WeCare Indiana Strategic Communications Plan
An Honors Thesis (HONRS 499)

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Signed

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Getting Started

In order to relate my honors thesis to my major and the job market I am entering, I decided to go about making a strategic plan for the client WeCare Indiana. To assist with this, I volunteered in my campaigns class to be the main contact for Dr. Rachel Umoren, a representative for WeCare and a pediatrician at Ball Memorial Hospital. To begin this process, I set up a client intake discussion with Dr. Umoren.

During our first discussion, Dr. Umoren had Ian Garden, a first year medical student working to assist in researching the text-messaging program, get on a conference call with us to begin the client intake process. During the call, Dr. Umoren and Gardner explained both WeCare Indiana's goals and their personal involvement with the program. In our discussion, I walked through some basic questions both campaign groups had for the client to get a better understanding of the program.

What I found during this initial discussion was that WeCare Indiana had been working to develop culturally relevant messaging by producing two sets of flyers targeted at both African American moms and Caucasian parents. Dr. Umoren also explained that the organization was looking to reach out to Hispanic parents by translating the information on the promotional materials into Spanish.
Because the WeCare Indiana landing page had a lack of information on the program, I asked Dr. Umoren and Garden to walk me through the way the program was being promoted prior to our suggestions. Dr. Umoren and Garden explained that the current way participants were finding out about the text-messaging program was after being informed of the resource during their first visit at Open Door. In addition to walking through their promotional efforts, Dr. Umoren explained that prior to this project, WeCare Indiana’s community action team was distributing a majority of the promotional materials at Ball Memorial and Open Door during pregnant women’s initial intake.

In hopes of better understanding who was visiting the page and completing the sign-up process, I asked Dr. Umoren for access to WeCare Indiana’s Google Analytics data. Unfortunately, she informed me they were currently unable to provide this information, but expressed interest in doing so in the near future. The current analysis used throughout this plan walks through the survey information gathered from Gardner after interviewing patients at the Open Door clinic.

Dr. Umoren stated in our client discussion that she was looking for social media suggestions and tips throughout the planning process so she and her team could test out some new ideas. While my group gave several examples in our campaign book, you can also find additional examples and suggestions I created to contribute to this process at the end of the strategic plan.
While WeCare Indiana is just now getting started, the organization has a lot of room for growth. Dr. Umoren, for example, expressed interest in accomplishing 1,000 additional sign-ups for the text-messaging program within the next year after some of the ideas in this plan were implemented.

Throughout this plan are suggestions on other ways to reach WeCare Indiana's target market and increase awareness of the program as well as examples of tactical ways the goals can be carried out.

**Background on WeCare Indiana:**

During their initial intake, I learned that the campaign was started in mid-August of 2014 and that WeCare Indiana was reaching their target audience primarily through radio messaging and promotion of the application at Open Door. From here the organization also set up radio interviews and small mentions during outreach events. To help increase the number of people aware of this program, the plan below walks through a series of things that the organization can implement to start raising awareness.

By modeling my campaign book off of Public Relations professionals in the market, I gained experience in creating a communications plan for a real client. I made the decision to complete this strategic communications plan for WeCare Indiana as my honors thesis to apply my public relations skills and add to my portfolio. By taking on this thesis, I felt that I could apply all of the skills I learned through my major and create a project that I could be proud of.
How I became involved:

I came across WeCare Indiana while searching for a topic and organization that I could be passionate about while applying my skills. When first getting started, I reached out to several organizations that were not in need of assistance. When WeCare came along, I jumped on the opportunity to assist a non-profit group seeking to make a positive impact in the Muncie community.

To implement part of the plan created in my campaigns class, I conducted secondary research after analyzing the initial research gathered in my class project. In addition to this, I analyzed the marketing communications plan and conducted a client intake with WeCare Indiana to gain insight and understanding of their program.

After presenting drafts of the plan to my advisor, I presented the plan to WeCare Indiana with my team and followed up with the client contact to ensure that we could answer any additional questions Dr. Umoren had.

Next steps in my thesis:

Prior to completing the strategic plan with my group members and presenting to Dr. Umoren, I met with my advisor, professor McDonald, to discuss ways to bring the plan more to life. During our meeting we decided to add value to the plan. I would go through and give tangible examples that WeCare Indiana
could apply by simply executing my samples. In addition to the plan and presentation attached in my thesis, you will find a fact sheet, an analytics dashboard that could be considered, design ideas and photography concepts that could be employed.

