

Brain Injury Advisory Committee

MINUTES

AUGUST 17, 2016

10:00 AM PRAIRIE HILLS PLAZA – PRAIRE ROOM,
DHS POLYCOM LOCATIONS

FACILITATOR	Stacie Dailey, MSW, LICSW, LAC
ATTENDEES	Trina Gress, Shannon Binstock, Senator Tim Mathern, Debra Anderson (KK Bold), LaRoy Kingsley (KK Bold), Robin Rosendahl, Kevin McDonough, Blaine Kincaid, Rebecca Quinn, Lynn McGarry (MSW Intern with NDBIN), Sharon Swanson, JP Hricak, John Wanecke, Brittany Hunt, Kristine Medeiros, Sara Gerdon, Betsy B, Jake Reuter, Nicki Livedalen, Elaine Grasl

Agenda Topic

Brain Injury Media Services – KK Bold Presentation
<p>Rational for Meeting - An email was sent out at the end of July, 2016 regarding the “Know Your Noggin” tagline. Based on the responses, it was determined with KK Bold that a meeting was necessary. The main focus of the meeting is to discuss the tagline. Once approved, the messaging content can be determined. The commercials will need to begin after the elections in November.</p> <p>History of Media Services – The Advisory Council created a subcommittee to develop a communication plan and submit an application to Jake Reuter, Money Follows the Person (Fargo) for rebalancing funds. The Council was awarded \$325,000 to promote brain injury awareness in North Dakota. An RFP for media services was developed and 7 vendors responded. The proposals were reviewed and KK Bold was selected.</p> <p>KK Bold Presentation – LaRoy Kingsley and Debra Anderson (KK Bold) provided information about the RFP and the process for the media services. They identified the need to make a decision regarding research and the tagline. LaRoy shared background information regarding the RFP and how it is a guideline to evaluate agencies. Once an agency is chosen then decisions on what the campaign is (messaging, creative, etc.) comes afterwards. The agency will be able to tell us what will work and what won't, but with our direction, the campaign can be built the correct way.</p> <ul style="list-style-type: none"> • As stated in the RFP, 3 messages will be developed. One will focus on prevention and incorporate the Center for Disease Control's Heads Up Campaign, the second will focus on awareness of signs and symptoms of a brain injury and direct individuals to NDBIN for more information, and the third will focus on normalizing brain injury and reducing stigma. • Education and Awareness are the focus of the 3 messages which are aimed at different demographics. The messages must have a call to action, which is how the Heads Up campaign is tied in. The tagline “Know Your Noggin” has an element that will stick with people, has great recall when tested, and has a call to action (Acquiring knowledge about brain injury in ND). The phrase is the only thing that's been tested so far and has been well received. Positive messaging is also key. The creative that was shared is an initial idea and is open for discussion. The campaign has a broad range audience that needs to be considered regarding appeal of the creative visual. We are not the audience of the message, but the demographic we want to reach is who we most need to consider. Colors and how they work in media, what they mean, and what feelings they elicit were discussed but will be discussed further as the creative is finalized. • Mr. Kingsley discussed the Return on Investment – What will we get out of the campaign? Reach (demographics) and frequency (how many times). Two TV spots for each message and 2 radio spots for each message are required. (6 commercials and 6 radio ads) If the commercials are close enough together, they can play off of each other. KK Bold feels this is very feasible and within the budget as long as the time frames are met. • Mr. Kingsley discussed message testing research through focus groups as identified in the RFP. He reported all research testing demographics and frequency is fashioned to match the actual demographics and frequency that we wish to reach. KK Bold uses a 3rd-party research group and has selected Winkelman out of Fargo. Mr. Kingley feels that a final evaluation would benefit the council even though it's not in the RFP. He discussed sponsorship may be a good option to fund back-end research. KK Bold can assist in sponsorship and developing partnerships and relationships as outlined in the RFP. A possible sponsor to consider is Sanford, which intends to become a level-1 trauma center next year. In regards to evaluations, according to the RFP, they are “to conduct focus groups to test the creative messages prior to finalization,” and “evaluation recommendations to improve messaging and marketing throughout the life of the contract, to include tracking and recording the frequency and coverage of media messages, including reporting of post-test analysis affidavits used to assess reach, frequency, and gross rating point...” Criteria on what will actually be measured will be sent out right away so it's clear what will be covered in the research portion of the RFP. KK Bold will work with Stacie Dailey and Rebecca Quinn on this document. <p>Questions and Concerns -</p> <ul style="list-style-type: none"> • Regarding decision making: are we free as a council to make all of these decisions or is our funder the ones to make these decisions? The RFP must be followed exactly, but the messaging and creative is for the council to decide. The RFP is the framework but what can be done within the budget and the messaging, creative is determined between the council and KK Bold. • Is the source of dollars here affected by the allotment? No. Is the source of dollars federal or state? Jake Reuter, MFP stated the dollars are state dollars that the Money Follows the Person rolled up as a result of getting an increased federal match when individuals were transitioned from institutional care. So we get 75% match instead of a 50% match and we get to set 25% of the dollars we don't spend from the state side into a special fund called rebalancing. There are monies to be spent on tasks just like this one that look at increasing awareness, access, and utilization of community-based services and support. The money is not available for other spending so it can't be taken and put into roads for that. It isn't money that we can allot. It's designated for these sorts of activities that have to be spent in this way.

- Does it translate into the next biennium in the same way? Concern for impacting decision regarding end result research. The Money Follows the Person grant will stop transitioning at the end of 2017, with services through 2018. The money will stop accumulating at that time. All of the money must be spent by September 30th of 2020. Will there be money in this account for another round of outage? Mr. Reuter stated, maybe, but it will be a much smaller number. We have about 7 important projects waiting for a decision at this point for those funds, so more rebalancing of funds for this project cannot be guaranteed, nor this amount of money. With no guarantees of future funding, the campaign is viewed as a one-time shot by KK Bold, so they'll utilize the money the best way possible.
- Concern regarding educating people about services with campaign when services aren't available. Want to raise awareness of services that ARE available and where to turn for support. The money is NOT connected to services and cuts. What would benefit/impact advocacy, funding and services that CAN be done with the money is increase awareness of brain injury. The campaign will also reach legislators and can affect change in a positive way with this messaging, without diluting the primary message to those that need to care.
- Concern regarding tagline and messaging. KK Bold informed the group that less than 30% of the budget would be used for the research, focus groups, production costs for TV and Radio, bill boards, print, collateral and online media along with PR and relationship development.
- The goal is to measure the effect of the message and the overall awareness of the campaign, as well as each of the 3 messages. We don't want to replicate what Heads Up is doing, but tie into it.

Decisions:

- After the discussion the Council and Stakeholders were asked if anyone opposed to using Know Your Noggin slogan for campaign. There were no objections to moving forward using the "Know Your Noggin" tagline. Next steps will be to work on the content messaging to go with the tagline and focus of the messages. Preferred method of making next decisions: Via email. Design will go to the focus groups and then the findings will go out via email to the council and stakeholders. A meeting will be scheduled to make a decision on design and messaging.
- Next meeting: The campaign will be discussed further, a new chair and vice-chair will be selected for the council, the budget and upcoming legislative session will be discussed along with any bill drafts.

Upcoming Meeting Dates

- September 21, 2016 (1:30-4:30)
- December 21, 2016 (1:30-4:30)

Polycom sites will be available and information will be sent out prior to the meetings.