

The background features large, abstract yellow shapes, including a large circle at the top and a large, angular shape at the bottom. On the left side, there are two overlapping semi-circles.

# **Improving Health Education Access for North Dakota Communities**

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**KAT & Company**, a trusted partner of federal, state, and tribal governments, as well as corporate and non-profit organizations, excels in delivering service-oriented innovation and expertise. Since its inception in 1989, KAT has been committed to empowering individuals and achieving positive, measurable outcomes for its clients.

KAT's dedication is highlighted in their specialized work for the State of North Dakota. **Over the past 35 years**, KAT has been instrumental in creating public health content that is specifically tailored to nuanced audiences and locations.

## Results are achieved through:

### Customized Networks

- **GoodHealthTV® Network:** Specifically serves national Indigenous audiences across over 736 locations in 36 states, delivering health and wellness content.
- **Living Local Network:** Focuses on local North Dakota communities, providing relevant health and wellness information with 121 monitor displays in 83 unique communities and growing.

### Innovative Apps

- **Living Local Mobile App:** Eighty-six apps across North Dakota enhance the reach of health content to local populations through a user-friendly digital platform.
- **Native Reach Mobile App:** With twenty-four apps nationwide tailored to meet the needs of Indigenous communities, the Native Reach app is a vital tool in disseminating health and wellness information.

Building on this foundation, we now delve into the specific strategies with proven impact in the field of health communication and outreach.



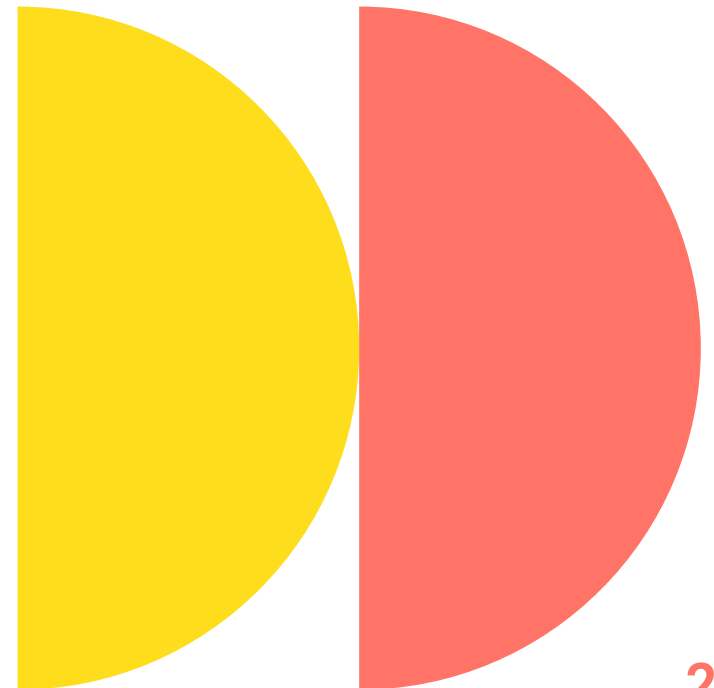
# Introduction:

## Comprehensive Rationale for KAT & Company's Project Approach

Welcome to an in-depth exploration of KAT & Company's strategic approach to health communication and outreach. Our methodology encompasses seven key areas, each demonstrating our commitment to delivering impactful health and wellness content, especially to underserved populations. These areas highlight the breadth of our capabilities, the depth of our understanding of diverse communities, and the effectiveness of our methods.

- Focused Engagement with Underserved Populations
- Coverage throughout North Dakota
- Unique Advantages of Point-of-Care Delivery
- Efficacy and Analytics in Point of Care Marketing
- KAT's Technology Strategies and Investments
- Existing Supporters and National Reach
- Testimonials

Each of these points represents a facet of our comprehensive strategy to deliver effective health communication solutions, tailored to meet the specific needs of varied audiences while leveraging the latest in technology and insights from our extensive network of partners and supporters.





## Focused Engagement with Underserved Populations

Understanding and addressing underserved populations, each with unique needs, cultural nuances, information reception methods and core beliefs, has been the cornerstone of our company's methodology. In our journey in developing public health content for such nuanced audiences, we have honed in on a methodology vetted and supported by the CDC called "edutainment" – a blend of education and entertainment—used in the delivery of public health messaging. This strategy aims to lower the audience's guard through entertainment, making them more receptive to educational messages that can spark lasting change. While adhering to the Government Performance and Results Act (GPRA) and Healthy People 2030 objectives for health education, we've found success in creating content that is not just informative but also engaging—be it humorous, heartwarming, or light-hearted. Such content has proven to be more relatable, enjoyable, digestible and effective.