Breakdown of this strategic plan:

- **Strategic Plan**: Page 8-30
- **Presentation**: Page 30-35
- **Google Analytics**: Page 36
- **Fact Sheet**: Page 37
- **Design**: Page 38
- **Photography & Social**: Page 39-41
WeCare Indiana: Strategic Plan

Sally George, Emily Nickles, Leah Matz and

Adriana Howell
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Executive Summary

The purpose of this strategic plan is to help increase overall awareness for WeCare Indiana. WeCare Indiana is a text message program set up to help decrease the infant mortality rate in East Central Indiana. Through social media and community outreach, the hope is to raise awareness and decrease the fetal infant mortality rate.

- **Vision:** WeCare Indiana strives to bring meaningful information to parents and caregivers. The primary vision of the organization is to decrease infant mortality in Delaware County.
- **Issue:** The main issue facing WeCare Indiana is a lack of awareness of the organization.
- **Benefits:** Increasing awareness of WeCare Indiana can significantly benefit the organization. Anyone expecting an infant in the Delaware County community can learn from the text-messaging program.
- **Method:** This strategic communications plan will be used to solidify brand image, increase awareness and increase the use of the text-messaging program.

Analyzing the Situation

Infant mortality is classified as the death of an infant any time before his or her first birthday. The state of Indiana has a .7 percent higher infant mortality rate (IMR) than the rest of the United States. The IMR of Delaware County, Ind. is at 13.1 percent, higher than any other Indiana county.

Factors that contribute to infant mortality include first trimester prenatal care, smoking, obesity, among others. Delaware County ranks higher in smoking during
pregnancy, obesity during pregnancy, prematurity and low birth rate than the rest of Indiana. Because of this, the Delaware County Health Department began studying the social, cultural, economic, safety and health systems factors contributing to infant mortality. The Fetal-Infant Mortality Rate (FIMR) Community Action Team coordinated the efforts of local health partners, like IU Ball Memorial Hospital, Open Door Health Services and Prevent Child Abuse, designed to help lower Delaware County’s IMR.

One of the goals of the FIMR Community Action Team is to initiate a community outreach plan designed to target young mothers and secondary caregivers through their mobile devices. WeCare Indiana is a FIMR initiative that will carry out this plan. Messages will deliver tips designed to help expecting mothers quit smoking or drugs, fight obesity and depression or coach them through their first pregnancy.

The FIMR Community Action Team formed a messaging sub-group to revise the messages sent to those who enroll in the program. Through eight hours of meetings with 17 healthcare partners, they’ve revised their health messages to better address issues faced by pregnant women in the area.

During the three-month evaluation pilot phase, WeCare Indiana surveyed 44 pregnant clients from Open Door Health Services. Of 25 percent surveyed who had heard of WeCare Indiana, 55 percent were enrolled in the text message service and 100 percent of those enrolled found the messages helpful.
Analyzing the Organization

Internal Environment

WeCare Indiana’s overlying mission is to decrease the infant mortality rate in East Central Indiana. WeCare Indiana is a place where moms and moms-to-be can come to get information, share ideas and connect with each other. The nonprofit organization hopes to reach its target audience through enrollment in a text-messaging program.

WeCare Indiana’s current performance is lacking. Only a small amount of people are currently enrolled in their text-messaging program. Although performance is lacking, a small survey put on by the Open Door displayed promising results. The survey had a total of 44 responses and 100% of the people enrolled in the text-messaging program found the messages to be helpful.

WeCare Indiana currently has two main trusted resources in East Central Indiana that they utilize. They have a partnership with Ball Memorial Hospital and Open Door. Open Door has been working to help mothers after pregnancy to get signed up with the text-messaging program.

Public Perception

WeCare Indiana is considered a reputable organization that is supported by Ball Memorial Hospital. Not many people in the community are aware of WeCare Indiana or the services they provide. Because their visibility is so low they don’t have much of a reputation. This organization perceives its image as beneficial, informative and even lifesaving for the East Central Indiana Community.
External Environment

The healthcare industry is considered to be an extremely competitive environment. Competition in the healthcare market is viewed as positive by most because it allows for patients to explore their options as well as find lower costs. Direct competition for WeCare Indiana’s service is Planned Parenthood or other small nonprofit organizations that specialize in mother baby information health services.

WeCare Indiana has several supporters: Ball Memorial Hospital, Open Door Health services, FIMR Community Action Team and Delaware County Health Department. All of these organizations provide WeCare Indiana with great opportunities to increase their awareness in East Central Indiana.

