

PREVENTING WORKPLACE VIOLENCE IN HEALTHCARE AWARENESS CAMPAIGN

DRAFT COMMUNICATIONS PLAN





AUDIENCE

✓ General Public

- TARGET- Median income to reach maximum number of consumers
***No income levels excluded*
- Every county in Maryland

✓ Healthcare Workers

- *not targeted, but will absorb messaging aimed at other audiences*

✓ Legislators

- *not targeted, but will absorb messaging aimed at other audiences*

MEDIUMS

✓ Television Advertising

- targeted cable advertising (in Maryland suburbs of DC)
- select broadcast advertising in central Maryland and other portions of the state
- **impressions measured**

✓ Radio – FM

- impressions measured

✓ Paid social media (Facebook, Twitter, Instagram, Youtube)

- educating the public on the issue, helping them empathize with the frontline workers
- **click rate and impressions measured**

✓ Digital advertising

- website banners on targeted sites
- **click rate and impressions measured**

✓ Media Relations – earned media/PR

- statewide campaign targeting all news outlets (TV, print, radio news) focused on interviews with and stories featuring advocates driving home key points and offering practical tips on how to empathize with healthcare workers and prevent workplace violence in the medical field
- **impressions measured**

✓ Free Online Downloadable Tool Kit for Hospitals, Health Systems and Medical Practices

- fliers, posters, social content
- **measured - # of downloads, etc.**





BUDGET

*This tentative plan was developed in consultation with the **MARYLAND STATE AD AGENCY**, a division of Maryland Public Television and a review of other states' plans to accomplish similar goals.*

This media plan is similar to other campaigns designed to influence public thinking and educate them on issues such as anti-smoking, no texting while driving, COVID vaccine importance, and others.

The ad spend would likely be overseen by the Maryland State Ad Agency for paid media, and they would sub-contract with Nevins & Associates, a Towson based marketing and public relations firm for earned media and select social media.

BUDGET: MEDIA PLAN A

\$2.0 million

This would run for 1 YEAR, but with intervals for example, on one month, off the next, etc.

✓ **Broadcast TV**

- Baltimore - \$400,000
- Washington - \$200,000

✓ **Cable TV**

- Eastern Shore, Southern Md. - \$200,000
- Western Md. And D. C. Suburbs - \$100,000

✓ **Broadcast TV:** i.e., Eastern Shore, Western Md. - \$100,000

✓ **Print and Digital Advertising** - \$200,000

- Baltimore Sun, Washington Post, Montgomery County, Prince George's County, Western Md., Southern Md. And Eastern Shore Papers

✓ **Radio Advertising** - \$100,000

- Miscellaneous stations throughout State geographically diverse and ethnically diverse

✓ **Social Media** - \$400,000

- Throughout State including Facebook, YouTube, Instagram, TikTok, and other outlets. Plus, SEO, video production, Google Ad words, GEO Fencing, and myriad other outlets.

✓ **Public Relations and Earned Media** - \$200,000

- Stories throughout the year in all State media (TV, radio interviews, newspaper, magazines, etc.) featuring interviews with healthcare leaders, MPSC leaders, and others talking about violence and its consequences in the healthcare workplace. Unlike paid media, this would occur regularly throughout the year with no intervals "off-air".

✓ **Miscellaneous** - \$100,000

- This would include taking advantage of select opportunities that arise, i.e., well placed billboards and others.

BUDGET: MEDIA PLAN B

\$1.0 million

PLAN B would be **half** as effective and would more than likely cut all the above expenditures across the board by approximately half, blanketing the State for **6 months** rather than one year.

Please note for both Plan A and Plan B that final decision regarding expenditures would be made at a later date pending the specific allocation of dollars and pending seasonal adjustments in media pricing in order to get the most cost-effective purchasing opportunities.



SAMPLE CAMPAIGNS

Vermont Association of Hospitals and Health Systems:

- ✓ *This is a place of healing and mutual respect.*
- ✓ *Your words matter. Your behaviors matter. Our patients and our staff matter.*
- ✓ <https://vahhs.org/wpv>



Virtua Health System (NJ):

- ✓ Health care workers are here to help and to heal — not to be hurt (Op-Ed)
- ✓ Kindness and patience are good for your health
- ✓ Take a deep breath or take it outside, just don't take it out on our staff

Michigan Health and Hospital Association:



MESSAGING

- ✓ Frontline health care workers put their lives on the line to help you. They deserve our respect and a safe working environment.
- ✓ There is no excuse for threats or violence.
- ✓ The pandemic, continued polarization of our society, and staffing challenges in the industry are exacerbating workplace violence.
- ✓ Threats or violent actions towards health care workers CANNOT be accepted as 'just part of the job' and are being proactively addressed.
- ✓ Provide '5 Tips for a Good Visit'
- ✓ The challenges facing health care workers need to be recognized and better understood. Collectively, we must be more mindful and more empathetic and intentional with our thinking toward and treatment of health care workers.

