

# CASE STUDY

## The Cuyahoga County Board of Health - The Family and Children First Council

### Overview:

The Cuyahoga County Board of Health and The Family and Children First Council needed to implement a marketing initiative that both informed and educated Cuyahoga residents about the alarming rate of teen pregnancies in the county. Research shows that Ohio has one of the leading rates of teen pregnancy in the country.

### Strategy:

Singleton & Partners created a comprehensive marketing plan with measurable results.

- 1) Singleton & Partners solicited help from various organizations, companies, civic and community leaders in efforts to leverage resources and form strategic partnerships.
- 2) Singleton & Partners ran a full-scale marketing campaign that included print, radio and outdoor ads.
- 3) Singleton & Partners implemented a grass roots program, hosting Teen Summit 2003 & 2004 - which involved both teens and their parents. Each summit dealt with a different issue identified in the research, including peer pressure, drug and alcohol use among teen and lack of communication between teens and parents. Teens heard from influential speakers who also participated in workshops held at various locations throughout the community.



**SINGLETON & PARTNERS, LTD.**  
Multicultural Marketing Solutions

### Results:

Singleton & Partners delivered the following results:

- 5,000 teens and parents participated in Teen Summits 2003 & 2004.
- Over 100 organizations, companies and individuals participated in the programs including The Cleveland Indians, The Cleveland Cavaliers, Radio One, City Year Cleveland, Loews Entertainment, Magic Johnson Theatres, Viacom Outdoors, Cleveland State University and The Cleveland Municipal School System.
- Radio promotions sparked hundreds of calls from future Teen Summit participants.
- A mailing list of 3,000 Teen Summit participants was created and turned over to clients for future use.



*Two of six interior bus cards promoting the Teen Summit*



*Graphic for full size city bus ad*

for more information on the Multicultural Marketing firm of **SINGLETON & PARTNERS**, go to [www.singletonpartners.com](http://www.singletonpartners.com) or call 216.344.9966