

**Project Summary:**

Howard Brown Health respectfully requests \$20,000 to support Howard Brown's expansion of their social media marketing strategy. This project will engage populations that traditional systems fail to reach at the agency's 63<sup>rd</sup> Street clinic.

Howard Brown aims to utilize funding to bolster existing patient engagement strategies through the development of a series of high quality, concise videos which focus on minimizing barriers to care; building trust between the community and providers; reducing stigma surrounding chronic conditions such as HIV, diabetes, and obesity; and providing easily digestible health related education. Specifically, this project will produce two long-format videos and 10-15 pre-roll shorts optimized for social media advertisements and engagement. The first long-form video will walk the viewer through making and attending an appointment for starting PrEP (Pre-Exposure Prophylaxis), a medication which prevents the transmission of HIV when taken regularly. The other long-form video will walk through some of Howard Brown's supportive services for people with chronic conditions including its nutrition program, which partners with a mobile grocery store, Fresh Moves, to provide clients with culturally competent nutrition counseling and meal planning paired with access to fresh produce. Videos will be informative but also prioritize imagery and language that reflects the intended audience with the intention of building confidence in Howard Brown's brand and ability to provide holistic care for the community.

Howard Brown will then deploy these videos through a focused social media campaign utilizing channels such as YouTube, Facebook, Instagram, Twitter, and Snapchat. To ensure the campaign is reaching the population of focus, Howard Brown's communications team will utilize Facebook ad targeting which allows marketing reach to be specified by demographics and interests. Further, the communications team will geotarget, utilizing GPS, ZIP codes, and other user data, individuals physically near the 63<sup>rd</sup> Street Clinic in order to deliver ads and marketing material to their smart phone or computer. Additionally, Howard Brown will work with an outside agency to purchase digital ad space on various platforms including dating and hook-up apps that are popular in the community of focus, such as Grindr.

Housed within Howard Brown's Communication Department, this project will be managed by Tyler Callich, Communications Associate, who has a wealth of experience in copywriting and advertisement development for media, radio, TV, billboards, digital ads, and ecommerce email marketing. Howard Brown will commission an external agency to film and edit the videos while Callich, in tandem with the agency's Outreach and Education teams, will be responsible for the directing the content, managing the project timeline, and incorporating video into existing the social marketing strategy.

Through the addition of high quality video to the existing patient engagement strategy, Howard Brown seeks to reach individuals who are lost to care with meaningful, low-barrier messaging that builds trust and provides a patient-centered platform for health engagement and education.

## **Project Narrative**

### **Statement of Need:**

Howard Brown Health 63rd Street is located in a historically medically underserved neighborhood that is disproportionately affected by health disparities and socioeconomic inequity. Key health disparities affecting the community include high rates of uncontrolled diabetes, hypertension, cancer, prenatal and perinatal health issues, infant mortality, substance use, and HIV and STIs, with all core health indicators surpassing the “severe” benchmark designated by the Health Resources and Services Administration. Additionally, the 63rd Street clinic exists within a Dental Health, Mental Health, and Primary Care Health Professional Shortage Area (HPSA), demonstrating a significant need for accessible healthcare providers within the community surrounding 63rd Street. Despite this established need, since opening Howard Brown Health 63<sup>rd</sup> Street, the agency has learned that the provision of accessible care alongside traditional outreach activities is insufficient in engaging the most at-risk community members into care.

Beyond a lack of accessible service providers, Howard Brown’s south side service areas experience a lack of economic and social resources that limit engagement and negatively impact community health outcomes. According to Healthy Chicago 2.0, the Englewood area experiences a 21.3% unemployment rate with 42.2% of individuals living below the poverty line, leaving many community members with limited resources to utilize when accessing healthcare. Without robust community education about benefit navigation

services and Howard Brown's nominal sliding-fee scale, this socioeconomic inequality often leads individuals to assume healthcare is expensive and therefore unattainable.

