

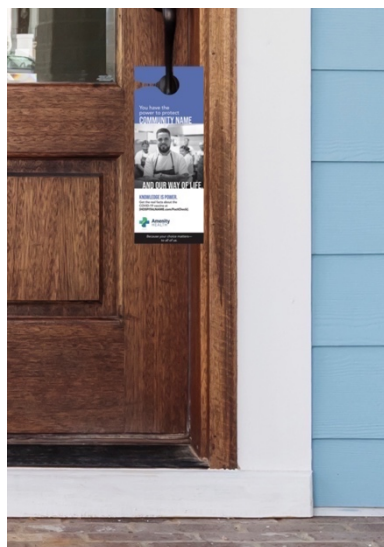


## COVID-19 AND THE VACCINE

Real facts from



IN HOSPITAL POSTER



DOOR HANGER

DIRECT MAIL TO UNVACCINATED PATIENTS



EDUCATIONAL PRESENTATIONS



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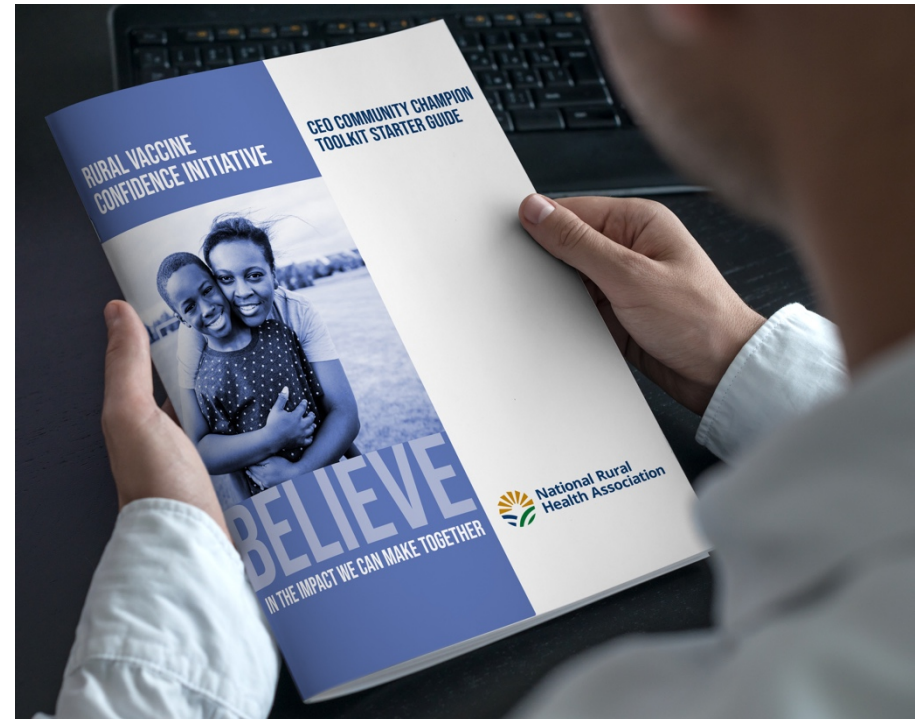




# TOOLKIT STARTER GUIDE

## A comprehensive starter guide for rural health CEO community champions

- Outlines the components within the Rural Vaccine Confidence Toolkit
- Showcases sample campaign materials
- Provides instructions on how to download and customize materials to reflect a local trusted voice