Analyzing the Publics

WeCare Indiana is focused on various groups such as moms-to-be, fathers and grandmothers involved with an upcoming pregnancy. While messages in the text program are currently targeted to pregnant women, WeCare is looking to implement "Daddy texts" and other tips for non-traditional caregivers. The current community-based messaging program focuses on mothers going through their first pregnancy, mothers seeking assistance on quitting smoking, drug abuse, safe sleeping techniques, obesity and depression.

WeCare Indiana seeks to provide support for all of Delaware County, with the key public being first-time parents and the second key public being representatives from organizations that help support WeCare Indiana. This target audience has a population that has 43.9 percent of it living at or below 200 percent of poverty level, with 12.8 percent of them being uninsured. WeCare seeks out new parents who may need support
and information on raising and having a child. When looking into this public, WeCare seeks to determine social, cultural, economic, safety and health system factor that can contribute to the infant mortality rate.

WeCare Indiana's current goal for this target public is to sign up future mothers for the text messaging program through community outreach with mobile technology. This initial conversation begins with the target market during their first visit and pregnancy screening. With 86 percent of adults living below $30,000 still having access to a cell phone, WeCare seeks to reach this market through text messaging.

In addition to this target audience, WeCare allows seeks to appeal to organizations and groups of people who want to assist in the action team. Representatives currently involved in the organizations include: Delaware County Health Department, IUG Ball Memorial Hospital and IUH BMH Foundation Open Door Health Services, Ball State University, Department of Child Services, Meridian Health Services, The Villages Healthy Families, Prevent Child Abuse Council, March of Dimes, Ind., Pavilion Pediatrics, IUH BMH Family Medicine Residency program, IU School of Medicine-Muncie and Great Beginnings.

WeCare Indiana seeks to benefit the Delaware County area, by providing a text messaging program to mothers to be. By the publics above investing in the program, the text program helps inform soon-to-be parents on tips on raising their child in the first year.

**Stereotypes:**

In order to establish an effective campaign, we must also address the community stereotypes that may pop up during our campaign. These stereotypes could potentially stunt the growth of WeCare Indiana if not properly addressed.
First, we want to battle the idea that WeCare Indiana’s text messaging program is only for young mothers. Mothers of all ages can benefit from the tips sent through the text messaging program. To combat this stereotype, we will use mothers of a wide variety of ages on all promotional materials and stress the text program is beneficial for mothers of all ages.

The second stereotype we will address is that WeCare Indiana is only for low-income mothers. Regardless of socioeconomic status, WeCare Indiana is beneficial for all families. We will address this stereotype by advertising the program in a variety of places around Muncie, making sure to target areas of different income level.

The last stereotype we want to target is the idea that WeCare Indiana will simply be preaching to mothers and shaming them for what they’re doing wrong. We don’t want anyone thinking WeCare Indiana is a service designed to talk down to mothers. We can combat this by providing text message examples on the website and all promotional materials.
SWOT Analysis

The following SWOT analysis is an additional supplement to the analysis of the organization.

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<thead>
<tr>
<th>Strengths (INTERNAL)</th>
<th>Weaknesses (INTERNAL)</th>
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<tr>
<td>What do you do well?</td>
<td>What could you improve?</td>
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<tr>
<td>What unique resources can you draw on?</td>
<td>Where do you have fewer resources than others?</td>
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<tr>
<td>What do others see as your strengths?</td>
<td>What are others likely to see as weaknesses?</td>
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</tbody>
</table>

- Good, necessary cause
- Clear audiences for text message campaign
- Reputable organization, supported by Ball Memorial

- Website lacks major resources
- More background is needed about the WeCare texting program to understand the program more extensively
- Lack of research about best ways to reach target audiences
- Lack of alternate resources (website, social media, etc) could limit participation
- Sustainability (sending new messages to keep audiences interested)

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<tr>
<th>Opportunities (EXTERNAL)</th>
<th>Threats (EXTERNAL)</th>
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<tr>
<td>What opportunities are open to you?</td>
<td>What threats could harm you?</td>
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<tr>
<td>What trends could you take advantage of?</td>
<td>What is your competition doing?</td>
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<tr>
<td>How can you turn your strengths into opportunities?</td>
<td>What threats do your weaknesses expose you to?</td>
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</tbody>
</table>

- Collaboration with nonprofits or doctors offices
- Local media outlets (radio stations) to raise awareness
- Utilize Ball Memorial for publicity campaigns, collaboration, etc.