Our commitment to these underserved populations is manifested in two primary initiatives:

- **GoodHealthTV® Network for Indigenous Audiences:** Serving over 736 locations, including schools, community centers, and tribal and federal health facilities, this network and its respective app is tailored to Indigenous health priorities. Our Native Reach division team, specializing in Indigenous outreach, meticulously curates content each month, grounding it in feedback from these locations and national Indigenous health initiatives. The content is culturally resonant both in messaging and visuals, involving Indigenous creatives at all stages along with the partnership of a nationwide network of freelancers, ensuring that it engages and empowers a national Indigenous audience.
- **Living Local Network for Rural Communities:** Recognizing the unique challenges of small, rural communities—often isolated and with limited access to healthcare—this network bridges the gap. The Living Local Network and its corresponding app provide crucial, time-sensitive community and health information. With the help of push notifications, this includes updates on COVID-19 vaccine clinics, local events, and other vital health-related news, thus keeping these tightly-knit but geographically dispersed communities informed and connected.

These initiatives underscore our dedication to delivering impactful health and wellness content that respects and reflects the diverse fabric of many communities.

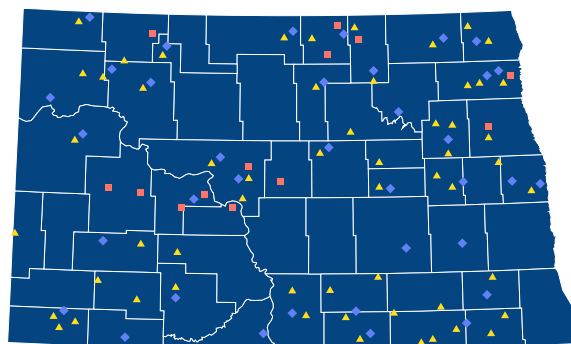
# 2

## Comprehensive Coverage Across North Dakota North Dakota's Rural Reach:

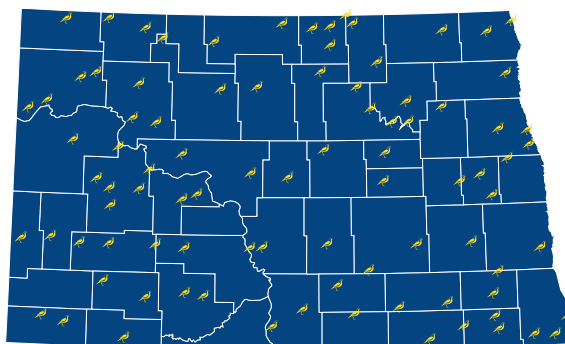
The North Dakota State Office of Rural Health reports that 50.2% of the state's population resides in non-metropolitan areas. Despite the appealing aspects of rural life, challenges such as poverty, economic instability, and limited healthcare access disproportionately affect these communities. This is particularly true for American Indians living in rural reservation areas. The Living Local Network, in partnership with GoodHealthTV®, plays a pivotal role in bridging the information gap in these communities. Our networks extend beyond rural healthcare facilities, reaching places where rural residents commonly gather, like clinics, community centers, city hall offices, convenience stores and schools. The images below show the many areas where Living Local Network is reaching the rural audience in a healthcare setting. They serve as a testament to Living Local Network's effectiveness in disseminating health and wellness information to remote and underserved communities throughout North Dakota.

Map of North Dakota Rural Healthcare Facilities

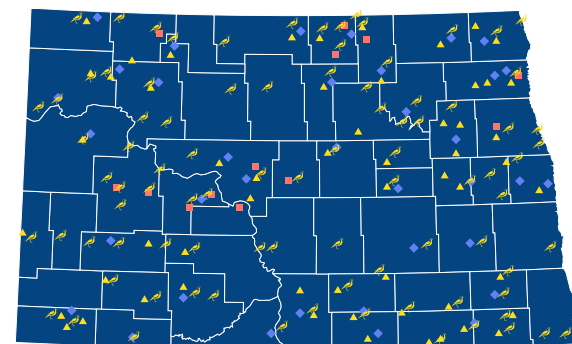
Data sourced from the Rural Health Information Hub



Local Network Coverage in North Dakota



Convergence Map: Rural Healthcare Facilities and Living Local Network Coverage in North Dakota





## Trusted Information Sources:

KAT established its first point of care network in 2006. GoodHealthTV® began by placing monitors in each North Dakota reservation. By 2016, the North Dakota Health Network, now known as the Living Local Network, had emerged. The network now has over 150 locations statewide and growing. Over the last nearly 20 years, these networks have become trusted sources of health and wellness information, thanks to their community-connected approach. Our content is tailored to represent the viewers and not just serve as generic announcements. Our sources include reputable organizations like the Centers for Disease Control, National Institutes of Health, Mayo Clinic, World Health Organization and State agencies.

