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# Creating Attention Grabbing Campaigns

July 22, 2025

# CHA's Approach to Public Affairs

- ➞ Supporting CHA's Priorities
- ➞ Leading vs. Collaborating
- ➞ Proactive vs. Reactive Advocacy
- ➞ Identifying and deeply understanding our key audiences



# Brand Awareness Campaign

- ➔ Increase brand recognition, build positive sentiment
- ➔ On-going, longer campaign timeline
- ➔ Positive, uplifting tone + messages
- ➔ Subtler call to action

# Issue Advocacy Campaign

- ➔ Educate/influence around a specific policy priority
- ➔ Tied to a specific deadline
- ➔ More serious, sometimes urgent tone
- ➔ Strong call to action

# Campaign Considerations

Set Your  
Strategy

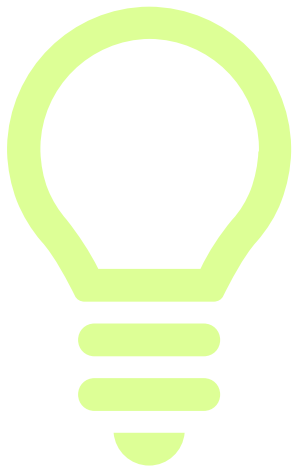
Identify  
Audience

Select Tactics +  
Channels

Craft  
Compelling  
Content

Define  
Success

## \*Made Possible By Your Children's Hospital

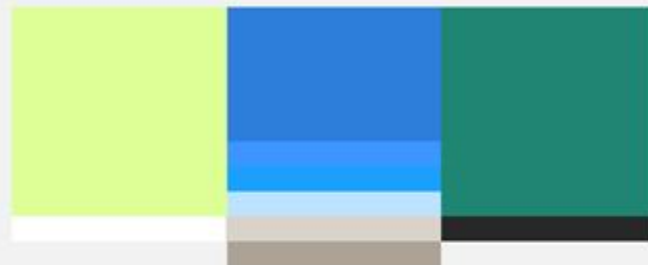


### Insight

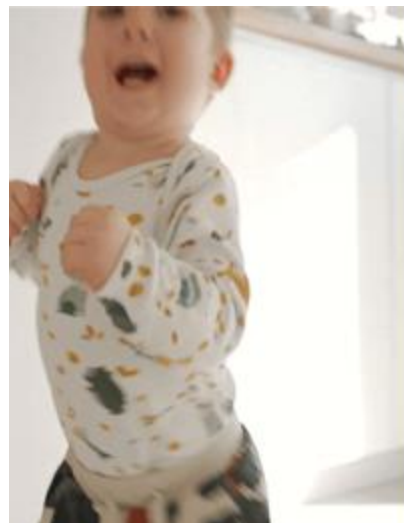
Every parent and guardian wants to be there for their child's firsts and big milestone moments. Children's hospitals make these moments possible.

### Idea

Children's lives are marked by important moments. Big moments — birthdays, their first step — and small moments — playing dress up with friends, a visit to the zoo. Children's hospitals provide invaluable care to children of all backgrounds, **making it possible** for children and their families to experience the important moments — both big and small.



**SMALL  
MOMENTS  
BIG  
MOMENTS**




**FIRST  
WOBBLY  
STEPS\***

\*Made possible by your  
children's hospital

[madepossible.org](http://madepossible.org)



Children's Hospital Association



**ANOTHER SILLY SMILE\***

\*Made possible by your children's hospital

1,331 likes

Children's Hospital Association We treasure each one of our children's firsts. With each important moment, we watch our kids grow up a bit more. Children's hospitals provide advanced treatment for children with some of the most complex and rare conditions — regardless of their family's circumstances or ability to pay. For the most comprehensive, highest quality care, choose a children's hospital — to make the moments that matter possible.



**ANOTHER WORK OF ART\***

\*Made possible by your children's hospital

CH CHILDREN'S HOSPITAL ASSOCIATION



**ANOTHER LAST DAY OF SCHOOL\***

\*Made possible by your children's hospital



**\*MADE POSSIBLE BY YOUR CHILDREN'S HOSPITAL**



**\*MADE POSSIBLE BY YOUR CHILDREN'S HOSPITAL**

**MOMENTS THAT MATTER\***

\*Made possible by your children's hospital

Discover More →

CH CHILDREN'S HOSPITAL ASSOCIATION

## Audience

Beltway - policy makers, opinion elites, patient advocates, and media.

## Tactics

Paid media  
CHA social media  
Earned media  
Member engagement  
Sponsorships  
Experiential event  
Influencer activation

## Channels

Microsite  
Paid - Meta, LinkedIn, Display ads, Out-of-home, CTV, YouTube, Search, Native, Boosted Organic  
Owned - LinkedIn, Meta, X, YouTube





It started with just slight off balances.



