

MARQUETTE COUNTY HEALTHCARE DEPARTMENT

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BACKGROUND

Why did this research need to be conducted?

BACKGROUND

With the MCHD's Strategic Priority Direction **4.1.2: Integrate brand messaging into organizational communication strategies and external communications (e.g. website, media releases, public service announcements, social media, speeches, grant applications, and promotional materials)**, and the Northern Michigan University student in mind, research was conducted to gain insight into how the MCHD could reach its target publics.

WHY IS THIS IMPORTANT?

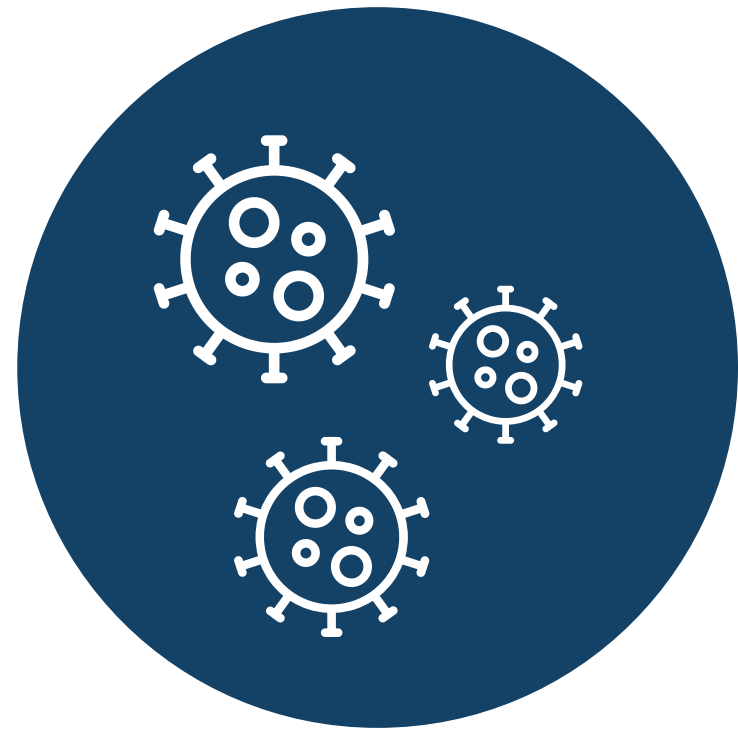


BACKGROUND: IMPORTANCE

Every year, approximately 7,000 undergraduate students ranging from 18-24 years old attend Northern Michigan University. And every year, the Marquette County Health Department has the opportunity to not only get in touch but also build relationships with the future customer of the MCHD. From this observation, we created our research question: "How can the MCHD improve brand messaging and external communications to best inform and engage with 18-24-year-olds in Marquette County?" The following information will give a detailed answer to the question above.

SUMMARY OF PRIOR RESEARCH

PRIOR TO THE START OF THIS RESEARCH PROJECT WE KNEW:



SUMMARY OF PRIOR RESEARCH

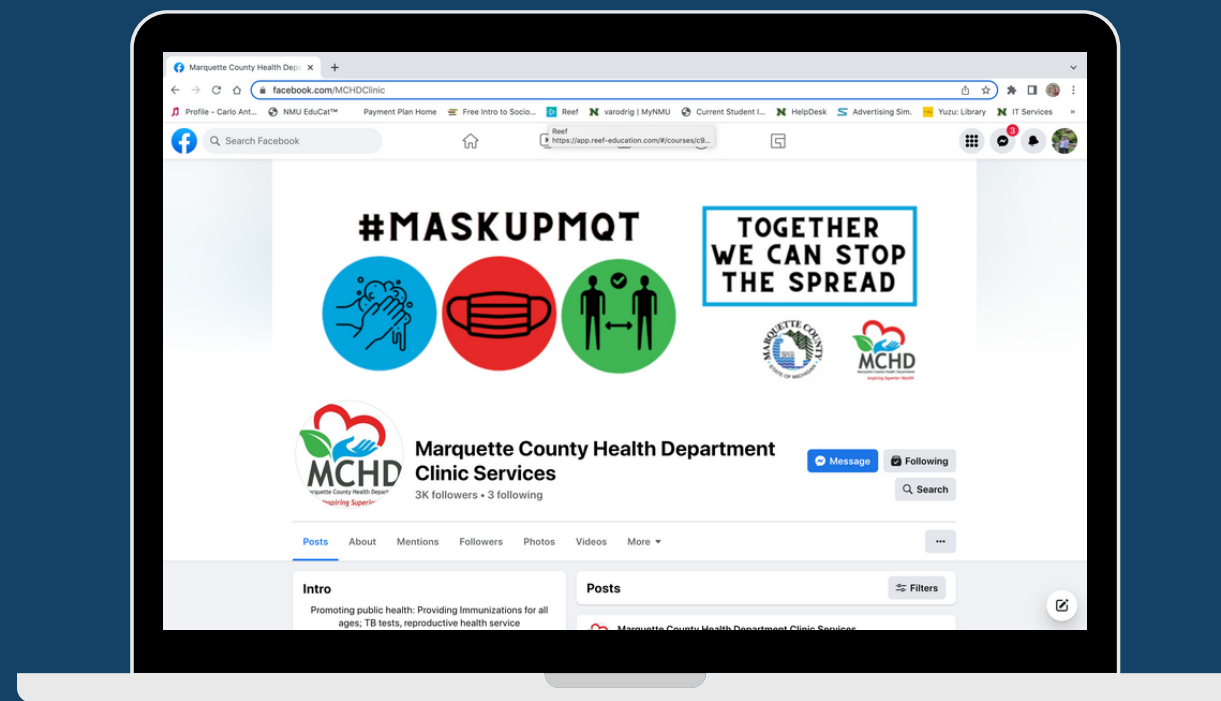
PRIOR TO THE START OF THIS RESEARCH PROJECT WE KNEW:

First, the majority of college students use social media on a daily basis. This is not only evident from observing the behavior of other students, but by observing the digital presence of this demographic. For example, how often they post and interact with other posts. After COVID-19, the Gen-Z audience relied more on social media for news and health updates because of how rapid it spread. Favoring speed over accuracy. Although it is the most used by our target audience, it is important to note that the information presented on social media can be inaccurate and cause confusion. The biggest takeaway when it came to prior research information was that Gen-Z loves social media. According to a study done by the Pew Research Center, the top 3 platforms used by U.S. adults were Facebook, Instagram, and Youtube. It was discovered that 70% of adults use Facebook and of that percentage, 31% regularly get their news from the website. Whereas 82% of adults use Youtube but only 25% of that 82% rely on the site for their news.



