

Who We Are:

Carroll & Company Communications, LLC is a women-owned small business specializing in public health communication. Our reputation is built on providing evidence-based communication counsel and delivering social marketing plans that promote sustainable change.

Our Mission:

Simply put, our mission is to leverage the power of communication to make the world a better place. We do this by providing stakeholders with the information and tools they need to promote healthier communities.

Benefits of Working with Carroll & Company:

Depth of Experience

Our leaders are personally involved in each of our government task orders. We have more than 20 years of experience in private and public health communication development and dissemination. Community outreach, audience research and message testing with priority populations are standard operating procedures for all of our projects.

Custom-Built Creative Teams

We partner with some of the brightest, most creative and experienced people in the business to custom build teams that meet your unique communication needs. Once your team is assembled, members will not be pulled unless you request it or someone leaves Carroll & Company Communications. Your project will never get relegated to inexperienced interns.

Project Leadership

Carroll & Company's project leaders are visionary, collaborative, solution focused and have a passionate commitment to public health. Our leaders know how to balance business operations with the creative aspects of communication development to meet project deadlines, budgets, and quality expectations.

What We Do:

- Strategy Development
 - Market research and analysis
 - Integrated marketing communication strategy development –
 - Establishing goals, objectives and evaluation measures;
 - Defining and segmenting priority populations and other targeted audiences;
 - Developing and testing messages;
 - Identifying media channels – paid, earned and owned;
 - Campaign timing
 - Brand development and positioning
 - Media planning and management including social and traditional media
- Material/Content Development
 - Creative concepting and design
 - Digital content development
 - Web design and development
 - E-newsletters
 - Videos
 - Motion graphics
 - Infographics
 - Webinars/podcasts
 - Web copy
 - Interactive exercises, assessments and trainings
 - E-mails
 - Social media campaigns
 - Material Development
 - Print materials
 - Direct mail
 - Advertising
 - Television commercial production
 - Radio commercial production
 - Online ad design and placement
 - Outdoor advertising
 - Point of sale
- Dissemination
 - E-mail campaign
 - Direct mail campaign
 - Community outreach
 - Ad placement

What We Do (cont):

- Media Communication Training
 - Consultation and Technical Assistance
 - Webinars & Pod casts
 - In-person
 - Online
- Media Relations
 - Media strategy development
 - Tool kit development – i.e. backgrounders, fact sheets, talking points
 - Spokesperson training
 - Story pitching
 - Media tracking
- Evaluation
 - Reporting & Analysis Utilizing:
 - Web analytics
 - Media tracking
 - Process reports

What Makes Us Different:

- Results
 - We believe we have a responsibility to deliver the best services at the best price
 - We hold ourselves accountable by continually measuring and reporting on the impact of our efforts.
- Knowledge
 - We value intelligence and believe knowledge is essential for effective problem solving and good decision making.
 - We believe in transparency and in providing balanced information so that individuals and communities are able to make informed decisions.
 - We hold ourselves accountable for staying abreast of the latest public health research, and innovative techniques and technology in the communications industry.
 - Our leaders hold advanced degrees in health, social work, communications, and education.
- Integrity
 - We build trust by listening and then respectfully providing guidance and telling the truth at every touch point.
 - We believe in doing what's right - even when no one is watching. When we make a mistake, we own it and we fix it.
 - We will walk away from a business opportunity rather than engage in unethical practices.
 - We hold ourselves accountable for delivering on our commitments and ask the same of all with whom we do business.
 - We believe that what you get paid should not exceed the value you bring.
- Uncompromising Quality
 - We believe that anything worth doing is worth doing well – no matter how large or how small the task.
 - We ensure quality by working with our clients to establish clear objectives and outcome measures.

How We Do It:

Approach

Effective interpersonal communication is 75% listening and 25% talking. The same is true for effective social marketing strategies. That's why we start – and end -- by listening to you, your priority populations, and anyone else who influences the perceptions, attitudes, decisions and behaviors related to your initiative, program or service. We work tirelessly to fully understand the scope of the situation - the environment, stakeholders, barriers to change and communication objectives. Only then are we able to develop communication plans and strategies that **engage** your target audiences and help move the needle on behavior change.

Creative Development

Once the communication plans are established, you need a highly creative, experienced team to bring the plan to life. Carroll & Company Communications works with some of the most accomplished professionals in the business from strategists, writers and designers to web developers, video production teams and social media gurus. Our business model enables us to custom build the creative teams your project needs.

Evaluation

Finally, we measure the success of the plan. Did it deliver as expected? What worked better than expected, and what fell short? We build your communication strategy on the best available research so that it achieves maximum results. We then measure its success so we know where to make adjustments in order to maximize the opportunity for societal behavior change going forward.

Work We've Done:



Division of Community Health Media Center (CHMC) – Produced in collaboration with Banyan Communications, Inc. for the CDC National Center for Chronic Disease Prevention and Health Promotion. The CHMC is an online repository of audience tested advertising and marketing materials. Its purpose is to make obesity and chronic disease prevention promotion more affordable.



Project ASSIST: A Model of Success- This informational video outlines a successful youth advocacy tobacco control model in the Kansas City region.

DCH Success Stories – Produced in collaboration with Banyan Communications for the CDC National Center for Chronic Disease Prevention and Health Promotion, this online tool assists CDC awardees in reporting program successes. Within the first year of its launch, more than 1000 stories were loaded into the application.

Decision Diner- Produced in collaboration with Reel Impact, this video trained Veteran Administration physicians on the shared decision making care delivery model. The video received numerous awards including the New York Film Festival award.

Building the American Dream- The purpose of this video is to educate the USDA Rural Housing Services Single Family Housing Division representatives on the services and resources available to their rural clients.



Operation Stewardship: Unit Maintenance Facilities and the Environment- The purpose of this video is to train US Army motor pool personnel on the handling and disposal of environmentally hazardous materials.

Operation: EasyCAFS- The purpose of this video is to train US Marines to operate a compressed foam electrical and fuel fire extinguishing system.

Safe Handling of the Assault Hoseline System- The purpose of this video is to train US Marines to safely operate a bulk fuel delivery system.



Basic Life Support CPR - Produced in collaboration with Motional Multimedia, this online training enables first-responders and other clinicians to complete the written portion of CPR recertification online.

Employee Assistance Program Resource Awareness and Engagement-Campaign- Designed to increase the use of EAP services and online resources. Webinar attendance increased by five-fold and web hits more than doubled during the first three months of this campaign.

**Who We Work
With:**

ARCH Air Medical
Centers for Disease Control and Prevention (in partnership with
Banyan Communications)
Department of Defense
General American
LaBarge Products
Magellan Health Services
Mercantile Bank
RxResults
St. Louis Science Center
Sisters of Mercy Health System
SSM Healthcare
St. John's Mercy Medical Center (aka Mercy Medical Center)
St. Louis College of Pharmacy
United States Department of Agriculture (USDA)
United States Marine Corp
Veterans Administration – (in partnership with Reel Impact)