

**Case Study**

**Best Practice Assessment for Designing a Health  
Promotion Plan**

# Case Study

## Best Practice Assessment for Designing a Health Promotion Plan



### About the Client



- Global brand consulting and advertising firm, engaged in developing brand strategy and corporate communications for public and private entities

### Client Objectives / Goals



- The client wanted RocSearch to analyse best practices followed by global health agencies to promote healthy living
- They also sought recommendations regarding possible initiatives that could be implemented to promote good health in Singapore

### Approach and Methodology



- RocSearch adopted a case study based approach, wherein the health-related initiatives undertaken by specific countries were studied in detail
- The team identified parameters, such as lifestyle, disease, target segment, reach of the initiative, year of initiation, etc., to analyse the various health programmes
- The team also conducted due diligence to shortlist relevant cases that the client must consider
- RocSearch conducted detailed meetings with the client to discuss each case, and finally zeroed in on eight health initiatives across seven countries. The team presented the final recommendations based on these

### Sample Output



**Undertaking a healthy life campaign to ensure healthy living among the Hispanics in the US**

Celebra La Vida Con Salud: The Healthy Life campaign

**Program Facts**

- Likelihood: Overall healthy living
- Target segment: Hispanics in the US
- Campaign spend: National health campaign in the US
- Year of initiation: 2011

**Program Description**

**Objectives**

- Increase healthy lifestyles by providing information on nutrition, prevention care and disease prevention
- Encourage Latinos to take charge of their own health
- Deliver the benefits of good health with tactics and communities
- Campaign is owned and managed by Quality Management Resources (QMR), a US based marketing firm
- Federal partner for the campaign is National Institute of Health
- Health partners include the American Red Cross, State, and Entertainment Communications
- It is provided by a health fair with risk organized in 10 cities including Atlanta and Boston
- All attendees of the fair are offered free medical checkups by federal and local healthcare organizations and hospitals.

**Communication**

- Uses radio ads, website and merchandise such as T-shirts to promote the campaign
- Hosts a weekly one-hour program "Healthy By Your Choice" (Healthy to Health) with renowned medical expert, Dr. David Luoma, 16 times across the country
- Each hour radio station provides health tips, contests and giveaways
- Website: Provides health information on campaign activities and information on local and national agencies available from patients
- Merchandise: Everyone who attends the fair receives T-shirts and other games, soft toys etc.

Sources: Hispanic PR Wire, jalmaria.com, Hispanic Top 8

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### Results / Value-add



Enabled the client to renew its partnership with the country's board of health for another five years