METHODOLOGY

How did we gather our data?



NORTHERN MICHIGAN UNIVERSITY

Welcome to our survey on the Marquette County Health Department. This is anonymous and voluntary if you wish to stop at any time you may. If you have any questions please email varodrig@nmu.edu. Thank you for your time.

Are you a Northern Michigan University student?

☐ Yes
☐ No

Are you in the 18-24 age range?

☐ Yes
☐ No

→

METHODOLOGY



To collect data, a content analysis, several interviews and a survey specially designed and distributed for our target audience were conducted. Prior to collecting data, a target customer for the MCHD had to be identified.

TARGET CUSTOMER

Meet Emma Rumati, a 22 year old NMU student who values the environment, her health, education, community and diversity. Emma is in need of services that the MCHD provides. However, due to lack of awareness, Emma doesn't know the MCHD provides the services she needs.



Emma Rumati

CONTENT ANALYSIS

For the content analysis, the MCHD's website and social media channels were looked at to find out how the organization is communicating with target audiences. Besides the MCHD website, the organization primarily uses its Facebook with 3k followers and numerous posts. to communicate.

The MCHD has a second page "Marquette County Health Department Emergency Preparedness" with 1.6k followers. The MCHD is on LinkedIn as well, which is a great platform for connecting with students and businesses in a professional manner. However, with 16 followers and no posts the MCHD hasn't taken full advantage of the opportunity to populate the page with content. The MCHD also has the opportunity to join social channels like Instagram to connect with students where they are currently active.

CONTENT ANALYSIS



: 3K followers



: 1.6K followers

16 followers :



: ?

**Marquette County Health Department Clinic Services**
November 22 at 9:16 AM · 🌐

Join us for a virtual baby fair for new or expecting parents.
Register here: <https://www.eventbrite.com/.../virtual-baby-fair-tickets...>

**REGISTER NOW!**
Michigan Department of Health and Human Services
Virtual Baby Fair

Are you a new or expecting parent? Join us for a virtual baby fair to learn how to be better prepared for your best adventure yet! Learn about resources available to you, important information, and ask questions to experts.

Tuesday, December 6, 2022, from 9:00-11:00 a.m.
Monday, December 12, 2022, from 9:00-11:00 a.m.
Wednesday, December 14, 2022, from 6:30-8:30 p.m.

Register at
<https://www.eventbrite.com/e/virtual-baby-fair-tickets-446197848777>

Participating MDHHS Programs:

- Newborn Screening
- BioTrust for Health
- Infant Safe Sleep
- Childhood Lead Poisoning Prevention Program
- Women, Infants, & Children (WIC)
- Vital Records
- Unintentional Injury Prevention
- Immunizations
- Early Hearing Detection and Intervention
- Maternal Infant Health Program
- Michigan Home Visiting Initiative
- Birth Defects Education and Outreach
- Breastfeeding Support
- Children's Special Healthcare Services


MDHHS Scan here to register!
For more information please contact Kristen Thompson
ThompsonK23@michigan.gov
517-284-4992



INTERVIEWS

Four interviews ranging from 10-15 minutes in length were conducted with interviewees we selected from a convenience sample consisting of our peers at Northern Michigan University. We did this to find out more about their perception of the Marquette County Health Department (MCHD) and ways they could improve integrating brand messaging into communications. We asked specific questions like “have you heard of the MCHD?” to learn more about the awareness of the MCHD.

