



Expertise

- Adverse childhood experiences (ACEs)
- Anti-stigma messaging
- Asthma & environmental health
- Behavioral & mental health
- COVID-19 public awareness
- Health care access, equity & cost
- Injury prevention
- Medicaid & Medicare
- Nutrition, food access & safety
- Opioid epidemic
- Substance use disorders
- Tobacco prevention, use & control
- Trauma-informed care

Public Health

The Hatcher Group is a full-service firm with a passion for mobilizing the missions of our clients. We educate and motivate people — through powerful marketing and communications — to advance public health policies and practice and build healthy and sustainable communities.

RECENT SUCCESS STORIES



Creating a centralized and integrated communications strategy around COVID-19 prevention and care, including mitigating negative impacts on mental health and wellbeing, with a particular focus on members of African American, Hispanic, and economically distressed communities across the county.



Developed materials to communicate about COVID-19 related work and funding by Open Society Institute-Baltimore, including messaging, a COVID-19 resource page on the website, an e-newsletter with information about available resources, and a flyer about available emergency funding.



Engaged in a multi-faceted project for CDC's Injury Center, in partnership with Powell Tate/Weber Shandwick, to develop digital-first content; messaging around opioids, ACEs, and other topics; promotion of resources; and a graphic novel and other materials translating complex public health issues for broader audiences.



Developed and executed an awareness campaign to promote Baltimore's mental health and substance use support hotline. Conceived of new name – the Here2Help Hotline, created new branding, and designed and implemented digital and out-of-home advertising, increasing calls to the hotline 100%.

ADDITIONAL CLIENTS



Public Health Lead
NATASHA LESSER
Vice President

410-826-6641
nlesser@thehatchergroup.com
thehatchergroup.com



Contract Holder
Contract # 47QRAA18D0019

