



## Expertise

- Adverse childhood experiences (ACEs)
- Alcohol and public health
- Anti-stigma messaging
- Asthma & environmental health
- Behavioral & mental health
- COVID-19 vaccine awareness
- Health care access, equity & cost
- Maternal health
- Nutrition, food access & safety
- Opioid epidemic
- Substance use disorders
- Suicide prevention
- Tobacco prevention, use & control

## 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 vaccinations, including mitigating negative impacts on mental health and wellbeing, with a particular focus on members of Black, Latinx, and traditionally underrepresented communities across the county.



Hatcher is currently working with Maryland 211 to develop a communications campaign to raise awareness about its statewide call center network that connects people to needed health and human resources.



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, suicide prevention, 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



301-656-0348  
[info@thehatchergroup.com](mailto:info@thehatchergroup.com)



Contract Holder  
 Contract # 47QRAA18D0019

