

# Olympic Connect Key Messages

## Messaging Guidelines

Your messaging identifies the intersection between your organization's strengths and the qualities most valued by your audiences. It describes who you are and what you do. This messaging platform is designed to paint the picture of the value you bring to your communities and the state of Washington.

## Philosophy

### KEY MESSAGES FORM THE CONTENT OF YOUR BRAND.

- Key messages represent the ideas you want to convey across various audiences.
- Proof points should be used to clearly demonstrate the value of Olympic Connect.
- As collateral or other tactics are developed, they should always be measured against the key messages, which should be creatively adapted to appeal to different audiences.

### CONSISTENCY AND REPETITION ARE KEY.

- Your audiences need to see the same messages again and again to remember them. All materials, presentations, one sheets and digital/social media should use the communications concepts and language.
- Messages should be tailored and personalized for different audiences, addressing their greatest needs. However, the key ideas should always be incorporated.
- Creating a strong communications platform requires consistency and repetition.

## AUDIENCES NEED TO EXPERIENCE THE ATTRIBUTES OF YOUR BRAND IN THEIR DEALINGS WITH OLYMPIC CONNECT.

- Everyone who works at Olympic Community Health and in partnership with Olympic Connect is a brand ambassador.
- Positive interactions with brand ambassadors build a strong image in the minds of your audiences.
- Communication with Olympic Connect and its partners living your values and sharing key messages is crucial.

## Brand Promise

### Who We Are

Olympic Connect is a Community Care Hub of Washington. A community-driven network of partners on the Kitsap and Olympic Peninsulas, we support care coordination to local resources like health care, food, childcare, housing, and more — to help everyone in our region get the support and care they need to thrive.

### What We Do

Olympic Connect delivers on our name: we connect people on the Kitsap and Olympic Peninsulas to care and services through trained and highly skilled trusted helpers. These community-based workers are individuals from our region, with lived experience and cultural knowledge, who work with a variety of organizations, Tribes, industries, and sectors. Trusted helpers provide clients with the one-on-one support they need to achieve their health and other life goals.

Olympic Connect strengthens our regional network of partners and coordinates between health care and social service providers, addressing health issues no organization or Tribe could tackle alone. We help connect regional resources and track health outcomes for healthier individuals, families and communities.

### Why It Matters

Health is about so much more than what happens in a doctor's office or a clinic. It's also about having access to safe and reliable housing, food, employment, family support, and social connections. By removing barriers and helping community members access services like housing, food assistance, transportation, and more, we can create a region of healthy people and thriving communities.

### Elevator Pitch

Olympic Connect is a Community Care Hub of Washington. We connect people on the Olympic and Kitsap Peninsulas to care and services through trusted helpers. These community-based workers connect

people to resources like health care, food assistance, childcare, housing, and more. By removing barriers to these services and supports, we can create a region of healthy people and thriving communities.

## Brand Themes and Messaging

*Following are three themes that should be communicate across all your materials. Under each theme, we include proof points that provide more detail and context about each theme. We also include language that can be used to accompany and complement Olympic Connect's visual identity stone motif. These phrases should be used sparingly and appropriately when they complement the graphic element and resonate with the intended audience.*

### Olympic Connect helps community members find the right care, at the right time, in the right place.

**Easy access.** Community members can access Olympic Connect easily, in whatever way works best for them. That may be online, over the phone, in person, or at a community pop-up. Connecting to a trusted helper at Olympic Connect is free, though health care and other services may have a cost. The trusted helper will walk alongside each person to help them plan for and navigate expenses.

**Tailored support.** Community members receive support that is unique to them and their priorities. Once a community member gets connected to Olympic Connect, they will be paired with a trusted helper, a community-based worker who will work hand-in-hand with them throughout their journey to health and well-being.

**Local connections.** Trusted helpers, like the community members they serve, live and work in the Olympic Region. They have deep local knowledge and cultural context, as well as personal, lived experience, to help community members navigate the system of services available to meet their needs.

**Aligned services.** With a client's consent, Olympic Connect can align all their providers and services. Rather than having to reintroduce themselves, clients can easily move through a system designed to support them at every step in their journey.