As an agency that primarily serves two deeply stigmatized groups, LGBTQ people and people living with HIV/AIDS, Howard Brown is experienced in engaging populations that traditional care systems fail to reach. However, due to historic mistreatment and discrimination, many communities of color, including Englewood, harbor deep mistrust of medical institutions which further compounds existing barriers to care. In a 2007 article in the *Journal of the National Medical Association*, Derek Suite, Robert La Brill, Annelle Primm, and Phyllis Harrison-Ross assert that historical experience contributes to mistrust and underutilization of services by people of color. The researchers state that clinicians who fail to account for and respond to embedded distrust in these communities create barriers to care and perpetuate the "current climate of healthcare disparities." Outreach and Education teams observe this mistrust, noting that even community members with chronic conditions are more likely to access clinic services if initial contact and trust is built outside the clinic setting.

To help address the potential community mistrust of a new service provider, Howard Brown has gathered community feedback to develop innovative supportive services and outreach programming. These include "Black Wellness" events that directly address community safety and uncertainty of medical systems. This event series utilizes established community leaders from pastors to bar owners to discuss issues that are impacting holistic community health while establishing Howard Brown as an agency invested in neighborhood voices.

These events, paired with traditional outreach and marketing, have supported 63<sup>rd</sup> Street in attracting an average of 100 new patients per month in 2017, the majority of which are low-income people of color, many of whom were not previously engaged in care. While these methods have been successful, their reach is limited by an individual's willingness and ability to attend the events. If funded, this project would build Howard Brown's capacity to create and disseminate videos offering community members access to outreach and engagement programming at a time and place that is best for them. Additionally, by recruiting existing patients and clients to be featured in the videos, Howard Brown's communication department will grow their catalog of images that genuinely reflect the community. This will dramatically increase the agency's effective marketing materials that speak to the population of focus.

**Project Objectives – minimum of two measurable objective in which the project proposes to achieve in attracting /recruiting additional patients**

- Facebook followers will increase by 20% over the course of the project period for a total of 16800 followers
- Instagram followers will increase by 200% over the course of the project period for a total of 900 followers.
- During the project period, Howard Brown Health 63<sup>rd</sup> Street will increase its patient population by 10%.
- During the project period, Howard Brown will produce two longer videos, approximately two-three minutes in length, featuring patient walkthroughs focusing on health nutrition, diabetes management, and HIV prevention through PrEP.

## **Plan of Operations**

### **How funds will be used**

If granted, Howard Brown will utilize funds to contract with an external agency to produce and edit high quality long-form video and shorts. Howard Brown plans to hire Free Spirit Media, a video production team that specializes in social impact storytelling, documentaries, and PSAs. Free Spirit employs young media makers of color from Chicago's south and west sides and therefore is capable of providing a more genuine perspective of the neighborhoods that Howard Brown is intending to reach through this marketing initiative. In addition to filming and editing the videos, Free Sprit will be responsible for subtitling all the long form videos and clips as needed in order to ensure the content is accessible to hard of hearing community members. Remaining funds will be utilized to pay for a portion of Callich's time spent on the project and a portion of the incentives utilized to reimburse patients and clients who are featured in the videos for their time.

Through general operating funds, Howard Brown will support the majority of Callich's time, a portion of design coordinator, Jade Goodwin-Carter,, software needed to support social media marketing, geotargeted social media advertisements, and a complimentary series of physical advertisements located in popular south side periodicals and at bus shelters.

### **Implementation Plan**

Callich will be responsible for project implementation supported by Howard Brown's Director of Communications, Erik Roldan, and Goodwin-Carter. The implementation schedule is detailed below:

Actions	April	May	June	July	August	September
Recruit and hire contract videographers	■					
Recruit patients and clients to appear in videos and scout shoot locations	■	■				
Film PrEP walkthrough video		■	■			
Film Fresh Moves Bus for Diabetes shorts			■	■		
Complete video editing, subtitling, and graphic creation				■	■	
Begin utilizing content in social media post					■	■
Have all long format videos uploaded to YouTube Chanel					■	■
Begin to evaluate social media strategy and content success						■

**Describe how the proposed project will be integrated into your center’s existing operations and any modifications needed to accommodate the marketing strategies**

As the agency has grown to serve new populations, Howard Brown has intentionally expanded Communications and Outreach to include the skills and capacity to develop location specific, patient-centered engagement efforts. This capacity building included hiring Callich who has a wealth of experience in copywriting and advertisement development for media, radio, TV, billboards, digital ads, ecommerce email marketing. Callich aims to utilize digital media to be consistent, present, and relevant to Howard Brown’s patients and potential clients’ lives through providing engaging material that also assists the client in taking the steps needed to engage in care. This project will bolster the existing strategy by providing more high quality, information rich, clinic specific content that directly reflects the community of focus. Through hiring an external company to create the content, Callich will be able to focus on the overall marketing

strategy and ensure the new content cohesively fits with Howard Brown's larger brand and engagement activities.

