

Case Study

Ohio Chapter of the American Academy of Pediatrics

Krile Communications has served the Ohio AAP in a variety of capacities since 2011, providing strategic counsel and execution of communication strategies for numerous chapter programs. Initial work focused on developing the overall brand for the chapter, and then working to carry that brand across their various program areas with logos, content development and design of collateral materials. As grants are secured and new programs developed, Krile Communications has served as an extension of the team, developing strategy and materials; conducting media and grassroots outreach to promote programs; and supporting the chapter's advocacy agenda through member outreach, educational materials and grassroots mobilizing. In addition, Krile Communications supports chapter leadership through strategic planning and meeting facilitation.

Impact:

Following is just a sampling of the outcomes Krile Communications has helped Ohio AAP to achieve over the past several years:

- Engaged 5,000 providers, public health and community professionals, educators, families and teens in programs and initiatives.
- Supported efforts of the Put a Lid On It! Campaign, which partnered with 150 organizations to distribute 7,500 bike helmets, leading to a 12-year total of 82,500 bike helmets distributed free to Ohio children.
- Provided behavioral health screens to 500 adolescents and 200 safety lock boxes directly to families through the Store it Safe Adolescent Suicide Prevention program. Through the Ohio AAP Foundation, an additional 1,500 gun boxes were provided to the community.
- Touched 250 million lives through digital and social media education efforts.
- 43 out of 50 states are utilizing Ohio AAP materials and resources.



Reference:

MELISSA WERVEY ARNOLD, CEO, 614-846-6258