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.

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

RECENT SUCCESS STORIES

ANNE ARUNDEL COUNTY MARYLAND

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.

2·1·1 Maryland

Planning and implementing a communications campaign for 211 Maryland to raise awareness and promote use of its statewide call center network that connects people to needed health and human resources and partnering with Maryland Behavioral Health Administration to encourage use of the 211 Press 1 crisis and referral line for mental health and substance use issues.

CDC Centers for Disease Control and Prevention National Center for Injury Prevention and Control

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.

Behavioral Health System Baltimore

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

HealthCare Access MARYLAND — COVERAGE. CARE. CONNECTIONS.

American Heart Association.

Campaign for Tobacco-Free Kids

INDIAN HEALTH SERVICE · PHS · 1955

VA | Department of Veterans Affairs

VDH VIRGINIA DEPARTMENT OF HEALTH — To protect the health and promote the well-being of all people in Virginia.

ABELL FOUNDATION

OSI BALTIMORE

USAging Leaders in Aging Well at Home

MS

Green & Healthy Homes Initiative®

MDMOM Maryland Maternal Health Innovation Program