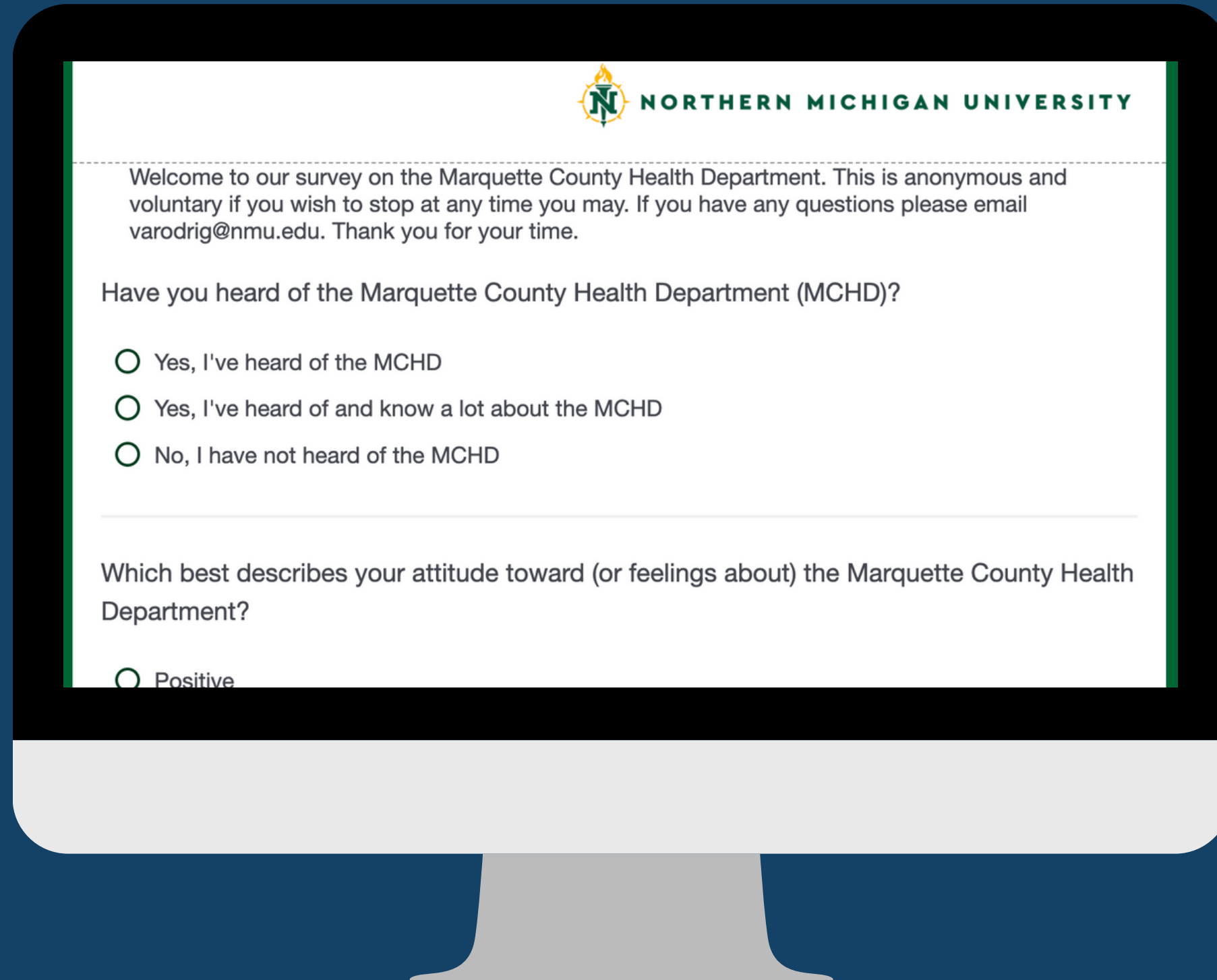


SURVEYS

A survey specifically designed for NMU students ages 18-24 was developed and distributed using social media to find out what they know about the Marquette County Health Department. If the participant was not in this demographic they were thanked for their time and asked to leave the survey. This ensured that the results are as helpful as possible. Only providing insight into the desired target customer.



SURVEYS



 **NORTHERN MICHIGAN UNIVERSITY**

Welcome to our survey on the Marquette County Health Department. This is anonymous and voluntary if you wish to stop at any time you may. If you have any questions please email varodrig@nmu.edu. Thank you for your time.

Have you heard of the Marquette County Health Department (MCHD)?

- ☐ Yes, I've heard of the MCHD
- ☐ Yes, I've heard of and know a lot about the MCHD
- ☐ No, I have not heard of the MCHD

Which best describes your attitude toward (or feelings about) the Marquette County Health Department?

- ☐ Positive

QUALITATIVE ANALYSIS

- Aggregate interviews into a coding sheet
 - Identify key themes
 - 3-4 main themes
 - Frequency and what is an example of this?
- An uncommon theme we found to be very interesting is that some of our interviewees believe campus outreach could be a great way to connect the MCHD to the student body
- IE student representatives, flyers and posters to reach that 18-24 NMU student audience
- A common theme we found was everyone had an
- 3-5 sentences explaining the main themes that came up in our interviews. Use an example of each.



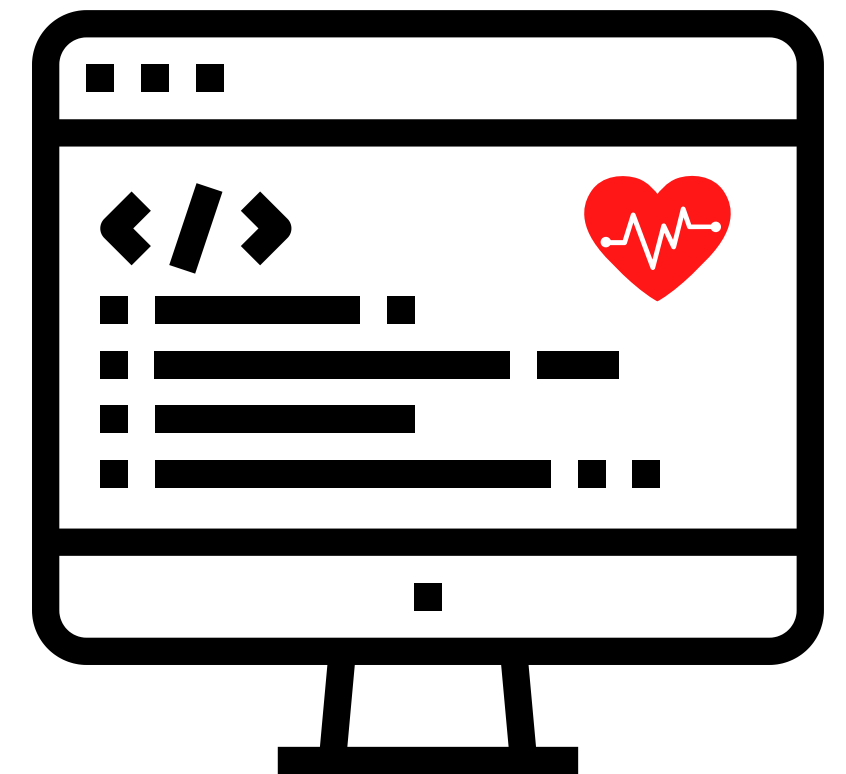
Qualitative Interview Code

Opinions of MCHD

Social Media Usage

Opinions on social media

MCHD Outreach



SOCIAL MEDIA USAGE

Takeaway

During our interviews we found that they were all 100% on a type of social media platform, and it was very clear they thought using social media was the best way to communicate with students, but he did make a good point. It might be hard to gain a following through social media because of our target audience. People our age who want to follow a Health Department on their social media accounts. In our interviews, keeping up-to-date social media accounts that appeal to today's modern theme which seems to be based around being less serious and posts meme's seems to be a common idea. MCHD already has the credibility of being a respectable institution which is why this would be ok.

"Uh yeah um I use a lot of twitter to get a lot of my news for the day, um but I also for the average 23 year old follow a lot more news centric things than normal I would say...."

