

Ohio RETAIN Success Story (June 2022)

Ohio RETAIN Rebrands and Expands

Ohio RETAIN rebranded its program, developed a social media plan, and revised its eligibility criteria to change perceptions and expand the program.

BACKGROUND

Ohio RETAIN identifies services, tools, and accommodations that can help workers with an illness or injury stay at work or return to work (SAW/RTW) while they recover. The goal is to prevent long-term unemployment and permanent disability while helping people maintain their employment and quality of life.

CHALLENGE

During the first phase of the program, Ohio RETAIN received feedback from program participants and Ohio RETAIN team members that the program website and print materials appeared to represent a workers' compensation program. Yet Ohio RETAIN assists those with injuries and illnesses that occur off the job. To help change these perceptions, Ohio RETAIN rebranded its visual identity and messaging.

Ohio RETAIN also set goals to expand the program's reach by revising its eligibility criteria to include those who had experienced a cardiac event. To increase awareness of these changes, Ohio RETAIN used social media to create simple messaging to the public that clearly described the program and communicated its purpose. Ohio RETAIN believed these actions would increase enrollment in the program.

ACTIONS

To promote the program's services and expanded reach, Ohio RETAIN implemented several strategies.



Challenge-Action-Results

Challenge: Ohio RETAIN wanted to expand the program and change perceptions about its services.



Action: Ohio RETAIN rebranded its program, established a presence on Facebook and LinkedIn, revised its eligibility criteria, and added two service areas to its program.

Results: Ohio RETAIN increased the number of program participants by 48 percent, joined Mercy Health events, and expanded its reach on social media.

Rebranded the program. Ohio RETAIN asked program participants and Ohio RETAIN team members to share their ideas on what the program’s key messages should be. After gathering this information, Ohio RETAIN crafted and tested messages with selected audiences. Based on these tests, Ohio RETAIN posted the rebranded materials to the program website under the new program name “RETAINCares.” To promote the new brand, Ohio RETAIN also developed a webpage for the Mercy Health website. The program is producing a public service announcement (PSA) with the new branding. This PSA should be ready to promote in summer 2022.

Developed a social media plan. Through social media, Ohio RETAIN hopes to connect with different cultures and communities they may not be able to reach in person. They worked with a marketing strategist to create accounts on Facebook and LinkedIn; track post statistics; and expand online reach. In Ohio RETAIN’s first month of social media usage, they gained 125 followers across both Facebook and LinkedIn.

Mercy Health Community Outreach took notice of Ohio RETAIN’s social media posts. They asked Ohio RETAIN to participate in health fairs for low-income and underserved populations and other community events.



Expanded program reach and raised awareness.

Ohio RETAIN increased its reach by expanding eligibility for RETAIN services to include people who experienced cardiac events. Initially, eligibility criteria only covered nonoccupational musculoskeletal illnesses or injuries. The program found that people who received pacemakers after a cardiac event could no longer work around certain machinery. Ohio RETAIN positioned itself to assist with career retraining for participants who experienced cardiac events. To raise awareness among stakeholders, Ohio RETAIN announced these actions through social media.

KEY TAKEAWAYS AND RESULTS

Ohio RETAIN established direct access to stakeholders, raised awareness of Ohio RETAIN, and changed perceptions of the program among potential participants, employers, and health care providers through the following:

- ✓ *Rebranding the Ohio RETAIN program to better reflect its services.*

Stakeholders thought Ohio RETAIN was a workers’ compensation program. The program changed its branding to “RETAINCares” and rewrote its materials to better explain Ohio RETAIN’s services and eligibility requirements.

✓ *Developing and implementing a social media plan to reach potential program participants.*

To reach new audiences, Ohio RETAIN collaborated with a marketing strategist to devise a social media plan to increase followers, drive traffic to the Ohio RETAIN website, gain new leads, and boost community engagement.

✓ *Expanding Ohio RETAIN's reach by adding two service areas, revising its eligibility requirements, and increasing awareness of its efforts.*

To help reach its ultimate goal of increasing enrollment, Ohio RETAIN revised eligibility requirements to include those who had experienced a cardiac event. Ohio RETAIN used social media to increase awareness of these actions.



Ohio is participating in RETAIN (Retaining Employment and Talent After Injury/Illness Network) to build connections and improve coordination among employers, health care providers, and other key parties to help newly injured and ill workers stay in the workforce. The Ohio Department of Job and Family Services (ODJFS), in coordination with several partners, leads Ohio RETAIN. The U.S. Department of Labor, in collaboration with the Social Security Administration, sponsors RETAIN.

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