### **Project Evaluation:**

The success of this project will be quantitatively assessed through the post engagement, increase in social media followers as well as the increase in patients engaged in care at the 63<sup>rd</sup> Street clinic location. Social media engagement and followers will be tracked through Facebook analytics and engagement logs. Patient engagement will be tracked through Centricity, Howard Brown's electronic medical record, and reported through the agency's quarterly clinical quality dashboards which detail new patients by demographics and clinic.

Callich will utilize this information in order to track the success of the agency's overall marketing strategy and the impact of video on social media engagement. While Callich adapts social media strategy on a daily basis to respond to current events and constantly evolving trends in social communication, analytics and engagement will be assessed formally by Callich and the Director of Communications monthly to determine if major strategy changes are necessary.

### **Sustainability**

Howard Brown maintains an established outreach and linkage to care program with a focus on its south side clinics. If funded, this project will bolster community relations and public perception of Howard Brown's programs in the long-term. By building a catalog of community outreach and education videos that can be utilized in a variety of social media settings, this project promises to enhance community understanding of and access to comprehensive care long beyond the grant period. Program objectives



include the development of marketing and education materials that can be used for years in a variety of different outreach initiatives.

Fiscally, Howard Brown sustains all programs through a combination of program income (which is bolstered due to expanded Medicaid eligibility and coverage made available through the Affordable Care Act (ACA)), revenue from its 340B drug pricing program, and an aggressive private and government grant application schedule.

Funders of other agency-specific programs are the Blowitz-Ridgeway Foundation, City of Chicago Department of Family and Support Services, Chicago Community Trust, Gilead Sciences, Janssen Pharmaceuticals, Grant Healthcare Foundation, Siragusa Foundation, Broadway Cares/Equity Fights Aids, AIDS United, United Way of Metropolitan Chicago, and the AIDS Foundation of Chicago. The agency has also been awarded Ryan White Parts A, C, D, and F.

Respectfully submitted,

Frankie Reynolds  
Grant Writer

# BUDGET PROPOSAL

## PROJECT EXPENDITURES

Expenditure Category	Description	Total Amount Required	Amount Provided by Applicant/Others	Amount Requested from Grant
Equipment				
New Software				
Personnel	Tyler Callich .5 FTP for six months Jade Goodwin-Carter .25 FTP for six months	\$10,937 \$5,937	\$7,937 \$5,937	\$3,000
Consultants	Free Spirit Media: Video production and editing	\$20,000	\$5,000	\$15,000
Training				
Other	Incentives for clients who participate in video Geotargeted social media adds	\$1000 \$3000	\$2000	\$1000 \$1000
<b>TOTAL</b>		<b>\$40,872</b>	<b>\$20,874</b>	<b>\$20,000</b>

**Narrative:** Describe costs and budgeting assumptions.

Tyler Callich, Communications Associate, will be the project lead and devote .5 FTE during the six month project period. Including Howard Brown's 25% fringe rate, this effort totals \$10,937.

Jade Goodwin-Carter, Design Coordinator, will support graphic design needs for the project and devote .25 FTE during the six month project period. Including Howard Brown's 25% fringe rate this effort totals \$5,937.

Free Spirit Media will be commissioned to film and edit videos based on a preliminary quote for the two long form videos, 10 short clips, and subtitling all material they will charge \$20,000 to complete the project.

Incentives will be given to clients and patients who are featured in the videos in the form of \$50 gift cards to reimburse them for their time. The communication's team estimates that 20 clients will be needed to produce the envisioned videos for a total cost of \$1000.

Videos will be distributed on Howard Brown's social media accounts but in order to reach individuals who are not aware of Howard Brown videos will also be distributed through geotargeted social media adds, Facebook adds, and YouTube adds. Based on Howard Brown's current digital advertising spending, the estimated advertising spending for this project is estimated to be \$3,000.