## PROOF POINTS

- Negative conditions and circumstances in which we are born, grow, live or age impact our health, and addressing them often takes place outside the health care setting, which is why care coordination and access to services like housing, food, childcare, employment and more are so important to an individual's health and well-being.
- Community members can self-refer to Olympic Connect online ([OlympicConnect.org](https://OlympicConnect.org)) or by calling a helpline (360.301.8252). They can also ask their provider for a referral.
- Trusted helpers can connect community members to health care, behavioral and mental health services, oral health services, food assistance, housing assistance, youth services, senior services,

family supports, early childhood development, childcare, tutoring, substance use and recovery services, and more — depending on each individual's unique needs and priorities.

## LANGUAGE TO COMPLEMENT VISUAL IDENTITY

- Like river rocks, our community members are diverse. Formed by forces beyond our control, we have been molded into different shapes and sizes with unique circumstances, needs and priorities.
- Your trusted helper will leave no stone unturned to connect you to the resources you need.
- Despite the shifting sands of our political, economic and environmental circumstances, the community care hub is as solid as a rock and will be there for you through good times and bad.
- Help is only a stone's throw away.
- Trusted helpers guide community members down the path to health.
- Trusted helpers set people on the path, so they are heading in the direction of health and well-being.
- Trusted helpers clear the path, removing barriers for people so they can access the care and services they need.
- Olympic Connect acts as a stepping stone on the path to health and well-being.

## Olympic Connect provides a coordinated response to persistent social and health needs.

**More options.** Olympic Connect creates new paths for community members to access the services they need. With added layers of support, the staff time and energy of our partner organizations can be devoted to what they do best — serving people — and Olympic Connect can take care of the rest.

**Reduced burden.** Many organizations, service providers, nonprofits and groups in our region are already addressing unmet social needs in our community, often with little support and few resources. Olympic Connect makes it easier to surround community members with care by making referrals, coordinating between health care and social service providers, and tracking progress for healthier individuals and families.

**Coordinated response.** By helping to make sure the public health system, the health care system and community social supports are coordinated and linked, we can help address health disparities and inequities in our region.

## PROOF POINTS

- Each patient or client can opt for their information to be shared with their health care and other service providers so partners can better coordinate each individual's care through a connected system.
- By being part of Olympic Connect, partner organizations will be able to make referrals.
- By being part of Olympic Connect, Tribes, health care providers, community-based organizations, and other partners collaborate to provide efficient care at reduced cost, all while addressing social needs and helping patients and community members thrive.
- Health care partners will see a reduction in “social admissions” that may go unreimbursed, including reduced social bed days and delayed discharges.

## LANGUAGE TO COMPLEMENT VISUAL IDENTITY

- We are paving the way for a healthier, thriving community.
- Together, we are going to rock the world.

## Olympic Connect builds capacity to address the needs of the region.

**Regional focus.** Olympic Connect will strengthen the care delivery system across Clallam, Jefferson and Kitsap counties by matching the available resources with people who are ready to access them. Anybody who lives and seeks care in the region will be able to access Olympic Connect.

**Open and inclusive.** Olympic Connect serves anyone, regardless of insurance or Medicaid status. By keeping Olympic Connect open and inclusive for all, we can help reduce the stigma associated with seeking care.

**Community collaboration.** Olympic Connect is committed to ensuring confidential, positive, strengths-based support. At our core, Olympic Connect promotes collaboration among community partners across the region, bringing everyone together under a coordinated care system with the client at the center.

## PROOF POINTS

- Olympic Connect collaborates with our community partners by connecting them to resources, which may include funding, training and technical assistance, as well as building their capacity — saving them time and money and providing relief for their staff.
- We are tracking data to quantifiably capture regional gaps, document health improvements, and engage in continuous quality improvement.
- By matching individuals with appropriate providers, Olympic Connect will make it easier for community members to access the services and resources they need.
- By streamlining referrals, Olympic Connect reduces the burden on community-based organizations and nonprofits to coordinate care, allowing them to focus on providing services to community members in need.

## LANGUAGE TO COMPLEMENT VISUAL IDENTITY

- We are rocking the foundations of how our siloed systems approach health.
- The community care hub is off the beaten path, taking an innovative approach to help individuals and communities be healthier.
- Together, we will have a ripple effect that spreads change across our region and state.