- Similar services offered by Planned Parenthood, who is more established
- After a mother believes she is competent in child raising, she may feel that our services are irrelevant
- Economic and low-income families will be deterred by text messaging and phone carrier rates
Establishing Goals and Objectives

Goal 1: To increase awareness of WeCare Indiana's text messaging program.

- Objective 1: Target child-bearing women between 16-35 years and their mothers over 45 years old within the next 12 months.
  - Tactic 1: Utilize "mommy bloggers" by encouraging them to use the program and then blog about it.
    - Outlets such as blogs and forums will appeal to the "alpha moms" who are searching for information. This tactic makes sure that the moms who are doing their own research will find accurate and relevant information. An open forum such as http://community.babycenter.com/groups/a6732529/muncie_moms will be used as well. While there may not be many mommy bloggers in Muncie, mommy bloggers can connect online, regardless of physical location.
  - Tactic 2: Implement a social media campaign to help gain awareness.
    - Utilize Facebook, Twitter, Pinterest and Instagram to reach the target audience. First-time moms turn to social media for advice and a sense of connection/community with other moms. Use the hashtags #WeCareIndiana, #MuncieMoms and #FIMR. These hashtags will organize social media posts and help reaffirm brand identity. Social media followers can utilize hashtags to send in pictures of themselves and their babies, and we can use those pictures for future posting content.
Pinterest is a great social media outlet to use in our social media campaign. Pinterest is extremely organized and easy to use. We can get really specific with our boards and create full coverage of baby care information for mothers and caregivers. Creating a strong following on Pinterest will increase awareness about the WeCare Indiana name. People will look to our page for informative tips and advice. Many mommy-bloggers also utilize Pinterest, so integrating content with them will be crucial.
We also want to implement the regular usage of Twitter into our social media campaign. We want to tweet regularly and consistently to stay at the top of our target audiences mind. We have created two mock tweets for this campaign that can be seen above. The first tweet is reminding users to sign up for the text-messaging program. The second tweet could be pulled from the WeCare text-messaging program. We think it will be beneficial to integrate the text messaging tips and tweets so the largest audience possible can reach this advice.
Facebook is another social media outlet we will utilize in our social media plan. Facebook reaches a large amount of our target audience and will be an effective way to increase overall brand awareness. The example above gives helpful information, while also being visually appealing.

- Tactic 3: Provide subscription information at first doctor's visit.
  - Distribute WeCare Indiana literature to local doctors' offices so they can encourage moms-to-be to sign up for the text messaging service. Make sure all doctors are aware of and knowledgeable about WeCare Indiana's services.

- Tactic 4: Attend Muncie community wide events to increase awareness.
  Contact those in charge of these events to see if WeCare Indiana can
have a booth to hand out literature and spread awareness. Examples of Muncie community events that WeCare Indiana could become part of include:

- Visit MOP’s events
- YMCA
- A Tender Touch Home Day Care
- Countryside Child Care Center
- Teddy Bear Child Care
- Muncie Block Party
- Small Business Saturday’s

Tactic 5: Set up an information table at Books-a-Million for expecting mothers in the “mothers-to-be” aisle.

- Leave pamphlets and information packets about mothering tips as well as information on how to sign up for the text message service.

Evaluation: Monitor and record the number of current followers and likes WeCare has on their social media accounts. Compare month to month if you are gaining more people and if they are reaching your target audience using analytics.

Goal 2: To increase participation in WeCare Indiana’s text messaging program.

- Objective 1: To increase text message subscribers by 35 percent by May 2016.
  - Tactic 1: At Muncie-wide events, have mothers sign up and enter to win a prize.
    - Reach out to the community sponsors to provide the prizes as donations, so WeCare Indiana does not have to use their budget.
○ Tactic 2: Offer giveaways for those who sign up between a certain date after releasing the sign-up information on social media.
  ■ In raffle style, enter the numbers of the people who sign up and draw one. Suggested time frame for a giveaway prize like this would be once a month.

○ Tactic 3: Implement a “Daddy text” program and text program for non-traditional caregivers such as grandparents.
  ■ In addition to offering texts targeted to first-time moms, WeCare Indiana should provide an opportunity for fathers and non-traditional caregivers such as grandparents a way to receive tips as well through the text messaging program.

○ Tactic 4: Implement a referral program.
  ■ When a new woman signs up for the text messaging service, she should be asked if she was referred. If her signing up is the result of a referral, the person who referred her should be entered into Tactic 2's raffle.

