CIPR PROFESSIONAL PR DIPLOMA

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UNIT 3: PR management, measurement and evaluation

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<td>Support research and feedback</td>
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THE MATER HEART RUN: Evaluating the Management and PR Strategies of the Campaign

PART I: MANAGEMENT PROPOSAL

INTRODUCTION

The Mater Heart Run (MHR) is organized by the Mater Hospital in Kenya. It is called ‘heart run’ because the Mater Hospital uses an annual half marathon to create awareness about heart diseases and appeals to well wishers to donate to the fund to assist needy children in society. The program targets children with heart conditions from underprivileged families.

MHR committee organizes the event annually to mobilize resources from corporate stakeholders and individuals to boost the hospital’s kitty which is used to identify the children with heart ailments through screening during free medical camps, and then conduct cardiac surgeries and procedures on the identified children. The first heart run dubbed the ‘Dettol Heart Run’ was started in 1997 sponsored by Dettol soap in partnership with the Mater Hospital. Having a heart condition in Kenya is like a death sentence because of the inhibitive costs of the operation. On average a heart surgery cost at least 700,000 Kenya shillings which is beyond the reach of many families. The hospital requires families and sponsors to supplement the cost of surgery making it possible for the raised funds to cater for more beneficiaries. The raised funds are invested in an endowment fund and the proceeds are utilized in accordance with the objectives of MHR. The beneficiaries are drawn from all parts of Kenya.

In 2004, the Mater Hospital took up the initiative and renamed it the Mater Heart Run. MHR is used as the major publicity and fundraising event. It also provides the hospital with the opportunity to educate the public on preventive measures of controlling heart diseases. The value of physical exercise in the prevention of heart diseases is therefore reinforced by the campaign. MHR is held once in every 3rd Saturday of May in a calendar year. The choice of the marathon as the anchoring event was guided by the popularity of athletics and particularly the marathon in Kenya.

The rationale for this study is to demonstrate how the Mater Hospital has turned a growing societal problem of heart ailments into a business opportunity using PR
strategies and tactics. The campaign has undergone a full implementation cycle and lessons learned from the annual evaluations provide the feedback for planning and scaling up the campaign outcomes and impacts in the subsequent years.

**Preliminary Survey**

Formative research before the launch of the MHR in 2004 had found that there was low awareness of the Mater Hospital and its services in Kenya. Founded by the Missionary Sisters of Mercy, a majority of Kenyans believed that Mater was a charitable hospital for the poor. The most popular service then was antenatal and maternal care services. The Hospital at that time only had one facility in Nairobi South B area and majority of its clients were from the poor suburbs of Nairobi. The hospital sought to not only grow its client base but also debunk the notion that it is a charitable hospital for the poor by attracting more middle class patients.

**The business objectives of the Mater Hospital are:**

1. To make the Cardiac Unit self sustaining by the year 2030.
2. To increase patient numbers by 3 % annually through efficient and exciting customer experience.
3. To increase the hospital’s market share of medical insurance clients by 30% by the year 2022.

The goal of the Mater Heart Run is to position the Mater Hospital as the regional paediatric cardiac hospital of choice by the year 2022.

**Objectives of the campaign**

1. To grow the hospital’s revenue through the sales of branded merchandise and corporate partnerships and make the cardiac unit self-sustaining by the year 2022.
2. To identify children with heart condition by conducting at least 4 free community outreach programs annually.
3. To increase awareness, understanding and positive feeling towards the Mater Hospital among the middle class population by 12% annually.

The objectives of the campaign are aligned to the business objectives of the Mater Hospital and this helps to make the case for the campaign. According to the
Dictionary of Public Relations Measurement and Research, “Public relations effectiveness” is “the degree to which the outcome of a public relations program is consonant with the overall objectives of the program as judged by some measure of causation” (Stacks & Bowen, 2013).

Anderson et al (2009, p.6) emphasize the importance of setting meaningful, reasonable and quantifiable objectives as they are used in proving the value of PR activity. The widely used measurement tools for a PR activity are outputs, outcomes and business results.