# Campaign Evolution

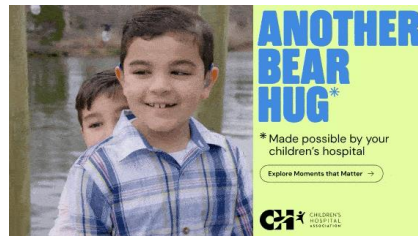
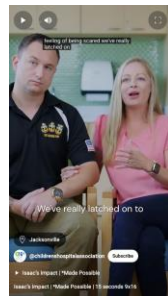
2023



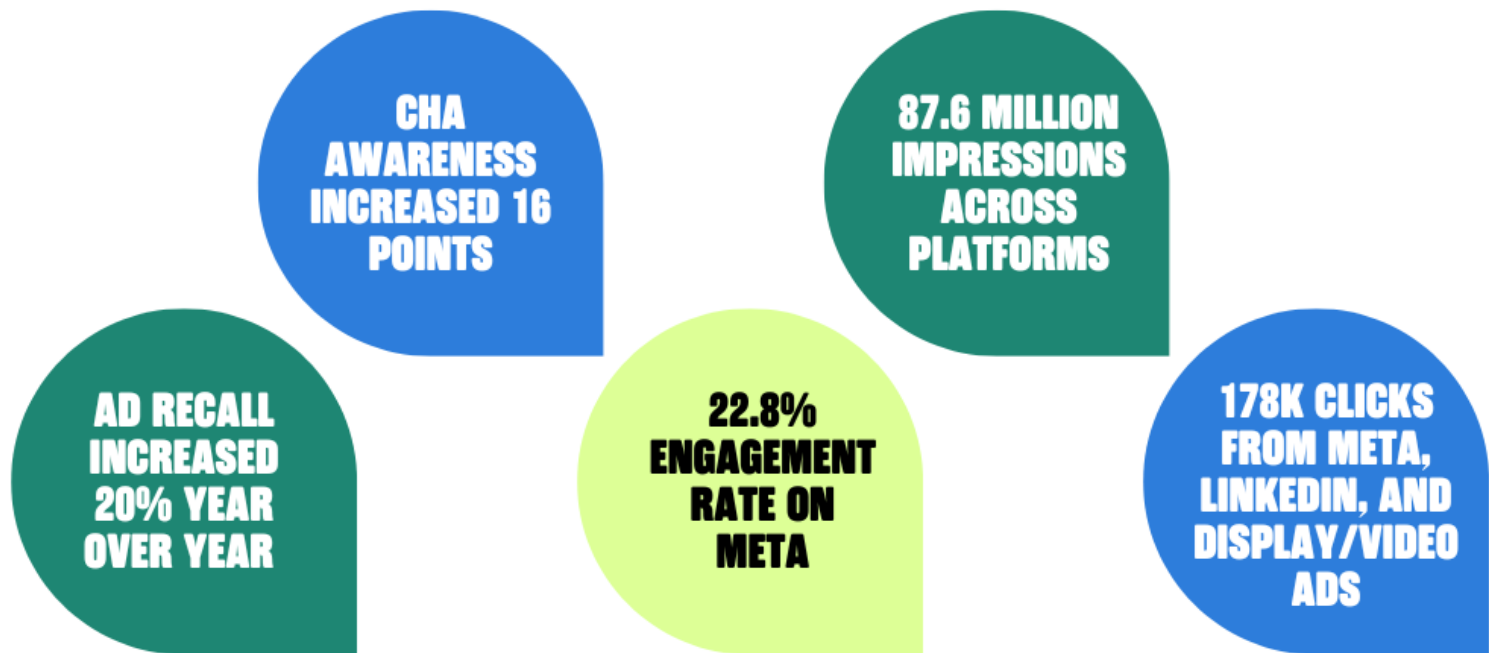
2024



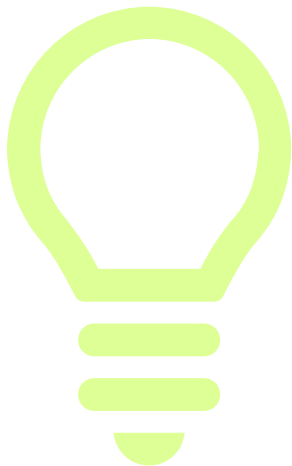
2025



# Impact



# 1 in 2 Campaign



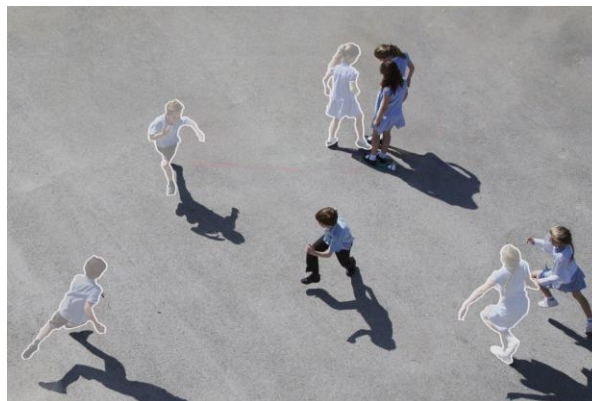
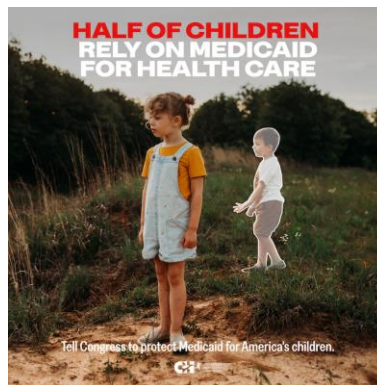
## **Insight**

Medicaid covers approximately half of America's children, half of the patient mix at children's hospitals, and nearly half of all births in the U.S.

## **Idea**

50% is too big to not care. The impact of Medicaid cuts to half of America's kids would be devastating.

