

## **HEALTHY DELAWARE MARKETING OBJECTIVES**

Based on marketing audits conducted by The Nixon Group and the Public Health Foundation, the following is an outline of the overriding objectives the marketing of Healthy Delaware 2010 seeks to achieve:

- Healthy Delaware 2010 builds community wide consensus that it is for all people, that it seeks to improve the lives of all Delawareans
- Healthy Delaware 2010 is branded as a unique campaign and not merely another government program
- Healthy Delaware 2010 uses marketing efforts that directly target each of the four stakeholder audiences
- Healthy Delaware 2010 builds a sense of ownership among the leadership of each stakeholder group and fosters a leadership-to-staff (constituents) approach for marketing HD 2010 within organizations
- Healthy Delaware 2010 ensures that Delaware is fully educated about what it represents and what it seeks to achieve

To effectively market Healthy Delaware 2010 we need to target the four stakeholder audiences separately. Below, we have identified what we want each of the four target audiences to **DO** or **BELIEVE** about Healthy Delaware 2010:

### **Business:**

- Business commits to act on at least one employer or business policy, program, or benefit recommendation in HD-2010
- Business believes it has an essential role in achieving a healthier Delaware
- Business participates in community health initiatives to achieve HD-2010 objectives by contributing expertise, resources and staff
- Business believes that it benefits/profits from a healthy workforce with healthy families
- Business lets policy makers know that it supports policies, programs and enforcement efforts that improve health

### **Community Groups/Associations:**

- Community Groups/Associations believe their efforts and leadership are important to a healthier state and community
- Community Groups/Associations seek opportunities to support and contribute to HD-2010 priorities
- Community Groups/Associations use HD-2010 priority areas and ideas in their organizational strategic planning to identify new areas of focus for health efforts

- Community Groups/Associations choose to be involved in health initiatives directly tied to the achievement of HD-2010 objectives and recommended strategies over initiatives that are not
- Community Groups/Associations use HD-2010 objectives to measure the success of their health efforts, by setting objectives, collecting data and sharing results in comparison to relevant state objectives

**Government Agencies:**

- Government Agencies assist in securing commitments from municipal, state, corporate, and other partners needed to address health issues in the plan
- Government Agencies believe there is more to a strong public health system than the health department; that it takes active coordination of many private and public players
- Government Agencies believe their leadership in health can make a difference and be to their agency's advantage
- Government Agencies use HD-2010 objectives and plans to develop policies and to improve Delaware Health
- Government Agencies use objectives (specific measure and health indicators) to evaluate the state's performance and progress on health issues
- Government Agencies evaluate proposed health-related legislation against the priorities and strategies outlined in HD-2010
- Government Agencies support a strong community and state public health system, capable of monitoring and achieving health objectives in HD-2010

**Media outlets:**

- Media outlets believe that the media has an essential role in achieving a healthier Delaware
- Media outlets commit to provide "free" media attention through editorials, feature stories, photos, air-time and PSAs
- Media outlets provide full editorial support to at least one policy, program or benefit recommendation of HD-2010 plan
- Media outlets let policy makers know, through editorial endorsements, that the media supports policies, programs and enforcement efforts that improve the health of Delawareans