



## **2008 “Friend of Public Health Award” Recipient**

### **Public Health Accomplishments and Collaborations**

Perry Ballard Incorporated has taken a very active role with the Berrien County Health Department (BCHD) and the associated Community Coalitions and Task Forces in creating community awareness and understanding regarding several significant health issues. Perry Ballard has provided focus groups, creative recommendations and production assistance for the following public health messages:

1. Drive Hammered, Get Nailed Campaign– Beginning in 1998
2. Cervical Cancer Awareness Campaign – 2003
3. HeadsUp! - 2004
4. Raising Up Healthy Babies (Infant Mortality Reduction) Campaign – 2005

#### **Drive Hammered, Get Nailed Campaign**

Between 1996 and 1997, Berrien County ranked among the top 12 counties in the state for number of crashes involving impaired driving.

Perry Ballard Incorporated was hired in 1997 after BCHD received a \$10,000 grant from the Michigan Office of Highway Safety and Planning. Individuals in bars, restaurants, libraries and health clubs were polled by Perry Ballard to determine what would be the most effective deterrent from driving under the influence of drugs or alcohol. The respondents indicated they would pay more attention to a message that said they would go to jail or lose their license than to the possibility of dying or killing someone else.

The resulting campaign began with the “Meet Your Designated Driver” message displaying a police officer looking into the driver’s side window, and includes posters and bumper stickers developed by Perry Ballard (Michigan State Trooper Pete Rahm played a key part in this campaign). The grant provider awarded an additional \$12,000 to Berrien County for its efforts and requested 100,000 of the posters to be distributed in other counties throughout Michigan.

The "Meet Your Designated Driver" billboard appeared in many locations in Berrien County to spread the message that police and prosecutors are serious about clearing the roads and highways of drunken drivers.

Subsequent to the "Meet Your Designated Driver" message, the following three (3) other poster messages were produced:

1. "Feel Like Hanging Out in Some Bars Tonight?" displaying a person's arms and hands resting through the open space of a metal jail door.
2. "Items in the Mirror Are Closer Than You Think" displays the image of a police vehicle in the rear view mirror of an automobile.
3. "The Breath that Takes You Away" displays a photograph of an alcohol breath analyzer machine.

Adams Sign Company graciously donated billboard space for displaying the messages. The "Meet Your Designated Driver" outdoor billboard and the "Feel Like Hanging Out in Some Bars Tonight?" posters were named the best creative for a non-profit organization in all of Michigan, Indiana and Illinois by the Sixth District American Advertising Federation in 1999 (Sixth District Abby Awards).

### **Cervical Cancer Awareness Campaign**

The Cervical Cancer Awareness Campaign featuring the message "A Woman Killer Is Stalking Berrien County" and displays what appears to be eyes of a female reacting to a frightening image. The full project included:

- Surveying service providers;
- Surveying women across the county;
- Conducting focus groups and key informant interviews, and
- Displaying 31 outdoor billboards, printing 1,000 8 ½ x 11 posters, and displaying 500 framed placards.

### **HeadsUp! Campaign**

A local falls prevention committee formed by the Healthy Berrien Consortium requested the assistance of Perry Ballard to develop a recognizable logo. Perry Ballard prepared three (3) options for the group and developed a communications plan to meet the needs of the Committee in 2004.

### **Raising Up Healthy Babies Task Force**

In 2002, recognizing that Berrien County had one of the worst infant mortality rates among babies born to African American women, the Berrien County Health Department coordinated the formation of an infant mortality reduction coalition. The Coalition, in need of a name and the production of healthy messages turned to Perry Ballard for assistance. Perry Ballard developed the "Raising Up Healthy Babies" name and logo after conducting surveys with taskforce members, conducting focus groups, and key informant surveys. Additionally, Perry Ballard developed nine (9) posters with various information to encourage healthy pregnancies.