The following are the measurement standards for MHR

**PR STRATEGIES EMPLOYED IN THE CAMPAIGN**

PR strategies are derived from objectives. According to Wilcox, Ault and Agee (1998, p.193), before any PR program is evaluated, it is important to clearly establish measurable objectives. The objectives and the strategies provide the basis for proving the value of a PR campaign.
The following are MHR strategies:

**Sports event and social marketing**

Sports events like MHR marathon can be used to communicate to particular publics; to position the organization and create awareness about the organization’s existence and goals. According to Silvers (2010, p.5) events give organizations the opportunity to ‘come alive’ and show case their service to the community.

To participate in MHR participants are required to purchase branded items from selected outlets. MHR creates the opportunity for sale of branded items shown in figures no. 1, 2, 3 and 4 below. During the heart run both Mater Hospital and the corporate sponsors get the opportunity for media pitching and advertising. The emotive and social value of sports is used to create interest in MHR. The key message is “run and touch a child’s heart”. The marathon accords the hospital the opportunity to educate the public on the benefits of preventive care of heart ailments including physical exercise. In the first one hour of the event’s program, participants are taken through cardio fitness lessons and health talks by the hospital’s cardiologists. In MHR, every participant is a winner. There is no prize money like in other marathons like the first lady’s marathon and the annual standard marathon. All participants are issued with a participation certificate. More resources could also be realized if the organizers were to make the event more competitive by setting aside monetary prizes to be won.

**Figure no1. : Wrist bands KES 400**

**Figure no.2:T-shirt KES 1,000**
Corporate Social Responsibility (CSR)

Corporations are part of the society and their activities impact on the society or their external environment. Drucker (1984, p.59) summed his view of CSR as follows; “… when business turns a social problem into economic opportunity and economic benefit, into productive capacity, into human competence, into well paid jobs and into wealth”.

He went on to say that the first social responsibility of business is to make enough profit to cover the costs of the future. If this social responsibility is not met, no other social responsibility can be met.

Mater Hospital uses funds raised through MHR to conduct its CSR by providing free medical camps during which the hospital screens children to identify potential clients. During these cardiac outreach programs the hospital educates the community on rheumatic fever that leads to acquired heart diseases. The hospital conducts at least 4 camps quarterly where different teams are sent to far flung areas including the remotest parts of the country. The camps offer the staff with the added opportunity to map out areas with higher prevalence for future attention.
There is deliberate focus on inviting mothers and children so that many targeted patients are identified.

The objective of the CSR strategy is to create a positive feeling among the populace that Mater Hospital cares. The hospital’s tag line, ‘we care’ is reinforced by the free medical camp. Matteo (2011) in his article, ‘The business case for corporate social responsibility,’ opines that some of the potential bottom line benefits include reducing costs and risks, gaining competitive advantage, developing and maintaining legitimacy and reputational capital and achieving win-win outcomes through synergistic value creation.

**Stakeholder engagements**

Organizations thrive best when they effectively engage their stakeholders. Morris and Baddache (2012, p.4) contend that when it comes to CSR practices, stakeholder engagement can seem about as cutting edge as bread and butter. The advent of online tools has made it simpler and cheaper to engage, inform and consult with stakeholders and organizations are under pressure to engage appropriately. MHR has devised innovative PR tactics for reaching out to their diverse stakeholders. MHR committee has a scheduled program for visiting schools and persuading them to participate. School parties buy branded items at discounted prices. The committee has also employed innovative media tactics targeting various stakeholders.

To find the best PR strategy or tactic to engage and communicate with the stakeholders it is essential to do a stakeholder mapping, analysis and prioritization in order to design the appropriate tactics.
A good media strategy is the one that hinges on items that captures the target audiences’ attention (Pfau & Wan, 2006, p.101-102). MHR committee employs a variety of media tactics to manage their stakeholder relationships and also to promote a positive image of the campaign. Digital media including tweeter, blogs, face book, you-tube, whatsapp and traditional media via TV, radio, newspapers and the campaign newsletter are used to persuade the publics to donate or sponsor the event. The messages sent to the stakeholders are quite persuasive and touching. For example, “I run because I felt like the child’s life depended on me” or “Little hearts Matter, half a heart, not half life”. However, the potential of social media tools in promoting the objectives of MHR has not been exploited to the maximum.