# Messaging by Audience

The following tables include examples of how messaging can be adapted for key audiences. You'll note that messages are tailored for each audience to highlight specific benefits they can expect. When providing information about the value Olympic Connect offers them, make sure to focus on "what's in it for them."

## Patients, Medicaid recipients and community members

BRAND THEME	MESSAGING
<b>Olympic Connect helps you access the services and care you need to thrive.</b>	Olympic Connect is a community-driven network of partners in the Olympic and Kitsap Peninsulas who are dedicated to helping you get the support and care you need to thrive. Through Olympic Connect, community-based workers called trusted helpers will help you access services like housing, food assistance, health care, childcare and more.
<b>Olympic Connect will help you find the right care, at the right time, in the right place.</b>	<p><b>Easy access.</b> You can access Olympic Connect easily, in whatever way works best for you. You can self-refer online, over the phone, or in person. Connecting to a trusted helper at Olympic Connect is free, though health care and other services may have a cost. The trusted helper will walk alongside you to help you plan for and navigate expenses.</p> <p><b>Tailored support.</b> You will receive support that is unique to you and your priorities. Once you get connected to Olympic Connect, you will be paired with a trusted helper who will work hand-in-hand with you throughout your journey to health and well-being.</p> <p><b>Local connections.</b> Like you, trusted helpers live and work in the Olympic Region. They have local knowledge and cultural context, as well as personal, lived experience, to help you navigate the system of services available to meet your needs.</p> <p><b>Aligned services.</b> With your consent, Olympic Connect can align all your providers and services. Rather than having to reintroduce yourself and start over, you can easily move through a system designed to support you at every step of your journey.</p>
<b>Olympic Connect coordinates your care.</b>	<b>Coordinated response.</b> Olympic Connect will help connect you to the right services, surrounding you with care, coordinating between health care and nonprofit service providers, and tracking progress for you and your family — so you don't have to reach out to your providers individually and coordinate your own care.

<p><b>Olympic Connect addresses the needs of the region.</b></p>	<p><b>Regional focus.</b> Olympic Connect will match you with resources and services in your community. Through Olympic Connect, trusted helpers with local, cultural knowledge will be your partner in helping you access the care and services you need.</p> <p><b>Open and inclusive.</b> Olympic Connect serves anyone, regardless of insurance or Medicaid status.</p> <p><b>Community collaboration.</b> Olympic Connect is committed to ensuring confidential, positive support. We bring partners together under a coordinated care system with you at the center.</p>
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## Hospitals, health care clinics, health care providers, mental and behavioral health service providers

BRAND THEME	MESSAGING
<p><b>Olympic Connect helps your patients access the services and care they need to thrive.</b></p>	<p>Olympic Connect is a community-driven network of partners in the Olympic and Kitsap Peninsulas who are dedicated to helping your patients get the support and care they need to thrive. Through Olympic Connect, community health workers and community-based workers called trusted helpers connect your patients to services like housing, food assistance, health care, childcare and more in culturally appropriate and accessible ways.</p>
<p><b>Olympic Connect helps your patients find the right care, at the right time, in the right place.</b></p>	<p><b>Easy access.</b> You can easily refer your patients to Olympic Connect, and accessing Olympic Connect is free, though some services may have a cost. The trusted helper will walk alongside your patient to help them plan for and navigate expenses.</p> <p><b>Tailored support.</b> Your patients will receive support that is unique to them and their priorities. Once your patient gets connected to Olympic Connect, they will be paired with a trusted helper who will work hand-in-hand with them throughout their journey to health and well-being.</p> <p><b>Local connections.</b> Trusted helpers live and work in the community. They have deep local knowledge and cultural context, as well as personal, lived experience, to help your patients navigate the system of services available to meet their needs.</p> <p><b>Aligned services.</b> With your patient's consent, Olympic Connect can share their data with you and their other providers, to align all their services and treatments for better health and well-being.</p>

