



Expertise

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

Public Health

The Hatcher Group is a full-service firm with a passion for mobilizing our clients' missions. Through powerful marketing and communications, we educate and motivate people to advance public health policies and practice and build healthy, sustainable communities.

RECENT SUCCESS STORIES



Anne Arundel County, Maryland: Created a centralized and integrated communications strategy about COVID-19 prevention and vaccinations, including mitigating negative effects on mental health and well-being, 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: Engaged in a multifaceted project for CDC's Injury Center, in partnership with Powell Tate/Weber Shandwick, to develop digital-first content; messaging on 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 a 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

