

6th Street PR - UCI Burn Center - Fall 2020 Campaign

Research

Understanding your client:

Online Presence:

Website: [UC Irvine Regional Burn Center](#)

Digital Resources:

<https://www.nfpa.org/Public-Education/Staying-safe/Preparedness/Fire-Prevention-Week/Educate>

<https://www.phoenix-society.org/resources/how-to-help-a-person-with-a-serious-burn-injury>

[Twitter](#) (17 followers)

[Instagram](#) (60 followers)

[Facebook](#) (357 likes)

Audience:

- One facet of the Burn Center's audience would be parents of young children who are at risk of burning themselves. Some might be in connection with other parents whose children have been patients, or even have children who were patients themselves.
 - According to their website, one third of UCI Burn Center patients are children.
- The UCI Burn Center has both English-speaking and Spanish-speaking constituents.

Vision/Mission Statement:

- "The healthcare professionals at UC Irvine Regional Burn Center are dedicated to the complete physical and emotional healing of our patients through advanced surgical techniques, innovative synthetic skin treatments and expert care."

Past/Ongoing Campaigns and Outreach Efforts:

- [Kid Connections](#)
 - Audience: all pediatric burn survivors (ages 2-17) and their families
 - Event: lunch alongside fun activities such as games, crafts, etc
 - Goal: build connections between patients, foster confidence, provide tools to aid in recovery



Kid Connections: Splash Into Summer!

Sat May 18, 2019



Kid Connections: Splash Into Summer!

- Who: All pediatric burn survivors (age 2-17 years), siblings and their parents.
- What: A day to connect with each other through fun activities. We will be providing games and crafts to foster confidence and build tools to aid in recovery.
- Where: Building 22A, 2nd floor

Lunch will be served - please RSVP to Julie Stefan at JSTEFAN@uci.edu or call 714-456-7437.

- **Community Outreach**
 - Audience: families within the local community
 - Event: booth at the Park Family Health Day in Anaheim
 - Goal: educate the community about burn prevention and basic first aid
- **National Burn Awareness Week**
 - Audience: parents, families, current social media following
 - Event: social media campaign in partnership with the American Burn Association
 - Goal: educate audience about potential burn sources and provide solutions for burn prevention + treatment
- **Education**
 - “Our burn center serves as the primary educational resource for burn care in Orange County”
 - Burn-care training to other professionals in the community
 - Advanced Burn Life Support classes

“Support Services” listed on website

- “Monthly burn survivor support groups help patients and family members deal with the healing process.
 - We offer funding for pediatric burn survivors to attend specialized camps that provide emotional and social skills necessary for thriving after a burn injury.
 - We hold Advanced Burn Life Support courses annually to update emergency medical personnel and other local health care professionals on the latest in burn care and treatment.
 - Twice a year, we join our burn survivors in a festive holiday party and a fun-filled summer picnic, helping build a sense of community and support outside the Burn Center.
 - We offer scholarships for burn survivors to attend the annual World Burn Congress, where burn survivors from around the country gather for emotional healing.
 - Our Survivors Offering Assistance in Recovery (SOAR) program links the newly injured with peer supporters who have overcome similar injuries.
 - Our burn survivor programs are not limited to patients treated initially at the burn center. We welcome all burn survivors in our community.”
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- [Adult Burn Support Group](#)
 - Audience: local burn survivors
 - Event: meeting at the Medical Center
 - Goal: share coping strategies and make connections with those who have also been touched by a burn injury.

**UC Irvine Health Regional Burn Center**
May 9, 2019 · 🌐

Hi all,

Change in date for this month's support group! We will be meeting on May 23.

We apologize for any inconvenience this may have caused. Thank you and see you on the 23rd!