**Evaluation:** Monitor and record the number of people coming to your landing page using Google analytics and compare that outcome to the number of email subscribers signed up for WeCare Indiana to see how many conversions are actually taking place.

**Goal 3: To promote a healthy lifestyle for pregnant women.**

- **Objective 1:** To increase the number of email subscribers by 35 percent by May 2016.
  ○ Tactic 1: Increase education materials that mothers and grandmothers are receiving on infant care.
- Ensure WeCare Indiana is creating or spreading educational materials for expecting mothers and has made these materials widely available. Post, with permission, materials at doctors' offices, local churches, community centers and local high schools.
  - Tactic 2: Place WeCare spokesperson on Anderson and local radio station talk shows to discuss the program and the benefits offered to expectant mothers through the text messaging program
  - Tactic 3: Implement a health fair at Ball Memorial for new and expecting mothers with doctors and vendors.

  - Pregnant mothers will RSVP through email. Partner with local obstetricians, OBGYNs and child-care providers and ensure their presence at the fair. Offer giveaways for those who sign up for the text messaging program at the fair. Reach out to vendors who can offer products and services for mothers-to-be.

**Evaluation:** Conduct a second survey to the target market testing how aware and involved WeCare subscribers are. To encourage greater participation, implement a drawing for a valuable prize; i.e. six months of formula. This can be completed at the beginning, middle and end of the implementation period to measure growth and effectiveness of tactics. When a booth is set up at a community event, ask community members to complete a short survey about the personal value you connect to the program.

Goal 4: To decrease overall Delaware county infant mortality rate by 25 percent by December 2016.
  - Objective 1: To increase the number of pregnant mothers clicking on informational content in the messaging program by 25 percent by May 2016.
- Tactic 1: Use nonverbal messaging to make content eye-catching. Include photos of mothers and babies from a variety of ages and races.

- Tactic 2: Include links in content to navigate them to the landing page to sign up for the text message service.

**Evaluation:** Use Census information to know and understand if this goal was met.

### Developing the Message

*Establishing credibility:*

To properly reach and convince the audience, WeCare Indiana must use a message source who has experience, knowledge, wisdom and intelligence with a professional background. Additionally, they must be relevant to the topic being addressed. In its current efforts to expand enrollment in the text messaging program and to raise awareness, WeCare Indiana will use the following spokespeople:

**Dr. Rachel Umoren, WeCare Indiana representative**

Rachel Umoren will be perceived by most audiences as highly credible, because of her position. She is a dynamic speaker who projects an enthusiasm for the topic but is constantly supported by facts. Her charisma is astounding and will be well received by the audience since she is approachable and welcoming. Her level of control is perfect to be the spokesperson for WeCare Indiana.

Dr. Umoren is passionate about the subject, but is in control of her emotions so as not to deter anyone or intimidate potential audiences. Rachel is similar to the audience since she is a young woman, and most of the audience we are trying to reach is women who are of a childbearing age. The audience may not be familiar with our
message source, but celebrity endorsements for WeCare Indiana are out of budget and unattainable. Overall, using Rachel as the main spokesperson can help create a "halo-effect" by demonstrating that our source is perceived as credible, charismatic and in control.

Other local doctors of influence

Dr. Denise S. Reeves and Dr. Claudia D. Sursa would be appropriate doctors to reach out to because they are both in Obstetrics and OBGYNs practicing in the Muncie area. They are both women, and typically an expecting mother will be more comfortable speaking with another woman, especially with one who has children of her own. These doctors will be perceived as credible because of their positions and will offer a sense of safety and credibility to the expectant and young mothers.

_Determining Message Appeals:_

To determine the message appeals, WeCare Indiana needs to use caution in the approach. Infant mortality is a sensitive subject for most women and everyone will perceive it differently.

Rational Appeal

WeCare Indiana will present two types of rational appeals:

- a factual proposition based on numbers of infant mortality rates. Delaware County has the highest infant mortality rate in Indiana, and this appeal will be based off of that.

- a value proposition asserting that this program is in the best interest of the mothers, the primary caregivers and the babies in this state.
These messages will include statistics, personal endorsements and specific examples of hypothetical situations in various terms of pregnancy and child rearing. They will also include visual elements such as photographs, charts and graphs.

