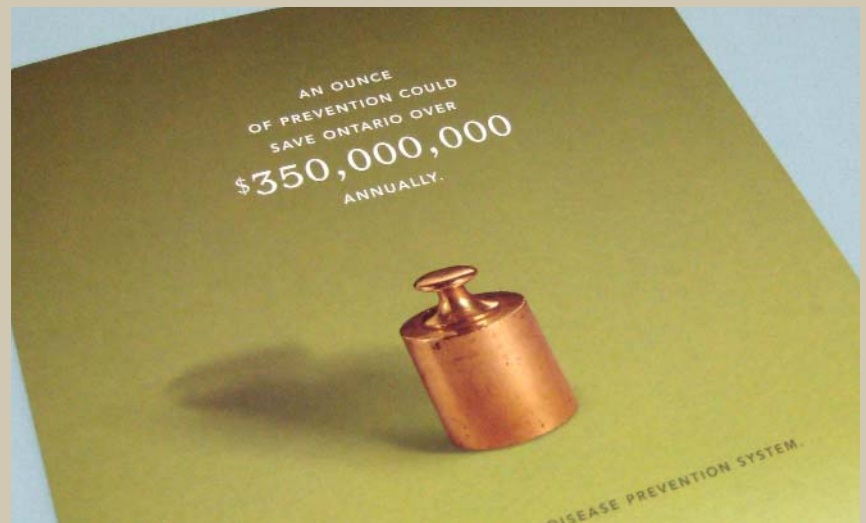


Getting proactive about getting preventative.

AN OUNCE OF PREVENTION
Ontario Chronic Disease
Prevention Alliance (OCDPA)



THE ISSUE

Today, one in three Ontarians has one or more chronic diseases. Almost two-thirds of Ontarians over 45 have a chronic disease; of those, 55% have two or more. At least 60% of our health care costs are due to chronic diseases, and across Canada, 75% of deaths are attributable to them. Either directly or indirectly, chronic disease touches the life of every single Ontarian, and the province needs a strong voice for leadership on the issue.

Our task was to help the OCDPA become that voice.

THE CREATIVE PROCESS AND THE APPROACH WE TOOK

We began with an extensive consultation and consensus-building process that included all the OCDPA's 32 member organizations. Through that process, we drafted a messaging platform that positioned the OCDPA as the province's authoritative, collective voice on chronic disease prevention planning, policy and programming.

We then used our proprietary BrandLab marketing panel to survey all OCDPA members online to validate and refine messaging. In this way, we ensured that all member organizations were able to see that their contributions had been incorporated and their concerns recognized. Especially for an organization as large and diverse as the OCDPA, this is a key step; you can't expect external audiences to buy into your message unless your internal audiences buy into it first.

Targeting the message provided an additional challenge, and required additional strategic consideration. While the OCDPA

needs to communicate and coordinate with numerous audiences (including the media, prospective members and health care partners) to achieve its goals, we chose to focus our initial communications efforts on decision makers in government. If we could demonstrate that the OCDPA has the ear of the Government of Ontario, other audiences would engage.

The further insight that any governmental audience is time-challenged and results driven led us to the necessity of employing a creative solution detailed the impact of chronic disease and explained the foundations of chronic disease prevention through simple, factual scenarios. With that in mind, we produced the **Ounce of Prevention** campaign as the second phase of the OCDPA's positioning program.

While the messaging platform was being integrated into the OCDPA's internal and external communications, the **Ounce of Prevention** brochure became the first vehicle to take the new position public. The brochure serves as a forceful reminder

of the value of – and the pressing need for – chronic disease prevention in Ontario, and to position the OCDPA and its members as the thought leaders on chronic disease prevention.

The creative for the brochure turns on an updating of the adage “an ounce of prevention is worth a pound of cure” to make clear the enormous personal, social and financial costs of preventable chronic disease with headlines like:

An ounce of prevention could save Ontario over \$350,000,000 annually.

An ounce of prevention could help 4,000,000 Ontarians.

The brochure also includes a foldout chart that graphically illustrates the widespread, compound impact of chronic disease, and factoids that not only encapsulate the seriousness

of the problem, but are also designed to become talking points for politicians and journalists. For example:

Prevention and management of just diabetes, asthma, congestive heart failure and depression could save \$200 – \$350 million annually.

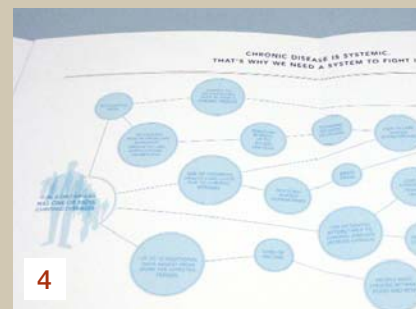
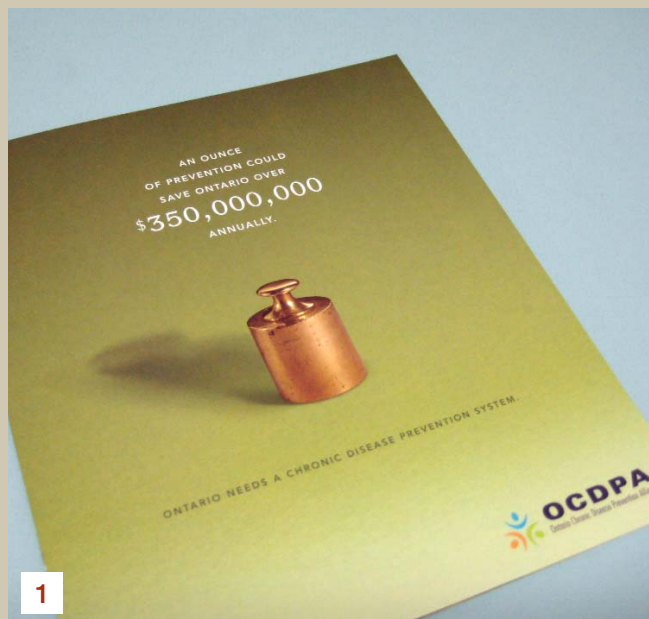
Ontario’s governmental, public health and NGO assets make it ideal for a chronic disease prevention program.

OUTCOMES

The OCDPA is now positioned to become the first real leader in the fight against chronic disease in Ontario. The Ounce of Prevention campaign has is getting the right people talking to the right people – and saying the right things. And that’s the beginning of lasting, positive change.

The position laid out in the HBS-developed messaging platform has been incorporated into the OCDPA’s official communications, including its website, press releases and publications. This renewed clarity of messaging is fuelling a renewed clarity of purpose for the organization.

HBS is currently working on an expansion of the Ounce of Prevention campaign that will bring the OCDPA’s message to a wider audience, as well as bringing a fresh, coordinated look and feel to OCDPA publications.



- 1 Brochure Cover
- 2, 3 Brochure Spreads
- 4 Foldout Chart
- 5 Bookmarks