THU, NOV 21, 2019

Adult Burn Support Group

UC Irvine Medical Center, 6th Floor, Room 6843
Wellness

☆ Interested

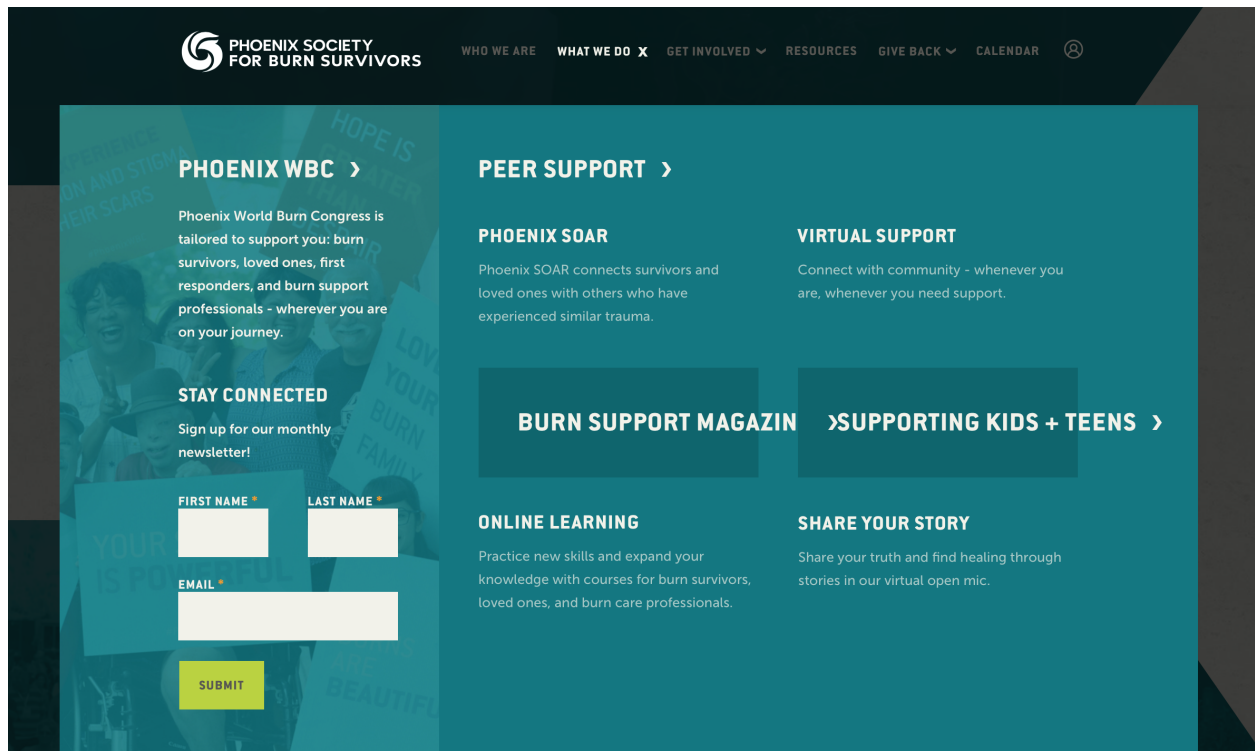
👍 1

Affiliation with The Phoenix Society:

- The Burn Center is engaged with the [Phoenix Society](#) through SOAR and the World Burn Congress.
- The Phoenix Society is a global society dedicated to connecting and empowering burn survivors.
- “Building a community for healing since 1977”

Functions:

- Medical research
- Emotional support groups
- Fellowship positions
- Advocacy/influencer opportunities
- Nonprofit-style fundraising initiatives



Understanding your competition/sector:

Competition:

- Other burn centers in California that are also verified by the American College of Surgeons and/or the American Burn Association ([Burn Center Regional Map](#))

- [OC Global](#) - Plenty of social media activity representing the hospital as a whole, but not their burn center specifically.

SWOT Analysis/ Situational Analysis

Strengths:

- The Burn Center has held events in the past that were very successful as far as the amount of people that attended.
- They provide healing from such intense situations that loyalty is immediately developed in former patients and even in people connected with former patients.
- UCI Burn Center is verified by the American College of Surgeons and the American Burn Association, which gives automatic credibility.

Weaknesses:

- The Burn Center's social media following definitely does not include the majority of the people who are passionate about their work. The audience is small and engagement is low.
- From their social media, it looks like the Burn Center hasn't held an event since 2019. They also haven't posted since 2019.
- One of UCI Burn's strategies up until this point has been posting graphic photos of burn victims with no warning. This strategy is more destructive than constructive and would lead most people to unfollow rather than making the desired impact.

Opportunities:

- Because there are so many people in the local community who care deeply about the Burn Center's work, it's definitely possible to grow their social media audience through the right methods of promotion.
- We know that events have been a successful engagement tool in the past. Although current circumstances as far as COVID-19 might not allow for in-person gatherings, we can still be encouraged by the fact that the center's constituents went through the effort to go all the way to an event because they care so much. Hopefully, this means that they would care about other ways of engaging as well.

Threats:

- 6th Street can only provide so much social media content, so unless we provide the tools and training that will allow a Burn Center staff member to continue creating content, the social media will be active for a short period of time and then die out again.

- The fact that the center might not be able to host in-person events for a while is definitely a challenge that needs to be addressed.

Situational Analysis + Problem Statement:

- When evaluating the current status of the UCI Burn Center, we feel as though they are in a promising position for expansion. Due to the time constraints of the staff, there has yet to be a concentrated effort to reach internal and external communities. Their strength lies in their mission, and the goal of this campaign is to provide the Burn Center with the means to fulfill it.
- Out of the thousand patients that have been or are currently being treated by the UCI Burn Center this year, only a small majority actively participate in the various offered programs.