Emotional Appeal

WeCare Indiana will present appeals to positive emotions primarily but will also play on the emotion of fear occasionally, when appropriate. Infant mortality is a sensitive subject and should be addressed as such. WeCare Indiana will particularly present appeals to the virtues of motherhood, achievement, love and empowerment. WeCare Indiana will make emotional appeals in the following ways:

- a value proposition stating an emotional appeal about the value of a child’s life
- an emotional proposition highlighting the grief of losing a child
- an emotional proposition from a mother who already lost one child
- an emotional proposition from a mother who almost lost a child, but with the information from WeCare Indiana was able to remedy the problem

Guilt Appeal

WeCare Indiana should not seek to utilize the guilt appeal when discussing infant mortality. It may deter more women through intimidation because of the severity of the appeal. Women will not seek out and continue to use a program that creates feelings of guilt when trying to raise their children.

Verbal and Nonverbal Communications: an outline of the verbal and nonverbal communication strategies for WeCare Indiana

Verbal Communication
• One point of view will be presented per event or lecture: Signing up for the text message service will be beneficial to your health as well as your baby's.

• A conclusion will be drawn: Mothers and caregivers should consider signing up for the text message service.

• Message clarity will be enhanced by the chosen spokesperson, Rachel from WeCare Indiana

• Messages will include power words and phrases such as:
  - longer lives
  - lower death rates
  - happier children
  - healthier babies
  - easier pregnancy
  - relaxed birth
  - freedom to raise your children

• Messages will avoid exaggeration.

• Messages will rely on facts and documentation rather than empty claims.

Nonverbal Communication

• The WeCare Indiana logo will be featured in all messages.

• Upbeat music popular with the demographic will be featured in messages.

• Comforting colors and a light color pallete should be used in messaging.

• A simple typography will be used on promotional materials to make it easier to read for “moms on the go.”
Message Structure:

WeCare Indiana's message will present only one point of view to make it simple. The message will present a conclusion of signing up for the text message program. Reiteration of the main idea will take place in every message.

Clarity:

The publics must find this message clear, simple and understandable. The education level of the target public ranges from some high school education to a completed college degree.

Ethical Language:

Our messages will not use pretentious or exaggerated language. Dishonest and misleading language will not be tolerated. It is easy to exaggerate the infant mortality rate in Delaware County so that it seems as if it is the worst in the world. In reality, it is the worst in Indiana, but using scare and guilt tactics through exaggeration will not appeal to our audience. Finally, our messages will use no defamatory language.

Target Media

To ensure that our target market picks up these messages, our team believes that WeCare Indiana should invest time into getting placements in the following media outlets:

- Muncie Star Press
- The Daily News: WeCare Indiana can reach out to students as volunteers in both the medical field and communications majors for assistance with the program.
- Newslink Indiana
- 104.1 WLBC
Implementation Schedule

The set goals for this plan are evaluated based on a completion date of May 2016. Knowing this, implementation should begin immediately. One suggestion is for WeCare to research the benefits of an unpaid intern for social media and media relations. This should be implemented first. Since this is a campaign that covers many facets, the implementation schedule should be ongoing and continuous. Community events should be attended monthly. Media stations should be reached out to, one each month until the list is exhausted, and then begin the cycle over again. Finally, the social media plan should also begin implementation immediately and should post once a day. The opportunity to cross-promote is best utilized when one post per platform per day is used.

Additional Suggestions:

- **Create a website**: Invest in creating an informative WeCare website that walks through what the text messaging program is, events happening in the community that WeCare Indiana will be present at and the partners of the program. You can also link the social media pages to this website to help gain awareness of the program.

- **Become a client of Cardinal Communications**: Ball State University has a student-run public relations firm that can use the suggestions in this plan and help implement tactics that you want to see executed. Cardinal Communications can also assist as event support and even execute social media campaigns, videos and design work. To become a client for this agency contact the agency’s client relations’ director Katie Ronzio at: katieronzio@gmail.com.
- **Become a client of MRAA**: Ball State University has a student-run analytics agency that can go about analyzing the sign-up page of WeCare Indiana to get a better understanding of the target market and the conversation rate of the page itself. To become a client for WeCare Indiana, contact the Fall 2015 director Alan Hovorka at alanhovorka94@gmail.com

**Below is a copy of the presentation presented to Dr. Umoren on 4.21.15**

In this Powerpoint are key ideas that my group and myself covered during on presentation in April. The presentation walked through key ideas of our campaign book.