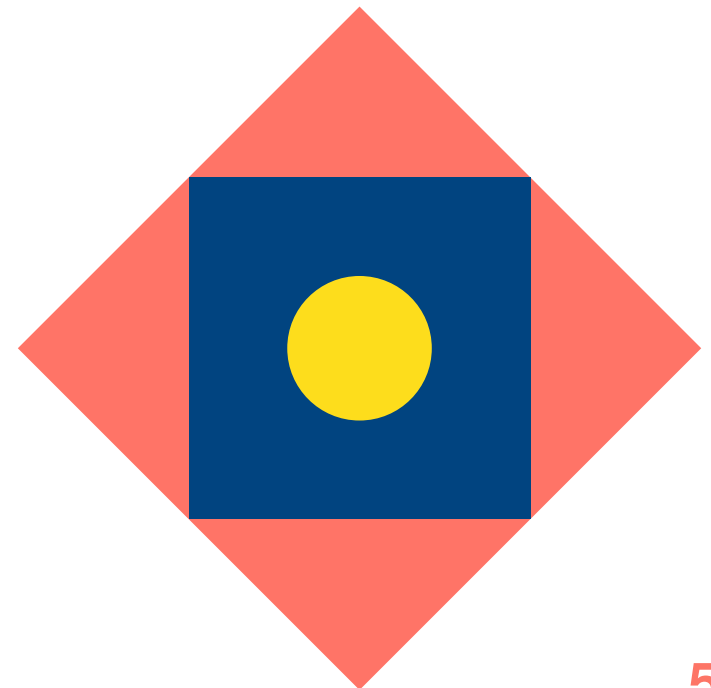
Yearly traffic impressions for Living Local Network: 1,060,476

Yearly traffic impressions for North Dakota GoodHealthTV®: 454,177

## Enhancing Health Literacy and Emergency Response:

In addition to providing ongoing health education, our networks play a crucial role as a sustainable approach to responding to public health emergencies. GoodHealthTV® and the Living Local Network, along with their mobile apps, offer a swift means to disseminate public health information to rural communities through the help of push notifications that bring the crucial information right to the front of people's phones. The comprehensive coverage across rural and community-centered areas, as depicted in the maps, ensures a wide-reaching impact. During the COVID-19 pandemic, KAT produced extensive COVID-19 related content for GoodHealthTV® and Living Local displays and apps, demonstrating our ability to respond quickly and effectively in times of crisis.

Integration into Community Infrastructure: Both GoodHealthTV® and the Living Local Network are more than just information providers; they are integral parts





## The Unique Advantages of Point of Care Delivery

**From Mass to Quality Impressions:** Traditional advertising channels like newspapers, radio, and television try to cast a wide net as do digital marketing platforms. Despite their capability to generate large impression counts, advertisements on these platforms miss an entire audience of individuals who don't have access to or don't use social media or the internet regularly. Not only that, but social media also often faces the criticism of being viewed as not an entirely trusted source. As an individual's income level decreases, so does their usage across the social media channels. This leaves a huge outreach gap with these populations, specifically rural and Indigenous audiences. In contrast, our networks are designed to provide content precisely when and where it matters most to the audience and within trusted locations. Our screens are where they shop, where they work, where they spend their free time but, most importantly, where they are already thinking about their health. By pairing EDUTAINMENT with CONTEXTUAL MARKETING, we can increase receptiveness and engagement — the hallmarks of a quality impression.

**Addressing Health Information Disparity:** Studies indicate that there is a direct correlation between health literacy and wellness — more informed citizens are proven to lead healthier, safer lives. However, access to health and wellness information isn't uniformly distributed across North Dakota. Our approach is distinct in delivering targeted, educational content written at a fifth grade reading level that is digestible to vulnerable populations, thereby narrowing the health equity gap in a manner unachievable by other advertising mediums.

Our network's strength lies in the edutainment model, which blends education with entertainment to effectively communicate crucial health messages. Neuroscience research supports our model by proving that humor activates the brain's dopamine reward system, stimulating goal-oriented motivation and long-term memory, which means humor can improve retention. The key is not just the content itself, but also the strategic delivery — considering the location, timing, and manner of presentation to maximize impact.

**Pairing Edutainment with Contextual Marketing:** Contextual marketing involves tailoring ads to the environment in which your target audience is consuming your message. For example, if a user is reading an online article about easy school-night recipes, they may see ads for family friendly meal delivery services. Contextual advertising is based on the idea that if a person is browsing a site related to a specific topic, they will be more receptive to hearing about a relevant or related topic. In fact, research shows that placing your ad in the right context can result in increased engagement by a multiple of four to ten.

