

MarCom Report October 2024

Repo

Organizational Events



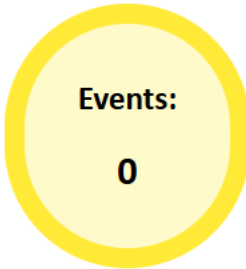
BMHC Organizational Communications/Marketing Activities	BMHC Organizational Public Information	BMHC Organizational Products	BMHC Organizational Event-Oriented
* KPI Meeting with CommUnityCare (Tara Trower) * Data archiving/Google Drive Folders - Historical Purposes and Organizational Efficiency * Flu Shot Clinic Support to Outreach Team Flyers - Verbiage and Visual Concept * UT Work Study Students Training, VISTA training, BMHC Outreach Ambassador Jobs * BMHC Standard Presentation Verbiage * BMHC Website Updates - Content and Bios * KPI Analysis for Communications and Special Events Rol * Dell Med Advanced Breast Health Collaboration -Job Description * Created MarCom Monthly Hours Reporting Tool to Report to Central Health * Created Interns and Volunteers Tool to Report Funds Savings * Outlined Care Navigation and Outreach Monthly Hours Reporting Tool for the Director of IT to create their reporting tool	* 2024 and 2025 Editorial Calendar for Social Media	* Q4 BMHC Board Presentation * Reentry Presentation for Global Reentry Conference	* Special Events Planning - Meeting with CommUnityCare (Tara Trower) * Special Events Planning - Quarterly Board Meeting * Special Events - Man Boobs Matter - Concept and Visuals * Special Events Venue Searches

Care Network Enhancement



Care Network Enhancement Communications/Marketing	Care Network Enhancement Public Information	Care Network Enhancement Products	Care Network Enhancement Event-Oriented
* BMHC-CommUnityCare Behavioral Health Flyers - Verbiage and Visual CONCEPT * CommUnityCare (CUC) Meeting re advertising of BMHC in CUC Clinics - drive patient awareness and scheduling * BMHC-Integral Care Behavioral Health Flyers - Verbiage and Visual CONCEPT * Meeting with Central Health Communications Staff (Edwin Evans and Anastassia Mitchell) * BMHC-The Trauma Center Behavioral Health Flyer - Verbiage and Visual CONCEPT * BMHC-BBRA (Biobehavioral Research of Austin) Behavioral Health Flyer - Verbiage and Visual CONCEPT	* Dell Med Advanced Breast Health Collaboration - Press Release	* BMHC-Integral Care Behavioral Health Flyers * BMHC-The Trauma Center Behavioral Health Flyer * BMHC-CommUnityCare Behavioral Health Flyer * BMHC-BBRA (Biobehavioral Research of Austin) Behavioral Health Flyer * BMHC-Ascension Seton (BMHC) Liaison Flyer	null

Know Your Numbers



Know Your Numbers Communications/Marketing	Know Your Numbers Public Information	Know Your Numbers Products	Know Your Numbers Event Oriented
* Flu Shot Clinic Support to Outreach Team Attendance - Registration Links	* Flu Shot Clinic Articles, Announcements, Social Media	* Flu Shot Flyer	null

Health Awareness & ED

Activities:

1

Public Info:

10

Products:

1

Events:

1

Health Awareness & ED Communications/Marketing	Health Awareness & ED Public Information	Health Awareness & ED Products	Health Awareness & ED Event-Oriented
* Series of Weekly Newsletter articles - Men's Breast Cancer Awareness and Education	* Integral Care Behavioral Health Flyers - Announcement in Newsletter and Social * Flu Shot Clinic Support - Newsletter and Social Media Promotions * The Trauma Center Behavioral Health Flyer - Announcement in the Newsletter and Social * BBRA (Biobehavioral Research of Austin) Behavioral Health Flyer - Announcement in the Newsletter and Social * Breast Cancer Awareness Articles - October Focus: American Cancer Society Stats on Men's Breast Cancer Deaths and Prognosis and Support of Women (10/25) * YouTube Video Stories highlighting the stories of male breast cancer survivors(10/11) * Alert the Public that men Get Breast Cancer and also support women during Breast Cancer Awareness Month (10/4) * "Did You Know?" Education Articles - October Focus: Prostate Cancer - 2nd Leading Cause of Death in Men(10/25) * Importance of Men's Mammograms(10/18); Benefits of 20 Minutes of Cardiovascular Exercise (10/11) * Blacks Have the Highest Risk for Colorectal Cancer (10/4);	* Four Versions of Breast Cancer Awareness Flyers - (Supporting Women but including Men)	* Special Events - Man Boobs Matter - Promotion in Newsletter, Social Media, and online newspapers