**WeCare Indiana**

Sally George, Emily Nickels, Leah Matz, Adriana Howell

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**Analyzing the Situation**

- Delaware County IMR 3 percent higher than average
- FIMR Community Action Team efforts
- WeCare Indiana is one goal for community outreach
- Relevant research

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**Internal Environment**

**Analyzing the Organization**

- WeCare Indiana is a place where moms, moms-to-be, grandmothers and dads can come to get information, share ideas and connect
- Text-messaging program
- Current performance is lacking

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**Internal Environment**

- WeCare Indiana currently has two main trusted resources in East Central Indiana that they utilize
- Ball Memorial
- Open Door Health Services
Representatives from:

- Delaware County Health Department
- IUH Ball Memorial Hospital and IUH BMH Foundation
- Open Door Health Services
- Ball State University
- Department of Child Services
- Meridian Health Services
- The Villages Healthy Families
- Prevent Child Abuse Council
- March of Dimes, Indiana
- Pavilion Pediatrics, Muncie, IN
- IUH BMH Family Medicine Residency program
- IU School of Medicine-Muncie
- Great Beginnings, Marion, IN

External Environment

- Extremely competitive environment
- According to Heritage.org, "competitive markets in healthcare can offer patients greater quality, more options, and lower costs."
- Stanford.edu states that "competition keeps health-care costs low"
- Direct competition for WeCare Indiana's service is Planned Parenthood or other small nonprofit organizations that specialize in mother-baby information health services.

Public Perception

- WeCare Indiana is considered a reputable organization to its publics because of its strong partnerships and positive mission.
- Not many people in the community are aware of WeCare Indiana or the services they provide.
- This organization perceives its image as beneficial, informative and even lifesaving for the East Central Indiana community.

Analyzing the Publics

- Currently targeted at pregnant women
  - Looking to implement "Daddy texts"/non-traditional parental care.
- Focus: first pregnancy, quitting smoking, drug abuse, safe sleeping techniques, obesity and depression.
- Delaware County making up a population of 117,413
  - 43.9% living at or below the poverty line
### SWOT

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<th>Weaknesses</th>
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<td>Reputable organization, supported by Ball Memorial</td>
<td>Lack of research about best ways to reach target audiences</td>
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<td>Sustainability (sending new messages to keep audiences interested)</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>Collaboration with nonprofits or doctors' offices</td>
<td>实习生 services offered by Planned Parenthood, who is more established</td>
</tr>
<tr>
<td>Local media outlets (radio stations) to raise awareness</td>
<td>After a mother believes she is competent in child raising, she may feel that our services are irrelevant</td>
</tr>
<tr>
<td>Utilize Ball Memorial for publicity campaigns, collaboration, etc.</td>
<td>Economic and low-income families will be deterred by text messaging and phone carrier rates</td>
</tr>
</tbody>
</table>

### Battling assumptions
- Young mothers only
- Low-income families
- Text message tone

### Goal 1: Increase awareness
- Objective 1: Target childbearing women between 16-35 years and their mothers over 45 years old within in the next 12 months.
  - Utilize "mommy bloggers"
  - Implement a social media campaign
  - Subscription information at first doctor’s visit.
  - Community outreach program

### Social Media
- WeCare Indiana
Social Media

Goal 2: Increase participation
- Objective 1: Increase text message subscribers by 45% by May 2016.
  - Tactic 1: Have mothers sign up and enter to win a prize at events
  - Tactic 2: Offer giveaways for those who sign up between a certain date online

Goals 3: Promote a healthy lifestyle
- Objective 1: Increase the number of email subscribers by 35% by May 2016.
  - Tactic 1: Increase education materials that mothers & grandmothers are receiving on infant care
  - Tactic 2: Implement a health fair at Ball Memorial for new and expecting mothers with doctors and vendors

Goal 4: Decrease overall Delaware County infant mortality rate by 25 percent
- Objective 1: To increase the number of pregnant mothers clicking on informational content in the messaging program by 25 percent by May 2016.
Developing the message

Establishing Credibility:
- Spokesperson: Dr. Rachel Umoren from WeCare Indiana
- Spokesperson: Dr. Denise S. Reeves (OB/GYN)
- Spokesperson: Dr. Claudia D. Sursa (Obstetrics)

Rational Appeals:
- A factual proposition based on numbers of infant mortality rates. Delaware County has the highest infant mortality rate in Indiana and this appeal will be based off of that.
- A value proposition asserting that this program is in the best interest of the mothers, the primary caregivers, and the babies in this state

Emotional Appeals:
- A value proposition stating an emotional appeal about the value of a child's life
- An emotional proposition highlighting the grief of losing a child
- An emotional proposition from a mother who already lost one child
- An emotional proposition from a mother who almost lost a child, but with the information from WeCare Indiana was able to remedy the problem

Verbal Communication
- Signing up for the text message service will be beneficial to your health as well as your baby’s
- Message clearly
- Messages will include power words and phrases such as:
  - "Longer lives"
  - "Lower death rates"
  - "Happier children"
  - "Healthier babies"
  - "Easier pregnancy"
  - "Healthier birth"
  - "Freedom to raise your children"
Nonverbal Communication

- The WeCare Indiana logo will be featured in all messages
- Upbeat music popular with the demographic will be featured in messages
- Comforting colors and a light color palette should be used in messaging
- A simple typography will be used to make it easier to read for "moms on the go"

Questions?

