

MARK W. (MARCUS) CHEATHAM, PH.D.
Health Officer

JENNIFER MORSE, MD, MPH, FAAFP
Medical Director

CLINTON OFFICE

1307 E. Townsend Rd.
Saint Johns, MI 48879-9036
(989) 224-2195

GRATIOT OFFICE

151 Commerce Dr.
Ithaca, MI 48847-1627
(989) 875-3681

MONTCALM OFFICE

615 N. State St.
Stanton, MI 48888-9702

BOARD OF HEALTH

George Bailey
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Board of Health Action Sheet

February 27, 2018

ADMINISTRATOR: Marcus Cheatham

SUBJECT: Agency Rebranding

Information Only **Action Needed**

I. Authority For This Action:

- Local Policy
 Law or Rule Public Health Code Act 368 of 1978, MCL 333.2417

II. Summary:

In 2017, the Board of Health directed the Health Officer to embark on a rebranding project for the Department. The Board said the Department needed to rebrand itself to make its services more accessible and attractive to the young families most likely to be users.

This is a brief report on rebranding activities to date.

III. Strategic Objective, Health Issue, or other Need Addressed:

The Public Information Officer, Leslie Kinnee took charge of rebranding and set up a rebranding committee under the Quality Vision Action Team (QVAT). MMDHD staff responded to the Board's direction by incorporating SMART rebranding objectives into the 2017-20 Strategic Plan that was just being developed at that time. These objectives included surveying both staff and community partners about how the Department could be more effective and accessible. From the information gleaned, QVAT decided the theme of rebranding would be customer service and our work would focus on improving customer experience.

In August 2018, the Board authorized a contract with Inspiration Studio Designs for new website development and logo design at a cost of \$10,950. In September 2018, the Board received Inspiration Studio's design and approved new artwork and a website for the Department.

There are four additional major items for rebranding:

- Deep clean carpets, floors and bathrooms.
- Paint public areas in Gratiot and Montcalm.
- Install ADA compliant automatic doors.
- New external and internal signage.

IV. Fiscal Impact and Cost:

In November 2018, the Board authorized spending up to \$46,000 to finish rebranding. Thus far we have spent \$7,600 for cleaning and painting in Gratiot. We have received competitive bids for the other items.

V. Recommendation:

The Board will be kept apprised of our progress through routine financial reports but also through updates like this one.