Citations

- "Hm, for a Health Department it's kind of tough because like your not selling anything except for information, um other than maybe just keeping up to date social media accounts and keeping them less than serious, you know maybe to gain some interest, you know the typical social media approach these days for everything is like memes and stuff like that, but otherwise I'm not too sure how I envision seeing the health department getting interaction."
- "Yeah, I mean just keeping an active social media that people can choose to follow that stays up to date like there's a ton of local pages that I see on twitter that I'll go to follow and they haven't posted in like 4 years or something like that, like okay I can't trust that this place will get me the information that I need."
- "Uh yeah um I use a lot of twitter to get a lot of my news for the day, um but I also for the average 23 year old follow a lot more news centric things that normal I would say. But it does seem like an impossible task to really gain a following but it's not like something that you need to be posting on everyday but if there's a big water emergency or something in the lake, people need to have a place where they know to find that stuff and it can break the news instantly."
- "I don't use social media very often but when I choose to go on it, I use Instagram & Facebook the most."

Opinions on MCHD Social Media

Takeaway

Based on the feedback from our peers that we interviewed we found a mixed review for how Marquette social media presents itself to our student body. The feedback about facebook was below average. But, the anomaly from the interviews was when the following was stated:

“They get the job done by presenting the information the best they can when they do not have a real team backing the MCHD itself. When it comes to the younger demographic they should expand their presence on other platforms.”

Citations

- “MCHD has done a good job with northern students. I am not sure who runs their social media page but their facebook presence is very strong.”
- “ Hm, for a Health Department it’s kind of tough because like your not selling anything except for information, um other than maybe just keeping up to date social media accounts and keeping them less than serious, you know maybe to gain some interest, you know the typical social media approach these days for everything is like memes and stuff like that, but otherwise I’m not too sure how I envision seeing the health department getting interaction.
- “Oooo, I would say social media might be the best way to reach students. I’ve heard of them through working at the hospital but if it weren’t for my major I don’t think I would know about them.”

OPINIONS ON MCHD

Takeaway

Based on our individual interviews, all our interviewees had fairly positive or neutral feelings about the MCHD. Luckily, they all were familiar with the MCHD, but it seemed not familiar enough to have a solid opinion on them. Aside from one interviewee they weren't too knowledgeable about the MCHD. They said personally liked the MCHD and how they handled COVID so unexpectedly.

"They provide good healthcare for the citizens of Marquette with the resources they have."

Citations

- "MCHD has done a good job with northern students. I am not sure who runs their social media page but their facebook presence is very strong"
- "MCHD has done a good job with northern students. I am not sure who runs their social media page but their facebook presence is very strong"
- ".org sites, .edus are my jam when it comes to health care news. I sometimes use facebook for information as well."
- "Yes, they should use social media services to promote services to younger students. But, print media is a good way to still reach the older population" - Amanda Bednarek



MCHD Outreach Analysis

Takeaway

OUR ONE-ON-ONE INTERVIEWS SHOWED US THAT THE WAY WE NEED TO REACH THE DEMOGRAPHIC THAT WE ARE LOOKING FOR WE SHOULD USE MORE IN PERSON REPRESENTATIVES AND SHOW THEM A LOT OF THE POSITIVE PERKS AND JOB SECURITY OF WORKING FOR THE HEALTHCARE DEPARTMENT. PEOPLE CAN THEN POST AND TALK ABOUT THEIR TIME SPENT WITH A HEALTHCARE REPRESENTATIVE AND THEN HELP MAKE IT MORE PERSONALIZED FOR THE MCHD.

"HONESTLY I THINK THAT THEY COULD DO MORE CAMPUS OUTREACH WITH STUDENTS. BESIDES THAT I BELIEVE THEIR PROMOTION AND HEALTH CARE HAS BEEN ADEQUATE AND IF THEY WERE TO CHANGE ANYTHING IT WOULD BE TO EXPAND THEIR SOCIAL MEDIA PLATFORMS."

Citations

Based on our group's findings we found an outlier theme of campus outreach when I was interviewing Amanda. She talks about how the Marquette County Health Department representatives reached out to her when she was a freshman and this really inspired her to pursue a career with the whole UP Healthcare system as a whole.