The messages are illustrated in figure no.6 and 7 below:
Corporate sponsorships

Paula Moore (1997) maintains that corporate sponsorship variously known as event marketing or cause marketing for an event is a means for building goodwill and boosting revenue. The heart run is a noble cause and therefore attracts annual sponsorship from respected corporate organizations. Maintaining a positive image, respected identity and favourable public opinion are what organizations strive for. When sponsors associate with a brand their positive image lends credibility to the sponsored partner and vice versa. Having sponsors for MHR generates brand preferences, loyalty and directly influences awareness. Sponsorship by big and respectable corporations enables the event and campaign to reach a wider audience through association. MHR draws such benefits from its large and reputable corporate partners and sponsors like Safaricom, Standard Media Group and KCB Group. To maximize the use of this strategy, MHR PR practitioners normally approach its prospective sponsors with attractive PR partnership benefits. The
partnership categories include Platinum, gold, ruby, bronze, silver and others as shown in appendix no.3 indicating various categories of sponsors and the benefits accruing for each category.

The Ethical and Social considerations of the campaign

Some respondents raised the issue of children’s images in advertisements. They challenged the moral value in it given that those children had not attained the majority age to give their own consent even though their family’s consent had been obtained.

The criteria for identifying beneficiaries from disadvantaged background need to be clarified and posted on the website. The management expects the families to contribute a smaller percentage of the fees for surgeries to supplement the hospital and yet there are some children whose family cannot afford anything. This social issue could present a challenge to the reputation of this noble cause. All children in need should be treated without discrimination. Given that MHR is a charitable activity supported by people from all walks of life it is only fair to use a criteria that does not discriminate but still give more support to the disadvantaged children.

Audited accounts are regularly done and made public in accordance with principles of accounting for public funds. However, this should be done without inordinate delay and the results posted on the website so as to give the stakeholders more confidence.

CRITICAL EVALUATION AND RECOMMENDATIONS

Even though MHR is a voluntary program, it could raise more revenue if the event is made competitive with prizes to be won in various categories. Kenyans love marathons and prizes would add to the attractiveness of the event. The competition would make it attract elite athletes with fat wallets and also enhance corporate donations.

MHR would also benefit more by engaging respected celebrity athletes like Paul Tergat to be its brand ambassador. Celebrity endorsement is a PR strategy that could help the campaign in the promotion of both the mater hospital brand and the campaign through marketing and awareness creation (Martin, 1996, p29).
During the focus group discussions with the MHR manager, Ben Mutua, it was strongly recommended that the use of social media platforms in the communication strategy needs to be enhanced because of its wide reach and cost effectiveness.

The communications team has superbly developed documentaries using videos and photographic images encompassing all aspects of MHR including messages from the beneficiaries as shown figure no.8 below. However, there is communication gap on the narrative of the survivors who have grown to adulthood so as to give messages of hope and feeling of satisfaction to all the stakeholders that MHR sponsored heart surgeries and procedures are indeed saving lives.

**Figure no.8. Image of Gerald a beneficiary**

The management could also consider holding simultaneous MHR marathons in the neighbouring countries like Uganda, Tanzania, Ethiopia and Rwanda to expand its client base and continue positioning Mater as a regional hospital in those countries.

**Conclusion**

Generally, MHR has been a success but it can still perform better if the recommendations in both part I and II are taken into consideration.
PART II: SUPPORTING REVIEW OF THE MANAGEMENT

Introduction

This part contains the literature review, theoretical model; research findings, the methodology used, the planning and evaluation models used in this case study.

Literature review

A good public relations campaign is as good as the theory that it is anchored on. The management and execution of MHR is founded on the principles of diffusion theory. The theory proposes five steps through which a new idea is adopted namely awareness, interest, trial, evaluation, and adoption. The diffusion of innovation model (DOI) has especially been influential and important in communicating messages of new ideas and how they can be used to improve life. Diffusion process involves active creation and sharing of relevant information among people to promote mutual understanding, demand for the new innovation and the strategies for adopting and implementing the innovations (Oliver, 2007, p4). The model has greatly contributed to the greater understanding of strategies used by the MHR committee to create awareness and understanding of the objectives of campaign.

