



Massachusetts Department of Public Health
Office of Preparedness and Emergency Management

MRC MINI GRANT REPORTING FORM

For units who received an MRC mini grant in BP4, please complete this form as part of the end of year reporting.

Project General Information:

MRC Unit Name:	Norfolk County 7 Medical Reserve Corps Unit: 957
Point of Contact Email:	Timothy McDonald: tmcDonald@needhamma.gov Cathy Cardinale: ccardinale@dedham-ma.gov Neia Illingworth: nillingworth@bmestrategies.com
Name of Project:	Promotional/Marketing Campaign
Person Completing Report:	Neia Illingworth
Date:	7/26/16

Project Description - Please write a brief narrative (1 to 2 paragraphs):

The Norfolk County 7 Medical Reserve Corps (MRC) utilized this mini-grant award in order to create a promotional/marketing campaign for the purpose of both recruiting volunteers and retaining existing volunteers. For this mini-grant, letters to potential volunteers and existing volunteers were developed, volunteer application forms were updated, and both business cards and postcards that provided information about the Norfolk County 7 MRC, while also highlighting the website, www.norfolkcounty7.weebly.com, etc. were created. In addition, this award was also utilized in order to hire a contractor to create these documents as well as for paying for printing, postage and other supplies (paper, envelopes, etc.).

The Norfolk County 7 Public Health Coalition/MRC determined that the mass mailing and distribution of documents to existing volunteers and potential volunteers (letters, application forms, etc.) would occur throughout this upcoming year, particularly in the fall during flu season and at the Board of Health/Health Department flu clinics. In addition, the business cards and postcards that were developed would be made available at the Boards of Health/Health Departments in the Norfolk County 7 Coalition and possibly in other locations (ex. Library, Council on Aging, etc.). Another



benefit of this mini-grant is that all of the templates that were created can now be utilized moving forward and can be updated easily.



Project Details:

<p>Project Rationale: How did you choose this project? (Related to AAR, or other gaps)</p>	<p>The Norfolk County 7 Public Health Coalition/MRC determined that this project would be beneficial to the Norfolk County 7 MRC because there is always a need to recruit volunteers, while attempting to retain existing volunteers. This mini-grant allowed for the materials for the promotional/marketing campaign to be created, developed, printed, etc.</p>
<p>PHEP Capabilities that your project addressed: http://www.cdc.gov/phpr/capabilities/</p>	<p>The goals of this project were to further develop/strengthen the MRC unit, improve community preparedness/resilience and strengthen local public health. The specific PHEP Capabilities that this project addressed were:</p> <p>Capability 15: Volunteer Management <i>Definition: Volunteer management is the ability to coordinate the identification, recruitment, registration, credential verification, training, and engagement of volunteers to support the jurisdictional public health agency's response to incidents of public health significance.</i></p> <p>Capability 1: Community Preparedness <i>Definition: Community preparedness is the ability of communities to prepare for, withstand, and recover - in both the short and long terms - from public health incidents.</i></p> <p><i>(The definitions for PHEP Capabilities were taken from: http://www.cdc.gov/phpr/capabilities/at-a-glance.pdf)</i></p>
<p>Objectives that your project addressed.</p>	<p>Objectives:</p> <p>Increase promotion of MRC unit</p> <p>Existing volunteers will update their information and return forms (ex. CORIs and SORIs)</p>



<p>Project Planned Activities: What deliverables, products, or outputs were expected? Did you meet those outputs? Where different outputs achieved?</p>	<p>Project Planned Activities:</p> <p>Mailing to existing volunteers in order to provide information about the Norfolk County 7 MRC, update their contact information, etc.</p> <p>Create cards to be given to residents and/or colleagues that provides information about the Norfolk County 7 MRC, how to volunteer, etc.</p> <p>For this mini-grant, letters to potential volunteers and existing volunteers were developed, volunteer application forms were updated, and both business cards and postcards that provided information about the Norfolk County 7 MRC, while also highlighting the website, www.norfolkcounty7.weebly.com, etc. were created. In addition, this award was also utilized in order to hire a contractor to create these documents as well as for paying for printing, postage and other supplies (paper, envelopes, etc.).</p> <p>The Norfolk County 7 Public Health Coalition/MRC determined that the mass mailing and distribution of documents to existing volunteers and potential volunteers (letters, application forms, etc.) would occur throughout this upcoming year, particularly in the fall during flu season and at the Board of Health/Health Department flu clinics. In addition, the business cards and postcards that were developed would be made available at the Boards of Health/Health Departments and possibly in other locations (ex. Library, Council on Aging, etc.). Another benefit of this mini-grant is that all of templates that were created can now be utilized moving forward and updated easily.</p>
<p>Funding Associated with this project: (Please provide a narrative of the costs incurred with this project).</p>	<p>For this mini-grant, \$2500 was utilized for the purpose of printing/copying, postage and other supplies (paper, envelopes, etc.) and \$1000 was utilized in order to hire a contractor that created the documents, templates, etc., researched and then selected the items to be purchased, sorted/divided all of the items, etc. among the seven communities in the Norfolk County 7 MRC.</p>



Other feedback or comments to share about your project?

This project successfully utilized these mini-grant funds in order to assist the Norfolk County 7 Public Health Coalition/MRC's continued efforts to develop, strengthen, and promote the Norfolk County 7 MRC.