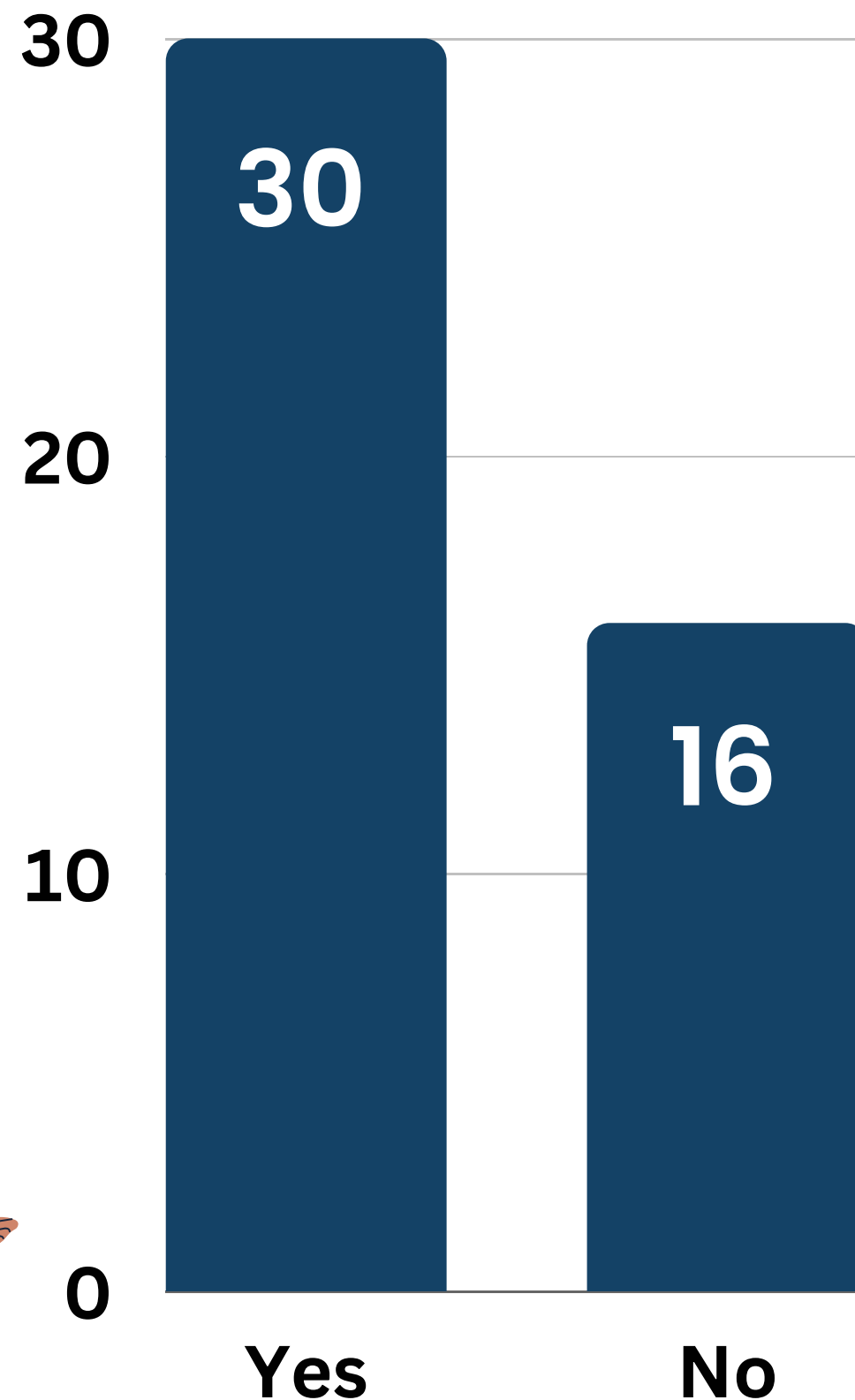
"But then the MCHD sent some representatives to our campus and they really inspired me and made me want to pursue a career in health care."

Quantitative Survey Results

We took data from some of our Qualtrics survey questions and broke that data down into visuals and graphs to show you what our target audience knows about MCHD, their appearance on social media, what social media platforms they use, and if they'd be willing to follow MCHD on social media.



DID YOU KNOW THAT THE MARQUETTE COUNTY HEALTH DEPARTMENT OFFERS HEALTH-RELATED RESOURCES?

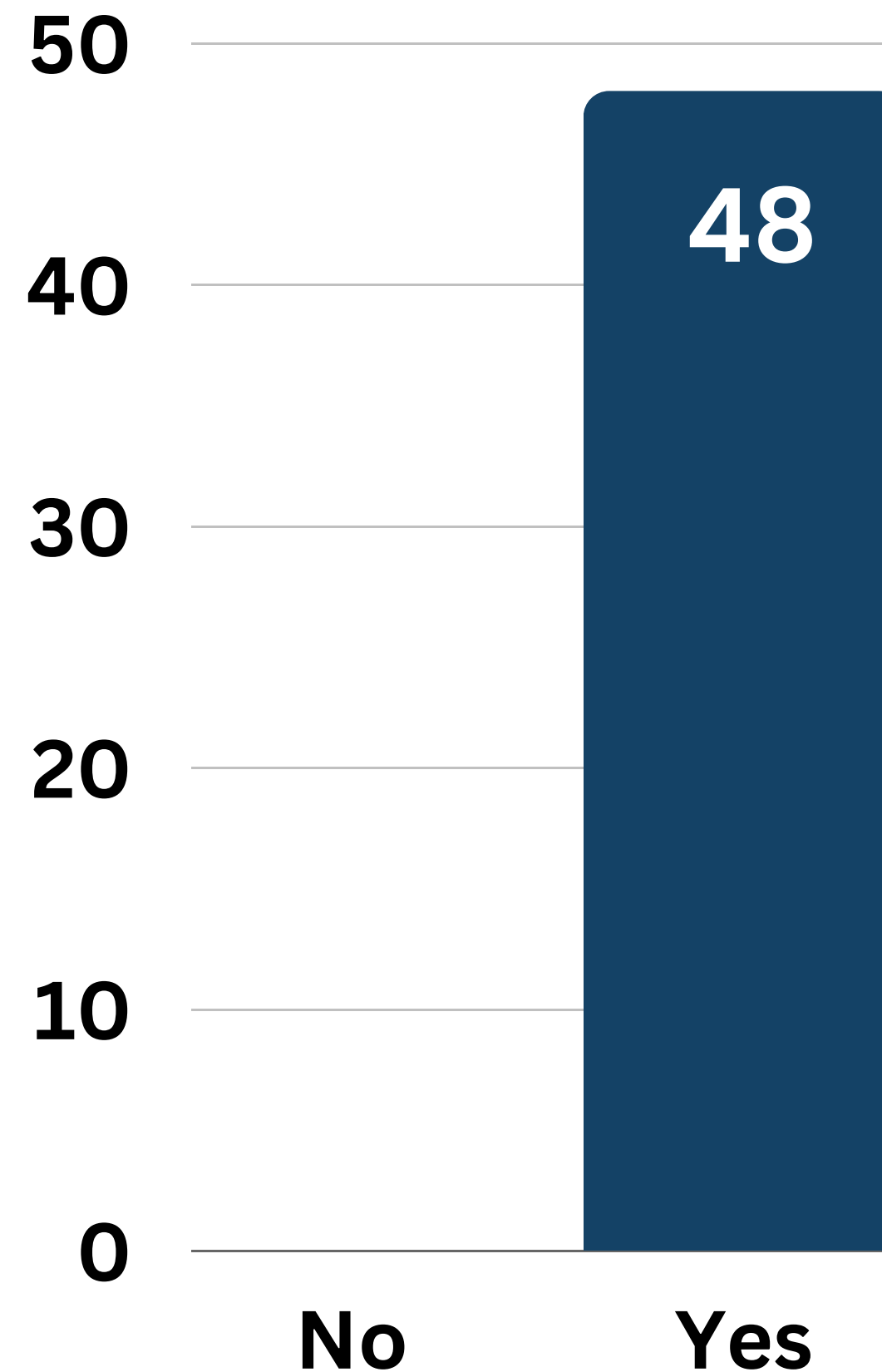


Out of the 46 people that responded to this, 30 said yes and 16 said no, we would like to have everyone saying they know that the MCHD offers health related resources because it is a Health Department and we do think that could be achieved by having active, up-to-date, and modern social media accounts that focuses on their services and target audiences.

