

## **Case Study 2:** EDUCATING KEY INFLUENCERS, COMMUNICATING WITH DIVERSE AUDIENCES

### **THE CHALLENGE**

**How can the administrator of a \$2 billion program manage a multitude of communications challenges simultaneously? Did we mention they do not have any on-site communications staff?**

The Ryan White CARE Act is the nation's Federal program for caring for people living with HIV/AIDS. The program is implemented primarily by the U.S. Department of Health and Human Services, but collaboration with State and local governments, clinics, researchers and educators, patients and their advocates is key to success. Some of these audiences require education and others need persuasion. Some need clinical training and others need information essential to policy making. How can the agency meet the needs of diverse audiences simultaneously?

### **WHAT WE DID**

We used the principles of marketing to identify each of the CARE Act program's target audiences. Then, we defined the roles of those audiences in the successful implementation of the program—and the informational needs of the audiences based on those roles. Simultaneously, we recruited and trained an off-site team of consultants to give the agency the capacity to write and design materials that delivered audience-specific messages. We also developed relationships with the target audiences that helped us to hone content and design materials that would capture their attention.

### **OUTPUT**

We created a communications plan to enable our client to foster relationships with key influencers and audiences that have an effect on program success. That plan described specific communications products—such as newsletters, fact sheets, case studies, and reports—that are now created on a regular basis and distributed to recipients according to a clearly defined distribution schedule.

### **RESULTS**

Our client is now a “go-to” resource for information about the AIDS pandemic. Its newsletter on HIV/AIDS treatment has been dubbed, “the best of its kind” by a leading AIDS clinician. “It looks so professional—like it was developed for private industry,” observed a Federal official when seeing a recent report we produced. Overall, our client's communications program has created a better educated and more informed set of constituents. The result? Better AIDS care—and better lives.

