

Revised Mission Statement – DRAFT:

To improve the health and well-being of our community through prevention, education, and partnerships that empower lifelong healthy living.

Small Steps. Lasting Change.

The Fallbrook Regional Health District will create a strategic 12-month marketing framework that builds directly on the “Small Steps. Lasting Change.” concept platform. This plan treats the year (12 months) as one continuous story where every quarter builds upon the previous one. This approach creates consistency, improves brand recognition, and positions FRHD as the community's trusted partner for healthier living, not simply another provider of health programs.

Brand Promise: Helping our community build healthier habits that lead to longer, happier and more fulfilling lives.

Positioning Statement: Fallbrook Regional Health District empowers people to improve their lives through practical lifestyle programs that make healthy eating, physical activity, mental wellness and disease prevention achievable for everyone.

Core Brand Messages: Every communication throughout the year should reinforce one of four messages:

1. Better health begins with one small step.

People don't need to change everything today. They simply need to begin.

2. Healthy habits create lifelong wellness.

Healthy choices today become healthier lives tomorrow.

3. You don't have to do it alone.

FRHD provides coaching, education, support groups and community connections that help people succeed.

4. Prevention is empowering.

Lifestyle change gives people more energy, confidence and years to enjoy life with family.

YEAR-LONG MARKETING CALENDAR: Instead of promoting programs individually, every quarter focuses on a lifestyle outcome.

YEAR-LONG STORYTELLING: Emphasis on authentic community stories. Rather than producing isolated promotions, develop an ongoing "**My Small Step Story**" series that highlights program participants discussing one change that made a difference in their lives.

BRAND PILLARS/BUCKETS: Every program fits under one of these four pillars.

1. **Eat Well:** Nutrition, Healthy Cooking, Weight Management, Diabetes Prevention
2. **Move More:** Wellness Walks, Fitness (Chair Yoga, Tai Chi), Active Living (Mobility Monday), Healthy Aging
3. **Feel Better:** Mental Health, Stress Management, Mindfulness, Social Connection
4. **Thrive Together:** Health Education, Community Resources (Katia), Preventive Health

KEY PERFORMANCE INDICATORS: Rather than measuring success solely by event attendance, evaluating long-term engagement and behavior change.

Objective / KPI

- Increase awareness: Website traffic, social reach, brand recognition surveys
- Grow participation: Program registrations, Diabetes Prevention Program enrollment, workshop attendance
- Deepen engagement: Challenge participation, repeat attendance, email subscribers
- Strengthen partnerships: New employer, school, and community partnerships
- Build trust: Resident testimonials, referrals, Community Resource Navigator connections
- Improve retention: Percentage of participants enrolling in a second FRHD program