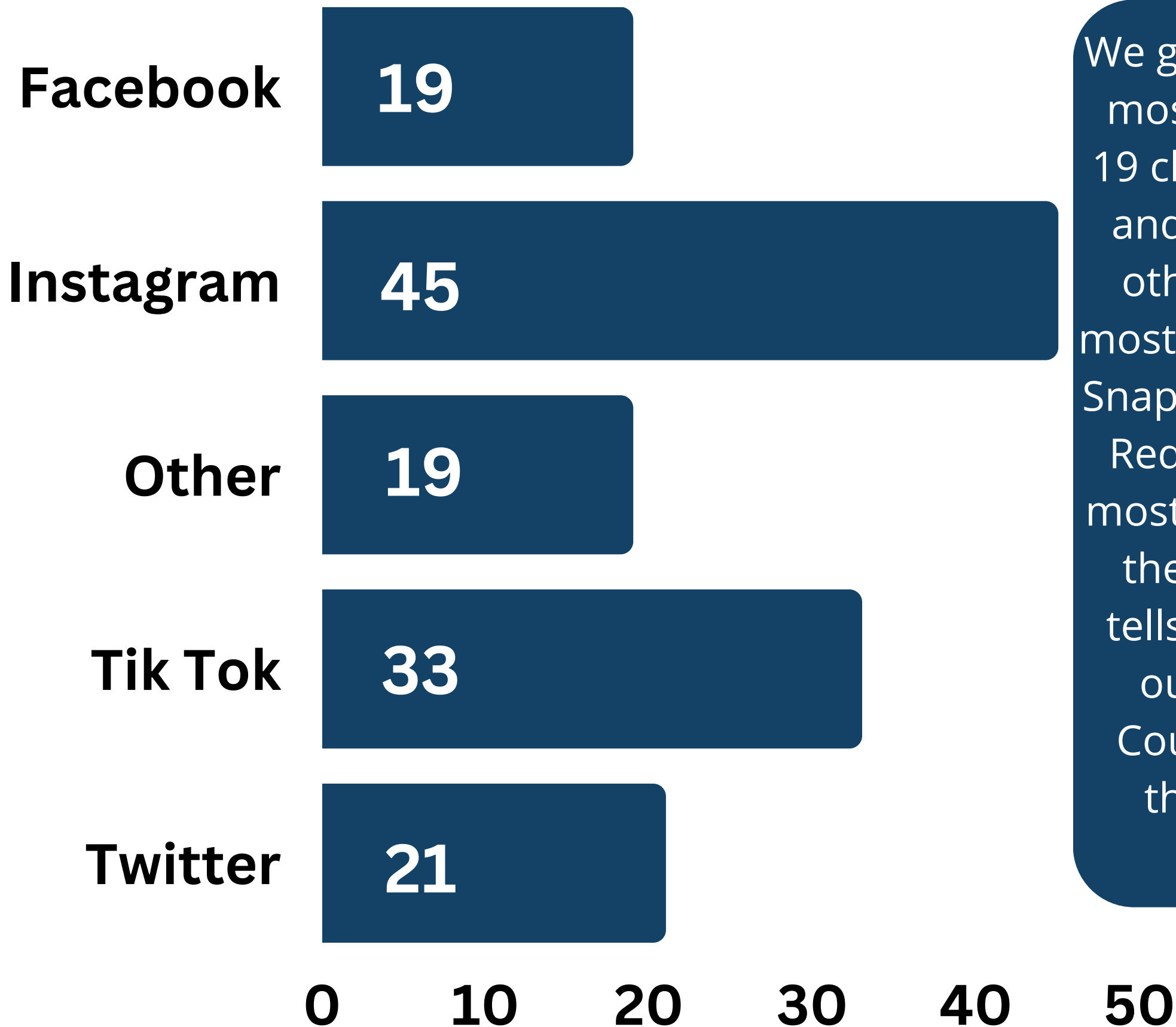


Do you use social media?

Not surprisingly, all 48 of our survey participants said they use social media, this is the perfect example to show that social media is a very effective strategy and creating active social media accounts on the platforms that students use the most would be a very efficient form of communicating with students in our target audience. This feedback also shows that social media would be one of the most effective ways to gain a following.