Programming

GOAL: The goal of this campaign is to establish the UCI Burn Unit as the leading healthcare provider for burns in the Orange County area. With this established, the Unit will be better equipped to foster a thriving community for burn patients and their families.

PIPP CHART:

Public	Important Segments	Profile	Priority
Surrounding medical community, parents of children without burns	Hospitals, emergency services, and OC parents unaware of UCI's credibility	25 Hospitals 13 Fire Departments Relationships with CHOC, ED's, OC->LA	Latent Public - Primary
Past/present patients and families currently uninvolved	Aware of the services UCI offers but yet to engage	10 current inpatient ~ 1,087 Patients in last 5 years	Aware Public - Secondary
Current patients and support group members, social media following	Active members in UCI's community (online or in person)	357 Facebook 8-10 in Support Group 6 in Peer Support Group 60 Instagram 17 Twitter 125-250 Event Attendance	Active Public - Third

LATENT PUBLIC:

SMART Objective - Increase online interaction by 30% on Twitter, Instagram, and Facebook by December 1, 2021.

Strategy - Utilize social media

- 1) **Tactic** - bilingual campaign materials
- 2) **Tactic** - one post, per platform, per week (#tuesdaytips, etc)
- 3) **Tactic** - Thanksgiving burn awareness initiative - Countdown 5 days

AWARE/ACTIVE PUBLIC:

SMART Objective - Increase average attendance by 30% to UCI Burn Center community outreach events in 2021.

Strategy - host/promote more events on social media/in person

- 1) **Tactic** - expansion/promotion of support group
- 2) **Tactic** - newsletter improvement

3) **Tactic** - holiday party

Implementation

Message Crafting: What's our overall message?

- The UC Irvine Burn Center is the leading healthcare provider for burns in the Orange County area, not only supplying quality medical service but also caring deeply about both preventing future injuries and building a thriving community of survivors.

Message Framing: How are we framing our overall message?

- The Burn Unit should present themselves as a reliable, knowledgeable friend to their audiences, saying “We understand and we’re here for you.”

Theory (Optional): Which communications theory are we using?

- Excellence Theory
 - Sharing in an informative fashion seeking to create meaning and empowerment in a community
- Hierarchy of Needs Theory
 - Attitudes are formed based on one's personal level of current need fulfillment in the areas of survival, safety, belonging, self-esteem, and self-actualization

Timeline: Using Freedcamp.com (a Project management tool)

▼ UCI Burn Center / Task List

- ✓ Research **High** Rebecca A. Due **today** 0
- ✓ Programming **High** Rebecca A. Due **today** 0
- ✓ Timeline and Budget **High** Rebecca A. Due **today** 0
- ✓ Update Twitter **Medium** Rebecca A. Due 5 Oct 0
- ✓ Bilingual Instagram Page **High** Rebecca A. Due 5 Oct 0
- ✓ Create Burn Videos **High** Rebecca A. Due 12 Oct 0
- ✓ Tuesday Tips Rebecca A. Due 12 Oct 0
- ✓ Instagram post 1 - Infographic **Medium** Rebecca A. Due 19 Oct 0
- ✓ Instagram Post 2 **Medium** Rebecca A. Due 26 Oct 0
- ✓ Social Media Calendar **High** Rebecca A. Due 2 Nov 0
- ✓ Community Highlights Rebecca A. Due 2 Nov 0
- ✓ Thanksgiving Burn Awareness Campaign **High** Rebecca A. Due 16 Nov
- ✓ Holiday Event Planning Rebecca A. Due 30 Nov 0
- ✓ Work on Newsletter Rebecca A. Due 7 Dec 0

Evaluation

SMART Objectives Evaluation Metrics:

- ❑ Increase online interaction by 30%
- ❑ Increase average attendance by 30%

What would we do differently?

- We can get so much insight from research, but there is nothing better than to be able to experience the work UCI Burn Center is doing. Having a visit day is a must once COVID -19 is over but also sitting in or joining a support group meeting could be useful. By establishing a focus group and or surveys we can truly get insight from burn patients and their loved ones. We need information not only from doctors working with the patients but the burn patients themselves.

How can we best set up 6th Street for success with the UCI Burn Center in the future?

- One way to see how successful we are is by sensing and having actual raw data (statistics) using data analytic software to better monitor how many followers, donations, and mentions we are getting.
- There should be a person or two just monitoring and keeping close to Julie as far as any new initiatives and or changes in order to establish a blog and keep not only stakeholders such as patients and family members in the loop but there are advances and innovative equipment we will want to highlight these aspects to the media.
- Hence establishing Media Relations. I have found an article in 2 from The OCR. Get more buzz from the media if no one is talking about it. Let's find a way instead of doing a social media campaign. I suggest doing a Media Relations campaign and integrating social but really creating excitement and by increasing more mentions we will have a better brand placement.