



4160 PATTERSON AVENUE – BALTIMORE, MARYLAND 21215  
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**Workplace Violence Prevention Public Awareness Campaign Workgroup**  
**MEETING SUMMARY**

November 16, 2022  
4:00 p.m.

Recording Link: [https://www.youtube.com/watch?v=FNJO6xW\\_fME](https://www.youtube.com/watch?v=FNJO6xW_fME)

**Attendees**

*Members*

Blair Eig – Chair

Theresa Lee—Vice Chair

Loraine Arikat

Branville Bard

Maggie Beetz

Kirsten Brown

Karen Carloni

Margaret Garrett

Amy Goodwin

Matt Hombach

Christina Hughes

Anna Koerbel

Matthew Levy

Mark Marino

Kandy McFarland

Sharon Owens

Lisa Tenney

Pegeen Townsend

Donna Zankowski

*MHCC Staff*

Courtney Carta

Tracey DeShields

Sametria McCammon

Ben Steffen

Caitlin Tepe

**Introductions & Opening Remarks- 4:00 p.m.-4:05 p.m.**

Dr. Blair Eig, Workgroup Chair, President, and CEO of the Maryland Patient Safety Center opened the meeting and shared the goal of today's meeting.

**Presentation- MDH – Prevent WPV Awareness Campaign Workgroup- 4:05 p.m. – 4:55 p.m.**

David Nevins, President and CEO at Nevins & Associates, presented the updated proposal on behalf of the communications team. Mr. Nevins shared each component of the plan, focusing on communication mediums, evaluation metrics, and proposed budget options.

*Target Audience*

The primary target audience was modified to include all Marylanders regardless of income. Secondary audiences include legislators and healthcare workers.

### *Communication Medium*

The campaign will use television advertising (broadcast and cable), FM radio, paid social media, digital advertising (web banners), media relations, and downloadable toolkits (e.g., social media, fliers, posters...etc.). Primary evaluation metrics include impressions, click rate, and the number of downloads.

### *Messaging*

Campaign messages will be similar to the existing campaigns reviewed by the workgroup (e.g., Vermont Association of Hospitals, Virtua Health System, and Michigan Health and Hospital Association) and uniquely drafted messages for Maryland. The existing campaign messages encouraged better behavior, emphasized the humanity of healthcare providers, and placed accountability on visitors.

Ms. Koerbel noted the campaign messaging would not be developed or finalized until funding for implementation was secured.

### *Budget*

Mr. Nevins shared two budget options with the workgroup .The budget options were developed in consultation with Maryland Public Television, and based on previous statewide marketing campaigns.

The first was a \$2 million option to run for one year. The second budget option was \$1 million and would run for six months.

Television ads accounted for the highest share of spending followed by social media. Public relations (earned media) and print and digital advertising were the third highest share of the proposed campaign budget.

Workgroup feedback on the updated proposal was positive. Participants reiterated the need to include previous message suggestions when the final campaign is developed (e.g., shock value, firm tone, impact of violence on care). Participants also suggested op-eds and editorials for campaign dissemination, and to edit language about the effectiveness of the six-month, \$1 million, campaign budget option.

Lastly, Ms. Lee requested additional details on expected outcomes (return on investment) for the budget line items to include in the final report and when petitioning the legislature for funding.

### **Overview of Next Steps- 4:55 p.m.- 5:00 p.m.**

Dr. Eig concluded the meeting by thanking the communication team and workgroup members for their commitment, time, and contribution to this project. He added the work would continue as MHCC submits the report to the legislature and workgroup members begin to secure funding.

### **Adjournment**

The meeting was adjourned at 5:00 p.m.