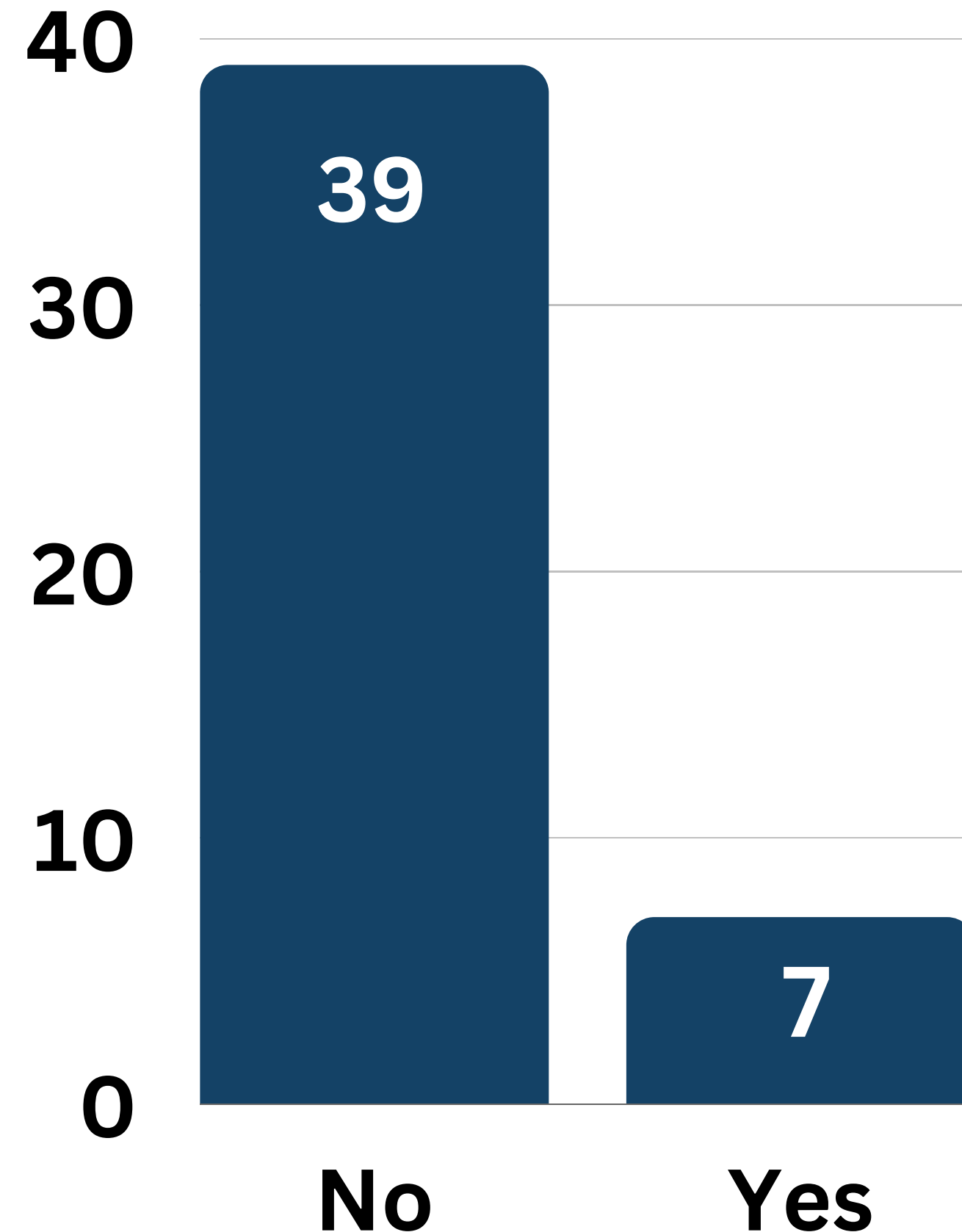
What platforms do you use?



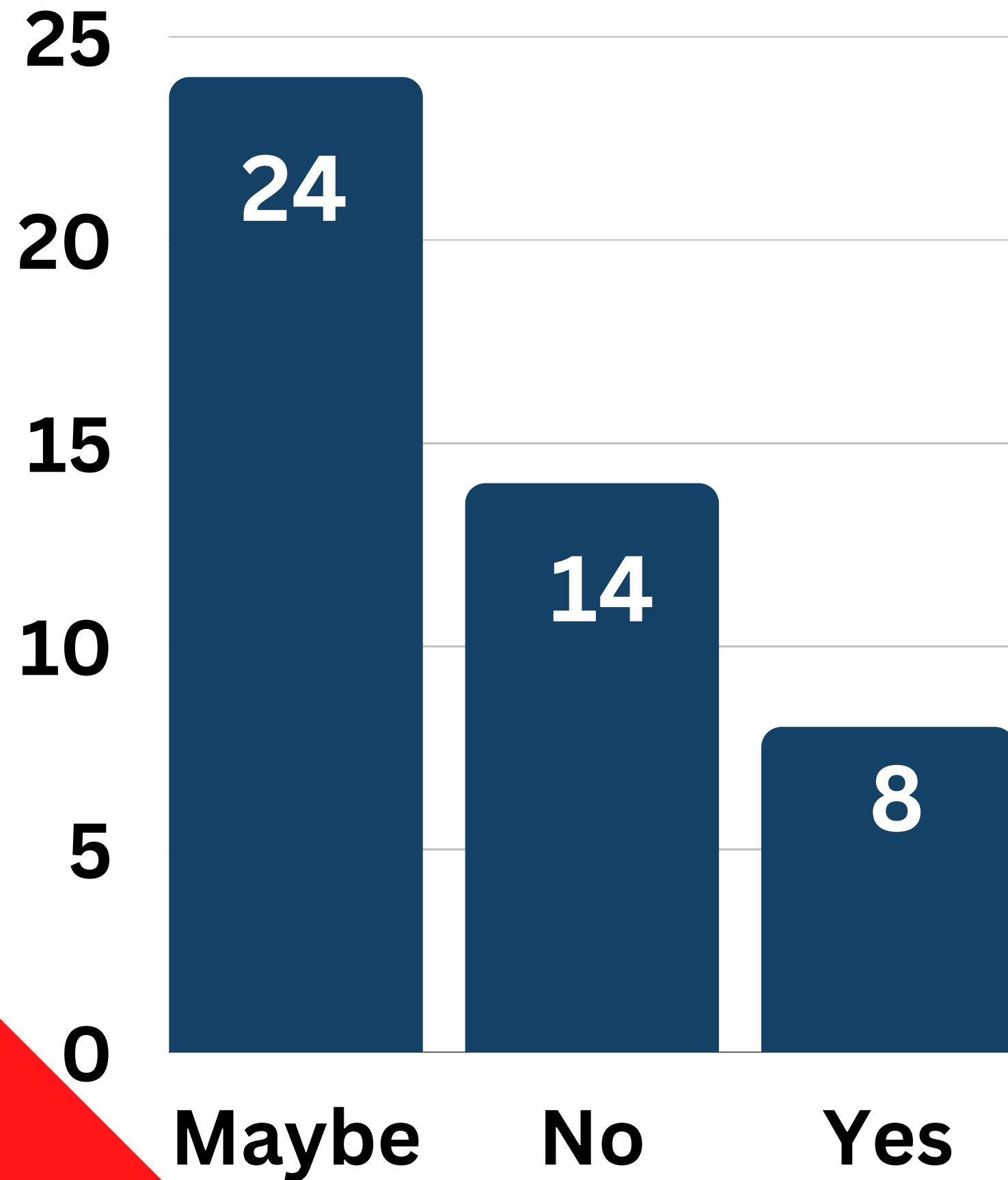
We gave the audience the option to choose between the most popular social media apps and an 'other' option, 19 chose Facebook, 45 Instagram, 33 Tik Tok, 21 Twitter and 19 other, only 8 of those people that selected the other option gave us which other apps they use. The most popular apps listed among the 'other' response are Snapchat with 6 responses, and one saying LinkedIn and Reddit. Our audience showed us that Instagram is the most frequently used social media app and it is one that the Health Department does not have, this feedback tells us that Instagram would be the ideal platform for our target audience to be attracted to a Marquette County Health Department social media account and that is where one of their main focuses should be.

