



 HealthyMePA

**Promoting a
Healthy PA**



May 2016

Healthy Me PA was launched

Audience Goals

- Reach 35,000 total community members during 2016
- Reach 100,000 community members by year-end 2017



Goals:

- Build an army of loyal hospital advocates—empower them to be voices in support of strong hospitals and access to health care
- Improve the public's perception of hospitals by telling unique stories, profiling patients, establishing hospitals as life-long partners in care
- Build a healthier Pennsylvania by providing health and wellness tips and resources





October 31, 2017

Today...

The community has **136,000 members**

Who is our community?

- Patients
- Caregivers
- Hospitals
- Families
- Doctors
- Nurses
- Businesses
- Policymakers



Our Community



82,709 Facebook followers



39,028 email addresses



15,126 Twitter followers

Achievements

The Central Pennsylvania Chapter of the Public Relations Society of America (PRSA)

- 2016 Keystone Award
(Digital Public Relations)
November 10, 2016
- Selected—for 2017 Award (Category to be announced)

American Society of Association Executives

- 2017 Power of A Award



Message Pillars

- Help Pennsylvanians navigate the health care landscape
 - Insurance, patient engagement, terminology
- Promote healthy living and preventive care
- Improve outcomes for patients with chronic diseases

Posts



Opioid Abuse



Mental Health

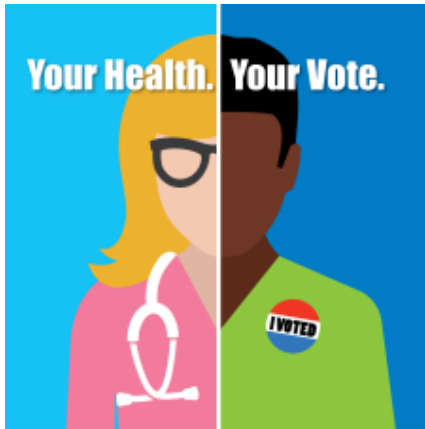


Cigarette Tax



Soda Tax

Posts



Voter Registration Reminder



Telemedicine



"Everyday Activity" Exercise Videos



Preventive Services

Member Events Promoted on Facebook




2017: Focus:

- Two priority issues
 - Telemedicine
 - Access to Care/Insurance Coverage
- Sharing more hospital stories
- Learning more about our audiences and identifying advocates

Vaccination: Fact vs. Fiction

- Myth:** Vaccines are just for kids
Fact: Adults can—and should—get vaccinated
- Myth:** Vaccine-preventable disease outbreaks don't occur anymore
Fact: Unvaccinated travelers can contract and spread disease
- Myth:** Vaccines aren't safe
Fact: Vaccines undergo extensive testing and monitoring before approval
- Myth:** Prevention is out of my control
Fact: Timely vaccines protect you from infectious diseases
- Myth:** You can't get vaccinations while pregnant
Fact: Certain vaccinations—such as flu and whooping cough shots—protect your baby in utero and after birth

 **HealthyMePA** Source: Centers for Disease Control and Prevention

Join the Healthy Me PA community

- Encourage others to join our community
- Share content ideas:
 - Do you have a trauma patient story to showcase?
 - Do you partner with the community?
 - Do you have an articulate trauma advocate?



Get Social With Us

@HealthyMePA

 HealthyMePA.com

 Facebook.com/HealthyMePA

 Twitter.com/HealthyMePA

 YouTube.com (search “Healthy Me PA”)