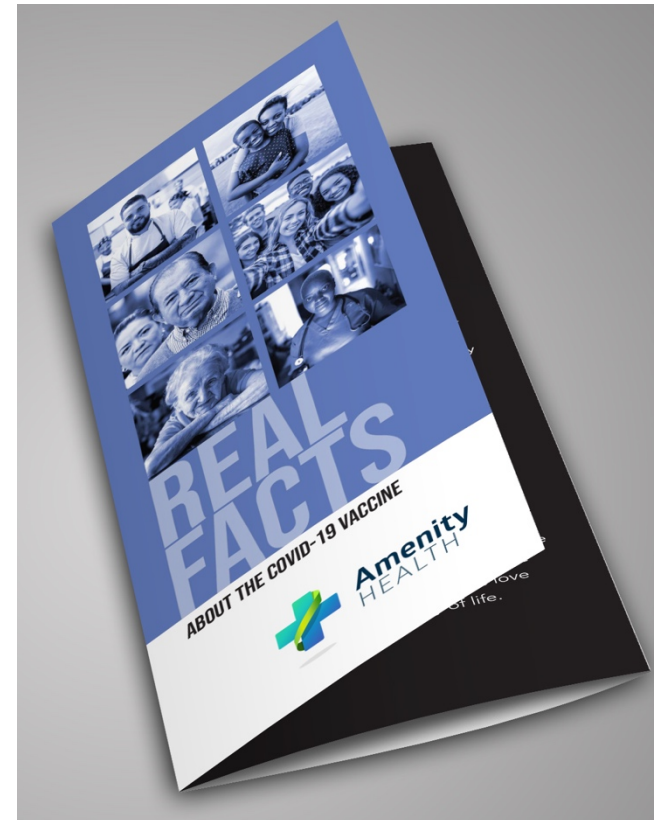




# VACCINE CONFIDENCE TOOLKIT

## Hospitals

- “Real facts” brochure
- Poster for provider office/hospital waiting rooms
- Patient portal messaging
- Direct mail to unvaccinated patients
- Website landing page copy for **[hospitalname.com/FactCheck](http://hospitalname.com/FactCheck)**



FACTS BROCHURE

# VACCINE CONFIDENCE TOOLKIT (CONTINUED)

## Businesses/Community Partners

- PowerPoint presentation to educate employees
- Role of community partners FAQ
- Idea-starter handout
- Available resources/tactics guide
- “Real facts” brochure
- Posters



# VACCINE CONFIDENCE TOOLKIT (FINAL)

## Community

- Print ads (Diversity options & English/Spanish)
- Posters (Diversity options & English/Spanish)
- Brochure (Diversity options & English/Spanish)
- “Real facts” brochure (English/Spanish)
- Door hanger (English/Spanish)
- Radio scripts (English/Spanish)
- Digital/social media posts
- “Believe” multimedia video for social media/hospital website
- PowerPoint presentation for the community



# SOFTWARE REQUIREMENTS FOR CUSTOMIZATION



**Adobe Acrobat Pro** should be used to add your organization's logo and customized text to the file. The toolkit tactics have been built using the Forms functionality in Adobe Acrobat Pro to offer customization of the PDF templates.



**Microsoft Word** is required for customization of radio scripts, social media posts, website landing pages and internal education materials.



**Adobe Creative Suite/InDesign** files are also available for customization of templates.



# HOW CAN YOUR ORGANIZATION PARTICIPATE?

- **CEO community champion will implement the toolkit** in your hospital, with local businesses and community partners
- Although we hope and expect you to share the toolkit with anyone responsible for marketing in your organization, **the key to success will be C-suite involvement**, including serving as a community champion
- **Resources can be downloaded and customized** by accessing the toolkit at:  
<https://www.ruralhealthweb.org/vaccine-confidence>

# Ending Poll Question:

I am \_\_\_\_ in my understanding of how to communicate my rural health organization's educational opportunities and services.

I am \_\_\_\_ in my understanding of how to communicate messaging regarding vaccination confidence.

I am \_\_\_\_ that I will apply the knowledge gained from this educational training to improve my organization's community outreach and education efforts.

# DRCHSD Communication Strategies for Community Outreach and Education Webinar Series Webinar #2

**Building Your Reputation: Internally, Externally, and Online**  
Thursday, October 28, 11:00-12:00 CT

**Speakers:**

**Amy Yaeger**, VP of Strategic Services / Legato Healthcare Marketing

**Brian Lani**, VP of Creative Services / Legato Healthcare Marketing



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# Thank You!

DRCHSD Toolkit or Customization Questions:

**Caleb Lozinski**

Program Coordinator  
clozinski@ruralcenter.org  
218.216.7017

For more information contact:

**Mike Milligan**

President  
mikem@golegato.com  
920.544.8102 ext. 101

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