HAVE YOU EVER SEEN MATERIALS ON SOCIAL MEDIA PROMOTING THE MCHD?

Out of the 46 people that responded to this question, 39 said no and 7 said yes, this is what we expected and it's not ideal when trying to reach this modern audience. These numbers could be completely reversed once an active social media account is made on the platforms that students use the most, like Instagram.



WOULD YOU FOLLOW THE MCHD ON SOCIAL MEDIA?



46 people responded to this question, 24 said maybe, 14 said no and 8 said yes, and this is hopeful feedback. 14 people saying no isn't ideal but 32 people showing an interest in following an MCHD social media account is great, and with the strategy our class put together, this shows that the strategy has a high chance of being successful.

PUNCHLINE: KEY INSIGHTS

What works?

What could be improved?

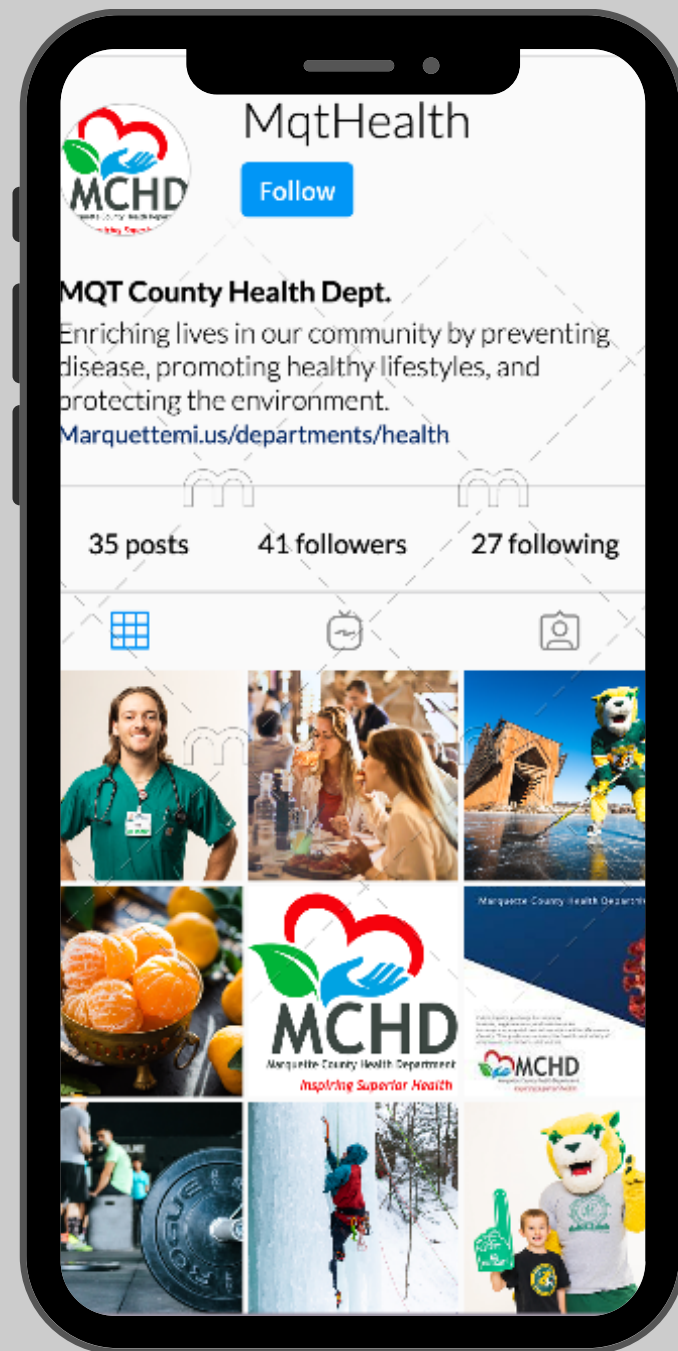


PUNCHLINE: KEY INSIGHTS

We looked at a specific population of NMU students to get a deeper understanding of what they knew and thought about the MCHD. Through primary and some secondary research we found that most of the students knew about the MCHD but didn't have a strong or solidified opinion about the organization. They also didn't know what services and resources were available through the MCHD. Our survey provided reassurance that a typical NMU student uses social media daily and uses it to receive information on various topics, including health. Others also stated they prefer person to person contact and believe on campus outreach would be a successful way to communicate with students.



RECOMMENDATIONS



A



B

RECOMMENDATIONS

After conducting our research we came to the conclusion that the MCHD should do 2 things to overhaul its communication strategies:

First, create an ongoing social media presence with thoughtful campaigns on platforms used by students that focuses on communicating the brand and its services to its target audience.

Second, we suggest the MCHD send representatives to NMU's campus to engage with students whether that be in the form of a booth at Fall Fest or a yearly interactive seminar to educate them on not only what it is the MCHD does but what it does to benefit the Gen-z community.

THANK YOU



REFERENCES

We would like to thank everyone who participated in our survey including the interviewee's who helped us get a starting point for our survey questions. Thank you!!

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