



Branding Evidence-Based Programs in New Mexico

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Marketing Evidence-Based Programs

The Diabetes Prevention & Control Program offers evidence-based programs that:

- Improve the lives of people who have chronic conditions, and
- Help people who want to prevent or delay the onset of type 2 diabetes

A Social Marketing Approach

We are using a social marketing approach to develop a communications campaign with these three objectives:

1. Develop a cohesive brand for all evidence-based programs DPCP offers,
2. Identify appropriate media for communications, and
3. Motivate New Mexicans to participate in evidence-based programs.

Our Initial Research

We started the process with:

- A branding workshop with stakeholders
- Six focus groups

Formative Research Results

Our initial formative research revealed:

- New Mexicans don't know these programs exist.
- There is no brand recognition for evidence-based programs in New Mexico.

Formative Research Results cont'd

- Chronic “condition” instead of chronic “disease”
- Primary audience should be doctors and healthcare providers
- Secondary audience should be people who have a chronic condition
- Tertiary audience should be families of people who have a chronic condition
- Programs need to be accessible
- Design campaigns specific to communities

Formative Research Results cont'd

- Our brand would need to convey these attributes:
 - Effective programs available to anyone
 - Increased knowledge for participants
 - Improved health for participants
 - Improved quality of life in our communities and our state
 - Teaching tools for healthy living
 - Multicultural
 - Accessible and adaptable
 - Belief in the value of prevention
 - Respect for all
 - Support for the individual and community

Creating A Brand

Our next step was to brainstorm ideas for:

- A program name
- A tagline
- A direction for the design, or logo

Creating A Brand cont'd

- Our original stakeholder group helped us narrow the ideas to three brand names and one tagline
- We field-tested the brand names and tagline with individuals throughout New Mexico via survey

Creating A Brand cont'd

The selected brand name and tagline was:

Paths to Health NM
Tools for Healthier Living



Creating A Brand cont'd

Our next step was to design and field test logos with our intended audience:

- We created 15 logo concepts.
- These logos were field-tested with individuals around the state.
- A clear winner emerged.
- Logo choice was tweaked and shared with stakeholders for a final choice.

Introducing ...



Paths to Health **NM**
Tools for **Healthier** Living

And in Spanish ...



Rolling Out A Brand

In the coming months, we will consolidate the branding with these evidence-based programs:

- Stanford's Suite of Self-Management Programs
 - Diabetes Self-Management Program
 - Chronic Disease Self-Management Program
 - Cancer, Thriving and Surviving
 - Chronic Pain Self Management
 - Positive Self Management
 - Tomando Control de su Salud
 - Programa de Manejo Personal de la Diabetes
 - Programa de Manejo Personal del Dolor Crónico
 - Cáncer: Triunfando y Sobreviviendo
- National Diabetes Prevention Program
- Kitchen Creations



Rolling Out A Brand cont'd

- The rollout will include:
 - An outreach plan
 - Development of materials

Questions?

Q & A