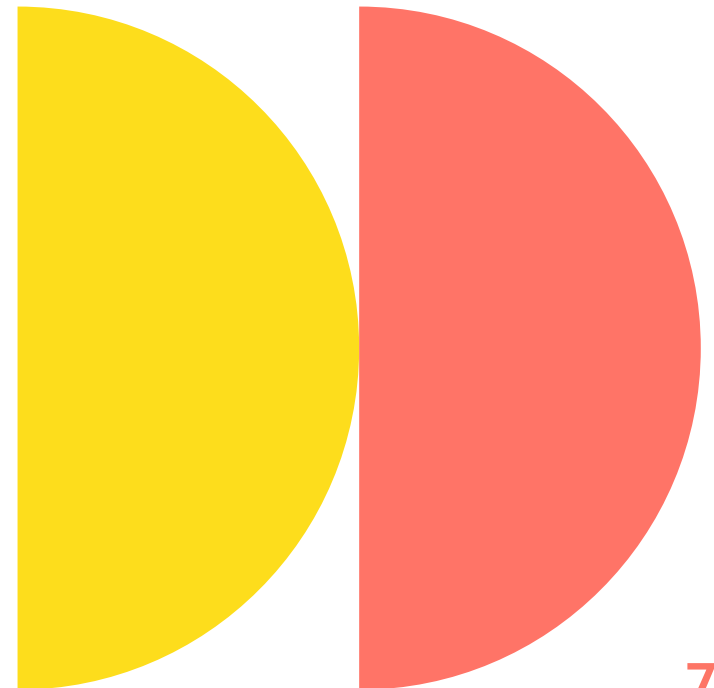




Social media investments gauge by metrics like impressions and cost per thousand (CPM), a more critical factor is the intrinsic value of each impression. Investing in our networks ensures that the impressions you're paying for are quality impressions by reaching individuals often missed in outreach and in a setting and mindset conducive to message receptiveness, engagement, and retention.

**Advertising on our networks can:**

- Enhance receptiveness: Using contextual marketing, we capture the audience's attention at moments when their guard is down, when health is already a priority in their minds and at a level most ages and reading levels can comprehend.
- Boost engagement and retention: Through our edutainment model, we make learning enjoyable, which statistically enhances engagement and message retention.
- Promote health equity: Our networks play a crucial role in leveling the informational playing field, providing access to vital health information for the most vulnerable groups, no matter the education/reading level.
- Be a catalyst for positive behavioral, mental, and physical change in North Dakotans.



# 4

## Efficacy and Analytics in Point of Care Marketing

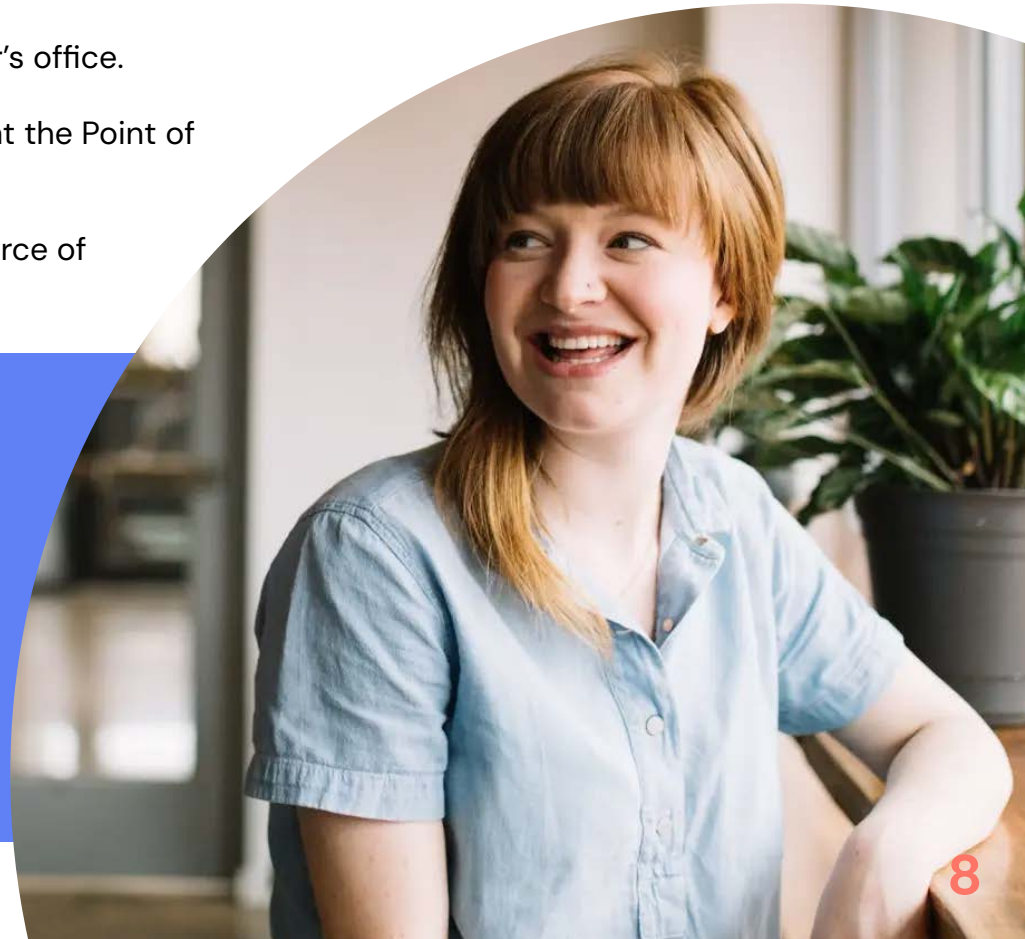
**Impact of Point of Care (PoC) Marketing:** The efficacy of Point of Care marketing is well-documented by the Point of Care Marketing Association. Their findings indicate that exposure to multi-channel marketing, including PoC, yields more effectiveness than single-media channel strategies. Key statistics include:

- 68% of individuals exposed to PoC marketing requested a specific medication prescription.
- 84% were more likely to inquire about an advertisement they saw at a healthcare facility.

**Point of Care Market Insights:** In 2023, the Point of Care advertising space reached an investment of \$946 million, emphasizing its growing significance and utilization within effective media plans. Additional research highlights include:

- **82%** of individuals have visited a healthcare provider at least twice in the past year.
- **40%** recall advertisements and messaging seen in a doctor's office.
- **A majority of patients** perceive information presentation at the Point of Care as both trustworthy and useful.
- **90%** consider their primary care provider as a valuable source of healthcare information.

**Case Study – Women's Way Impact:** The North Dakota Department of Health's Women's Way initiative exemplifies the effectiveness of our network. After integrating GoodHealthTV® airtime, the program witnessed remarkable increases in breast and cervical cancer screenings among Native American women — **18.37%** in the first year and **24.14%** in the second. The following three years saw sustained growth in new and re-enrollments, with a **50%** surge in new enrollments initially. This showcases the real-world impact of our content delivery approach, affirming the power of media when leveraged thoughtfully for health promotion.

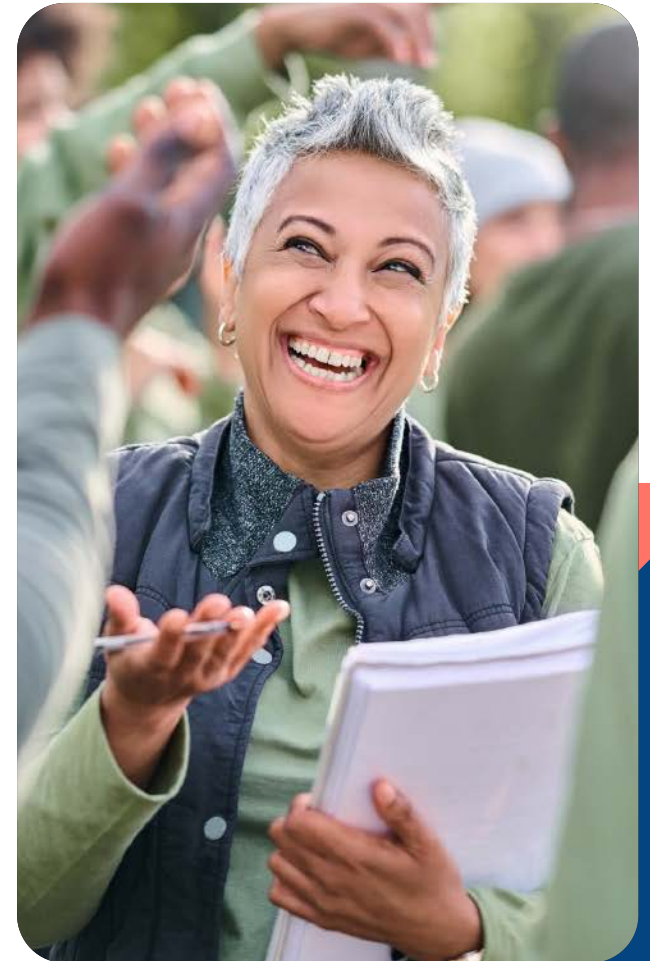


# 5

## KAT's Use of State of the Art Narrowcast Technologies

KAT's continuous investment in infrastructure ensures our networks stay online, viable and updated. Real time offline alerts allow technicians to contact subscriber locations for prompt resolution. The specifics of these efforts are detailed below.