This campaign would highlight the impact of Medicaid cuts by illustrating the drastic 50% statistic.



## Audience

Beltway - policy makers, staffers, and administration influencers.

## Tactics

Paid media  
CHA social media

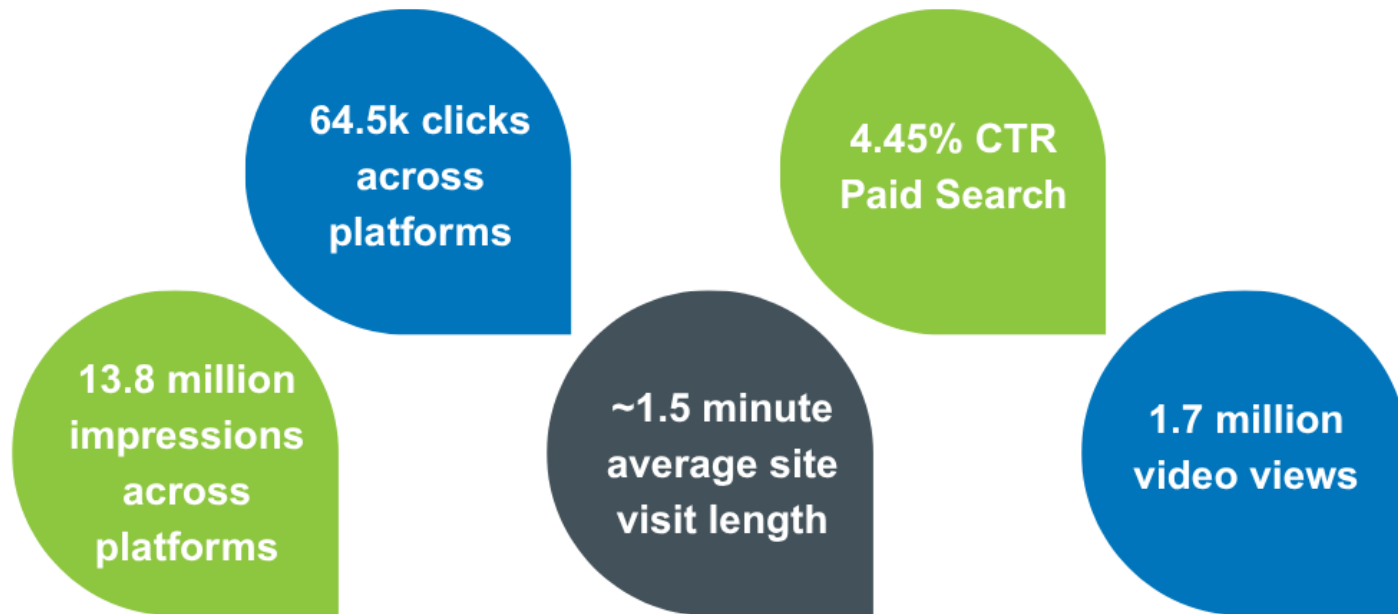
## Channels

Microsite  
Paid - Facebook, LinkedIn, Display ads, CTV, YouTube, Search, Native  
Owned - LinkedIn, Meta, X, YouTube





# Impact





# Summary

**LEAD WITH  
INSIGHTS**

**KNOW WHAT  
RESONATES**

**CONTINUALLY  
REFINE +  
OPTIMIZE**





# Thank You!

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