

CASE STUDY on COVID Response Efforts



amcinstitute.org



The American Association of Occupation Health Nurses (AAOHN)

is a professional association of licensed nurses engaged in the practice of occupation and environmental health nursing.



The Association for Creative Industries (AFCI) is a trade association for the global creative arts products industries.

<http://aohn.org/>

<https://creativeindustries.org/>

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Challenge

At the beginning of the onset of the pandemic in the United States, there was a shortage of personal protective equipment (PPE) for essential workers. PPE plays a vital role in helping to slow the spread of the virus, and without it, frontline workers are vulnerable to risk of exposure to COVID-19.

The Face Covers for Worker Safety campaign included the following:

Campaign webpages with guidance on homemade facial coverings and tips/links to external resources for donations

Email and social media campaigns to spread awareness and share information

Campaign toolkit with sample emails and social media posts to support the campaign; community engagement ideas; online tutorials; POS opportunities

Joint press release

Goals

Provide information to enable AAOHN and their employees and AFCI members and the creative arts industry to make and donate homemade face covers for essential workers to address a PPE shortage.

Insights

Through partnership and collaboration, organizations can increase their impact and reach in their communities and help those who are in most need during critical times.

Results

- 2,700+ campaign webpage views (AAOHN + AFCI)
- 11,550+ engagements/links/clicks from social media posts (AAOHN + AFCI)
- Average of 30% open rates and 7-8% CTR on email campaigns (AAOHN + AFCI)
- 20+ new followers across every social channel during the week of the campaign launch (AAOHN)