- **Enhanced Security Features:** Strengthened protection to safeguard data and user privacy.
- **4K Video and Audio Upgrades:** Superior quality in media presentation, ensuring a more engaging and immersive experience for the audience.
- **99.9% Uptime Guarantee:** This ensures almost uninterrupted service, crucial for consistent content delivery.
- **Modernized Layout:** A refreshed and user-friendly interface to improve user interaction and engagement.
- **Improved Connectivity:** Enhancements in internet and network connections to ensure smooth and reliable content streaming.





**Innovative Offline Platform:** A new offline ticketing platform was implemented that optimizes technical support services to ensure screens are actively airing. This platform enables:

- **Real-Time Tracking of Offline Players:** Faster identification and resolution of issues, reducing downtime.
- **Ongoing Location Audits:** Regular, boots-on-the-ground checks to ensure monitor functionality and active airing. Ongoing facility check-in calls to proactively plan for facility changes.
- **Archiving of Connection and Troubleshooting History:** This allows for a proactive approach in identifying and addressing network issue trends, enhancing the overall user experience.

**Expanded Communication Channels for Technical Support to Ensure System Broadcast Integrity:** To provide the highest level of technical support with user ease, KAT utilizes multiple communication methods. Subscriber locations can now choose from the following options for assistance:

- **Text Messaging:** For quick and convenient problem-solving on the go.
- **Email:** Detailed communication and documentation of issues and resolutions.
- **Phone Calls:** Direct and immediate assistance for more complex issues or real-time troubleshooting.

**Upgraded Linux-Based Software:** KAT has invested in advanced Linux-based software to enhance the delivery and security of its content. Key features of this upgrade include:

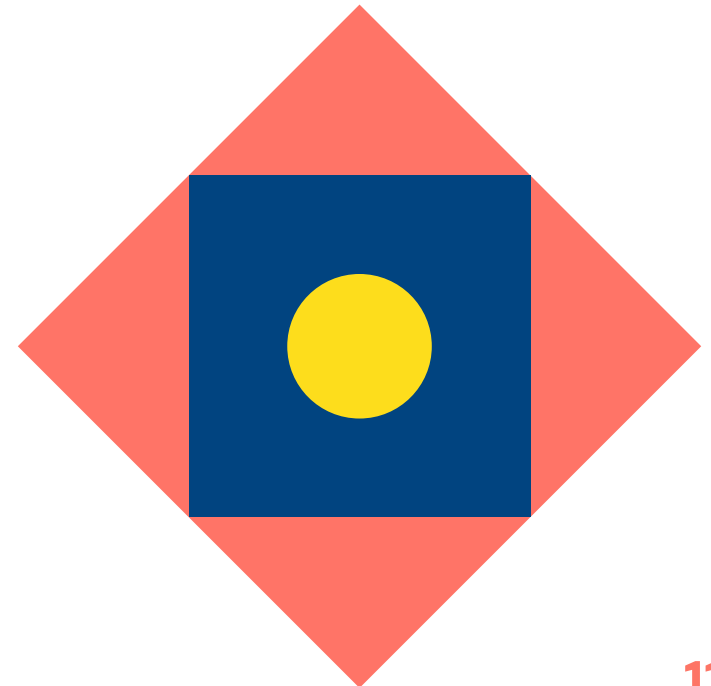
These technology strategies and investments reflect KAT's commitment to providing high-quality, reliable, and secure content delivery. By continuously improving our technological infrastructure, we ensure that our content is not only available but also delivered in a manner that aligns with modern standards and client expectations.

# 6

## Existing Supporters and Partners

KAT & Company proudly collaborates with a diverse array of esteemed organizations and agencies, each playing a vital role in our mission to deliver effective health and wellness content. Our existing supporters include:

- **American Heart Association**
- **Centers for Disease Control and Prevention Initiatives:**
  - Injury Prevention
  - Opioid Prevention
  - Office of Minority Health and Health Equity
  - Tobacco Cessation
  - Child and Maternal Health
  - New Beginnings
  - Diabetes Prevention Program
- **AARP**
  - Census
  - Voter Education and Registration
  - Emergency Broadband Access Program
  - Diabetes
  - Fraud Watch
  - Home Alone Alliance
  - Caretaker Education and Recruitment
  - Physician Recruitment
  - Behavioral Health Career
- **Substance Abuse and Mental Health Services Administration**
- **U.S. Department of the Interior**
- **U.S. Department of Justice**
- **Indian Health Services**
- **U.S. Department of Health and Human Services**
- **Centers for Medicare & Medicaid Services**
- **Women's Way**