Ethical language

- Messages will avoid exaggeration
- Messages will rely on facts and documentation rather than empty claims
Google Analytics Example Dashboard

Below is an example of a general Google Analytics dashboard WeCare Indiana could set up to get a better understanding of their analytics of their sign-up landing page. By setting up analytics, WeCare Indiana could both understand the demographic of who is signing up for the program as well as the percentage of conversations on the landing page itself.

The dashboards could help WeCare get a better understanding of where parents are coming from on the website log, how long they are staying and the days of the week that they are on the page.
Fact Sheet Example

Below is an example of a general fact sheet WeCare Indiana could send out to the target media (explained in the strategic plan above). If WeCare Indiana decides to implement Goal 3, tactic 3, this fact sheet sample could be used to send out the information to the media.

By implementing the health fair at Ball Memorial hospital, WeCare Indiana could gain media interest, helping the organization raise awareness.

XXX

WeCare Indiana
Address
Phone Number of Contact

FACT SHEET
WeCare Indiana Hosts Health Fair at Ball Memorial Hospital

WeCare Indiana, a non-profit organization focused on decreasing the infant mortality rate in East Central Indiana, will be hosting a health fair XXX, MONTH, at X:XX p.m. in the XXX room, located on XX floor of the XX side of Ball Memorial hospital.

This health fair event will give expecting parents the opportunity to meet with vendors and doctors prior to their pregnancy in order to answer any questions they may have.

WeCare Indiana will present details on their text message program, designed to send helpful information directly to expecting parents’ phones. Tips within this program include ways to quit smoking, stop using drugs, fight obesity, combat depression or coach them through their first pregnancy.

The event is open to families and other community members, free of charge. To register for the health fair, email XXX@blank.com

Ball Memorial is located at 2401 W University Ave, Muncie, IN 47303. If you have any questions regarding the fair or would like to be a vendor at the event, contact XXX@blank.com

###
Design Ideas

Below is an example of a logo design I created for WeCare Indiana. A version of this design could be used to help brand the organization and could be applied to promotional materials as well as social media.

The reason I chose to do an outline of a pregnant figure is to avoid being racially biased. By using simple colors, the design remains both clean and appealing, while not overwhelming. I used a Helvetica font to make the image appear soft and "motherly" and I placed the heart at the belly to demonstrate love for the mothers.
Photography Suggestions

In order to have a wide variety of stock images for both promotional materials and social media, I suggest that WeCare Indiana has a photo shoot with mothers in the Muncie community, showcasing the beauty of pregnancy. The pictures could be paired with facts about safe sleeping and tips given through the text-messaging program. To be consistent with the branding above, WeCare Indiana could use the same font family and color scheme. Examples of photos and design WeCare Indiana could implement can be seen below.

**Timeline photo story’s:** WeCare Indiana could pick out four community members to take photos of in the doctor’s office in their varying stages of pregnancy.

Influential community members in the Muncie community would be ideal for this campaign to get members sharing and talking about WeCare’s text initiative program. The photo gallery to the left and below would be a perfect way to walk through pregnancy tips through the different stages of the parenting and pregnancy process.

The page below demonstrates another idea that WeCare Indiana could ask mothers to participate in. In the waiting room of open door, this background could be set up for mothers to “Tweet” in a photo to win a prize. If WeCare Indiana wanted to be less involved in this process, they could ask mothers to go about doing this photo story from the comfort of their own home.
Tips + Images: To create more interest in tips the organization sends out in the text messaging program and on social media, WeCare Indiana could start posting more photos connected to their posts of real community members staying active.

To get these images, WeCare Indiana could have photo challenges where Muncie moms could send in pictures to win prizes. Below is an example of how WeCare Indiana could combine a photo with a tip.

Stay active! Shoot for 30 mins of activity per day while pregnant like yoga or walking.
Works Cited

