

## OPEN 1<sup>st</sup> Symposium, Lisbon 27<sup>th</sup> November 2014

### Workshop on Brand Construction and Communication Strategy

The aim of this workshop was to reinforce, among participants, the importance of communicating with the different stakeholders involved in the community-based programmes.

This workshop also sought to highlight the potential strength of having an identifiable brand related to their programme in order to enhance their communication, the motivation and engagement of the target population to be involved in the programme.

#### 1. Brand Construction

2 case studies were presented:

#### SUCCESSFULLY CREATING A BRAND FOR A PUBLIC HEALTH PROGRAMME

##### THAO, SPAIN

Santi Gómez

Mr. Gomez discussed the creation of the brand ‘THAO’ and the success of this brand, addressing the following points:

- choice of the name
- logo development
- visual identity
- adaptation of different tools

The THAO programme successfully developed the “Thaoines”, which are characters that symbolize different aspects of the THAO philosophy. These characters are easily recognizable among all stakeholders and create a strong link between the target population, the programme and the notion of healthy living.



Mr Gomez presented the slogan “Somos Thao” and how it is used in the communities to involve all the stakeholders and the public in the THAO programme.



## **HEALTHY LIVING, ISRAEL**

### **Rachel Wilf-Miron**

Rachel presented the triangle that is associated with her programme, the healthy living logo. By focusing on this key visual, targeted audiences have soon associated the programme, with the idea of healthy living.

Dr. Wilf-Miron discussed:

- how this logo was chosen?
- the values it symbolizes
- media adaptation

She also proceeded to present the media campaign of the programme that uses young celebrities/ role models to motivate and engage young people to participate in the “Healthy Living” movement.

*(All PPT presentations and videos available).*

## **2. Communication Plan**

### **SETS STRATEGY**

**By Sylvia Bucur (Im living Healthy Too- SETS – Romania-)**

During this presentation, Ms. Bucur shared a framework of a communication plan that targets all audiences: Institutionnal partners /Scientific partners /Private partners / Media/ Participants /Schools /Fellow EIN member programmes/ Public Sector

### **THAO STRATEGY**

**by Santi Gomez**

During this presentation, Mr. Gomez showed that communication is at the heart of the THAO Programme

## **3. Communication in Action**

Participants of the workshops were divided into groups in order to come up with communication plans specific to target audiences such as: city stakeholders / scientists / public-private partners



## **KEY RESULTS:**

### **COMMUNICATION – CITY STAKEHOLDERS**

- creation of a mayor's club gathering the mayors of the different cities
- identify usual suspects (!) such as GPs, public health authorities, leisure centers, community associations, schools
- and unusual suspects (!): policeman, workplace organisations, faith groups, hairdressers,...

### **COMMUNICATION – PUBLIC PARTNERS**

- get them “in”: meeting at the local level with the mayor, participation in the activities.
- media interviews
- local board of public partners

### **COMMUNICATION – SCIENTIFIC REPRESENTATIVES**

- social events with the politicians
- media exposure
- roundtable with private/institutional partners
- evaluation/data sharing
- introduction to local actors

## **4. EIN COMMUNICATION PLAN**

**by Hannah Finch**

During the final part of the workshop, the EIN communication plan was explained to the participants, highlighting the importance of the members sharing their news to be disseminated to the other programmes of the network.

Each of the EIN's communication tools were presented to participants, demonstrating how these tools can help them to increase their visibility on a global level.