## Existing Supporters and Partners

- **Tribal Health Boards and Organizations:**
  - Great Plains Tribal Leaders Health Board
  - Southern Plains
  - United South and Eastern Tribes
  - California Rural Health Board
  - Rocky Mountain Health Board
  - Great Lakes Tribal Epidemiology Center
  - Northwest Portland Area Indian Health Board
  - Alaska Area Health Board
  - Inter Tribal Council of Arizona
  - National Indian Health Board
- **North Dakota Centers for Persons with Disabilities**
- **Minot Disabilities**
- **Academic Institutions:**
  - Montana State University
  - University of North Dakota Center for Public Health
- **Association of American Indian Physicians**
- **Federal Emergency Management Agency**
- **State Health Departments:**
  - Minnesota
  - South Dakota
  - Montana
  - Oklahoma
  - Arizona
  - California
  - Washington
  - Nevada
  - Utah
  - South Carolina
  - Wisconsin
- **Oklahoma Tribal Engagement Partners**
- **Proof Alliance**
- **Casey Family Program Foundation**
- **Abused Adult Resource Center**
- **American Indian Council on Alcoholism, Inc**

Note: Additionally, there are specific programs under various organizations that are integral to our network's reach and impact, such as the ND Oral Health Prevention Program, Maternal and Child Health, Opioid, Mental Health, Addiction, Aging Services, Medicaid/Care, Infectious Disease, Health Equity Office, Division of Injury Prevention, and Infant Friendly Workplace initiatives.

# 7

## Living Local Testimonials

We have had the Living Local Network available in our waiting room for many years. Our clients continue to express how interesting and refreshing they find the content. As a public health unit, health prevention is our business and being able to provide accurate prevention content in our waiting room is invaluable. The Living Local Network team has made it so easy to use and is always available for any technical issues that arise. We also like being able to add our own program and event information on the sidebar of the content. Adding this information is quick and easy. We love the Living Local Network!

- **Erin Ourada**,  
MPH, REHS/RS, Administrator,  
Western Plains Public Health, Mandan, ND

The Living Local Network has been a great addition to our organization. It provides our clients and families with critical up-to-date health and safety related information. The information presented helps educate and further improve the lives of those living in our community.

- **Brandon Kjelden**,  
CCAP, Executive Director, Fargo, ND,  
[www.sendcaa.org](http://www.sendcaa.org)

# 7

## Living Local Testimonials

Having content streamed into our waiting area has been greatly appreciated! It's nice to know that our clients receive valuable health information while they wait to be served in our office. The time and effort that the Living Local Network team puts into providing quality content is evident and an asset to our local health department.

- **Allen Anderson,**  
RDN, LRD, Administrator,  
Walsh County Health District, Grafton, ND

The Living Local Network TVs have been good conversation starters for some students. Since ours is in a main hallway, our sound is muted, but often students will stop and read the materials or CC, and I'll hear them talking about the message with a student they are walking with. Heather has also been wonderful for getting our information into the sidebar very quickly!

- **Scott Conrad,**  
Technology Department,  
Thompson Public School, Thompson, ND



# 7

## Living Local Testimonials

The Living Local Network has been a great addition to City Hall. The informational ads are great and always changing. The community seems to really enjoy the fun and relevant advertisements.

- **Angie Evans,**  
Community Center Manager,  
Deputy Auditor, City Assessor  
City of Hankinson, ND

In October 2023, we enhanced our breast cancer awareness month campaign through a partnership with KAT & Company's Living Local Division. Using their network of apps, we aimed to amplify our message among North Dakota's rural populations. Many communities in the Living Local app network are among some of our hardest-to-reach. Using push notifications, messaging about Women's Way was delivered to app users statewide. We were pleased to note an increase in inquiries about our program in the weeks and months following the push notifications. When asked how they heard about Women's Way, they specifically mentioned their community's Living Local app. This tactic proved to be a valuable tool in our efforts to enroll more women for breast cancer screenings.

- **Amy Keller,**  
Priority Populations Outreach Coordinator,  
Women's Way, North Dakota Department of  
Health & Human Services



## Living Local Testimonials



KAT & Company has been working with the North Dakota Department of Health & Human Services to provide critical health outreach to the state's hard-to-reach citizens in vital public health and community facilities through both GoodHealthTV® (GHTV) and the Living Local Network (LLN). This innovative solution has been a valuable tool in our health equity efforts, addressing health literacy in low-income and hard to reach populations and decreasing health disparities around the state.