<p><b>Olympic Connect provides a coordinated response to persistent social and health needs.</b></p>	<p><b>More options.</b> Olympic Connect creates new paths for your patients to access the services they need. With added layers of support, your organization's staff time and energy can be devoted to what you do best — serving people — and Olympic Connect can take care of the rest.</p> <p><b>Reduced burden.</b> Many organizations, service providers, nonprofits and groups in our region are already addressing unmet social needs in our community, often with little support and few resources. Olympic Connect makes it easier to surround patients with care by making referrals, coordinating between health care and social service providers, and tracking progress for healthier individuals and families.</p> <p><b>Coordinated response.</b> By helping to make sure the public health system, the health care system and community social supports are coordinated and linked, we can help address health disparities and inequities in our region.</p>
<p><b>Olympic Connect builds capacity to address the needs of the region.</b></p>	<p><b>Regional focus.</b> Olympic Connect will strengthen the care delivery system across Clallam, Jefferson and Kitsap counties by matching the available resources with people who are ready to access them. Anybody who lives and seeks care in the region will be able to access Olympic Connect at no direct cost.</p> <p><b>Open and inclusive.</b> Olympic Connect serves anyone, regardless of insurance or Medicaid status. By keeping Olympic Connect open and inclusive for all, we can help reduce the stigma associated with seeking care.</p> <p><b>Community collaboration.</b> Olympic Connect is committed to ensuring confidential, positive, strengths-based support. At our core, Olympic Connect promotes collaboration among community partners across the region, bringing everyone together under a coordinated care system with the patient at the center.</p>

## Community-based organizations and nonprofits

BRAND THEME	MESSAGING
<p><b>Olympic Connect helps your clients access the services and care they need to thrive.</b></p>	<p>Olympic Connect is a community-driven network of partners in the Olympic and Kitsap Peninsulas who are dedicated to helping your clients and community members get the support and care they need to thrive. Through Olympic Connect, community-based</p>



	<p>workers, which we are calling trusted helpers, help your clients access services like housing, food assistance, health care, childcare and more in culturally appropriate and accessible ways.</p>
<p><b>Olympic Connect helps your clients and community members find the right care, at the right time, in the right place.</b></p>	<p><b>Easy access.</b> You can easily refer your clients to Olympic Connect, and accessing Olympic Connect is free, though some services may have a cost. The trusted helper will walk alongside your client to help them plan for and navigate expenses.</p> <p><b>Tailored support.</b> Your clients will receive support that is unique to them and their priorities. Once a community member gets connected to Olympic Connect, they will be paired with a trusted helper who will work hand-in-hand with them throughout their journey to health and well-being.</p> <p><b>Local connections.</b> Trusted helpers live and work in the Olympic Region. They have deep local knowledge and cultural context, as well as personal, lived experience, to help your clients navigate the system of services available to meet their needs.</p> <p><b>Aligned services.</b> With your client's consent, Olympic Connect can share their data with you and their other providers, to align all their services and treatments.</p>
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## Visual Idioms

*Olympic Connect’s visual identity incorporates stones. We see the opportunity to weave stone-related idioms into the messaging. Following are idioms to consider as the situation fits. These messages should be accompanied by complementary visual elements. They should be used sparingly, not as key messages.*

- Clear the path: Remove obstacles or difficulties.
- Forge a new path: Create a new way of doing something, to be innovative.
- Grains of sand: Small parts of a larger whole.
- Guide down the path: Help or mentor someone in the right direction.
- Leave no stone unturned: Search thoroughly for something, make all efforts to accomplish something
- Make waves: Cause a disturbance or create noticeable changes.
- Off the beaten path: Away from the usual or popular route. Unconventional.
- On the path to success: Making progress towards achieving one's goals.
- On the right path: Heading in the correct direction or making good progress.
- Path less traveled: A unique or unconventional choice or course of action.
- Paths cross again: Meet someone again, intersect with someone.
- Pave the way: Create the conditions or circumstances for something to happen.
- Ripple effect: A situation where one action causes a chain reaction of consequences.
- River rocks: We are formed in fast-moving waters.
- River rocks: Our community is diverse. Like river rocks, we are many shapes, sizes and colors.
- Rock-steady: Very stable and reliable.
- Rock the foundations: Cause fundamental changes.
- Rock your world: Cause a profound or irrevocable change in one's life.
- Set on a path: Begin a particular course of action or way of life.
- Shifting sands: An unstable or constantly changing situation.
- Solid as a rock: Very reliable and dependable.
- Stepping stone: Something used as a way to progress to something or somewhere else.
- Stone’s throw: A short distance, roughly equivalent to how far a person can throw a stone.