Women's Way, the North Dakota Breast and Cervical Cancer Early Detection Program strongly believes in the benefits GHTV and LLN provide and would recommend them to any business or organization considering an investment in enhanced community outreach.

The networks air on 151 displays in communities throughout the state. Content covers a wide variety of topics including cancer prevention and mental health. Women's Way has also held contracts with KAT to expand the network and reach of this vital messaging. We are proud of this investment in health education for North Dakota communities.

Women's Way would be available for any questions you may have regarding KAT & Company's work or our experience with their GoodHealthTV® and Living Local Network methodology.

- **Amy Keller,**  
Priority Populations Outreach Coordinator,  
Women's Way, North Dakota Department of  
Health & Human Services

- **Susan Mormann,**  
Director, Women's Way  
Unit Director, Health Promotion & Chronic  
Disease Prevention



# 7

## GoodHealthTV® Testimonials

We've been very pleased with GoodHealthTV® thus far. It has been and will continue to be an excellent resource of public information for our patients.

- **Robert Lincoln,**  
B.S. MHA  
Health Director  
Black Hawk Health Center

As I mentioned in our conversation, we run GoodHealthTV® in two locations in our community. The information provided is timely as to what is happening in our world such as health concerns, health issues our individuals are facing, current trends both good and bad. The videos are well done. Some make us think, some make us laugh, others make us do something better for our health and the health of our families. We use the option of adding our own programming to the right side screen which is specific to our community, such as events and health tips. GoodHealthTV® has provided us with a useful platform – Keep up the good work!

- **Deanna Moore,**  
Director of Health & Wellness  
Yocha Dehe Wintun Nation



## GoodHealthTV® Testimonials

GoodHealthTV® has been a very helpful tool in raising the overall health literacy of the citizens of the MHA Nation. As the Health Administrator for our Tribe: I appreciate that we are able to provide this level of consistent education covering a vast array of health topics supporting our health and wellness goals.

We are committed to the continued operation of GoodHealthTV® for our citizens, recently expanding to fourteen GoodHealthTV® locations across MHA Nation communities and service locations.

- **Jared Eagle,**  
MHA Nation Health Administrator

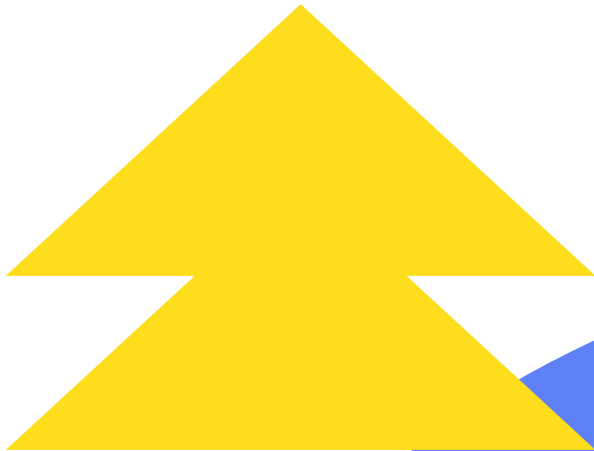


## Conclusion: Reflecting on KAT & Company's Impact in Health Communication

As we conclude this exploration of KAT & Company's strategic approach in health communication and outreach, it's clear that our comprehensive methods and diverse initiatives have significantly contributed to creating real, apparent change in public health, especially among underserved populations in North Dakota and the nation. Each of the seven key areas we've discussed not only underscores our commitment but also demonstrates our ability to adapt and respond to the unique needs of diverse communities through innovative solutions. From our targeted efforts in reaching underserved populations with GoodHealthTV® and the Living Local Network, to extending our reach throughout North Dakota, we have shown a deep understanding and respect for the cultural contexts and needs of the communities we serve. Our comparative analysis with digital marketing and social media further highlights the distinct advantages of our content and its delivery, making it more relevant, engaging, and impactful. The implementation of advanced technology strategies affirm our dedication to not just keeping pace with current trends but also setting new standards in the industry. The support and trust we've garnered from national organizations and local entities alike speak volumes about the effectiveness and credibility of our work.

The testimonials from our clients and partners are perhaps the most telling. They provide a glimpse into the tangible benefits and positive changes that KAT & Company's efforts have brought about in various communities.

As we move forward, KAT & Company remains dedicated to its mission of empowering individuals with health knowledge, closing the health equity gap, and fostering healthier communities. Our journey thus far has been marked by innovation, responsiveness, and a deep commitment to public health, and we are excited to continue this path, adapting and evolving to meet the ever-changing needs of the communities we serve.



**KAT&**  
C O M P A N Y