1. Awareness- MHR was conceived in 1994 to create awareness about the hospital and that it had established a paediatric cardiac unit to deal with the growing societal problem of heart disease. Annual heart runs in the subsequent years have continued to register significant increase in the number of participants as an indicator of increased awareness.

2. Interests –The communication is heightened during the two months preceding MHR to arouse public interests. The Communication team use social media and traditional media to send key messages that resonate with the targeted audience like “touch a child’s heart” and “Heart of Mercy”.

3. Evaluation-once the audiences are exposed to the messages sent they evaluate the value and make the decision to participate or support.

4. Trial-Individuals then try out the idea by participating in MHR and influence others to do so. They participate as individuals, school parties or corporate teams.
5. Adoption—Once the individuals have passed through the four steps above, they accept and repeatedly become regular participants or sponsors of the marathon.

In MHR the lessons learned in the annual campaign are constantly fed back into the planning process for subsequent programs. The Continuing model of PR planning and evaluation is very applicable in a rolling campaign. The elements include the following steps:

1. Initial stage of research was conducted prior to 2004. The objectives setting and choice of program effects are aligned to the business goal of the hospital.

2. Strategy selection and tactical choices, and, as program rolls out annually.

3. Multiple levels of formal and informal analysis from which judgments can be drawn in terms of either success or ‘staying alive’. The analysis informs the basis for continuous roll out or termination of MHR. MHR’s monitoring and evaluation is integrated as a continuous process. The Budget is reviewed annually on the basis of the adjustments in strategies and tactics.

4. The judgments assist the Management of MHR to validate the initial or formative research and add new data to streamline the objectives and strategies and adjustment or variation of tactics.
RESEARCH METHODOLOGY

Both quantitative and qualitative research approaches were employed. I reviewed literature including books, articles, reports, Audited accounts, plans from the Mater hospital and literature on the campaign including online materials.

Interviews

Interviews were carried using a random sampling technique to measure the respondents’ awareness of the campaign and the outcomes of the PR strategies on their attitude and behaviour. The questionnaire attached as appendix no. 1 was used.

Focus Group Discussions

Were held with the Stakeholders including management committee of MHR, the management of the hospital, Board of Directors, the communication team, Doctors and Nurses. Other stakeholders included the media, representatives of sponsors, Security agencies, National and county government executives, emergency service providers, organizers of other marathons.
An interview guide attached as appendix no.2 was used to guide the discussions.

**Media Content Analysis**

Analysis of social media conversations was done using a three-point scale of positive, Neutral and Negative. The mentions covered 1995 to 1997. Qualitative data from social media blog posts, tweets, face book posts; WhatsApp, you-tube videos and documentary were used to evaluate the effectiveness of the campaign.

For the traditional media, mentions from three leading media houses that were targeted by the MHR committee were sampled. They are Nation media group, the standard media group and Royal media services. The analysis covered news items, press releases, adverts, and editorial comments in TV, Print and Radio.

**RESEARCH FINDINGS**

There is high level of public awareness about the Mater hospital and MHR. All respondents confirmed their awareness and 56.7% have participated in MHR.

**Figure no.10: MHR participants**

The respondents were motivated by a number of reasons to participate in the heart run as follows:

- 36.7% were persuaded by the impact of the message
- 13.3% participated out of their own volition
- 13.3% Due to encouragement from colleagues and friends
- 6.7% Due to encouragement from school parties.

**Figure. No 11: Motivation to participate in MHR**

The most effective media tactic used was the TV at 66% followed by Newspapers at 56.7%, Radio at 36.7% and Social media at 33.3% in order of audience rating as shown in figure no12.
Figure. No12: Media effectiveness.

Method of support or participation for the campaign as shown in figure no.13

- Purchase of branded items 26.7%
- Running the marathon-23.3%
- Donations-20%
- Sponsorship-6.7%
The Program beneficiaries have grown from 2 surgeries in 1997, 20 open heart surgery cases annually in 2004 to about 200 cases in 2017. Dr. Christine Jowi, the lead paediatric cardiologist at the Mater Hospital confirmed that total number of beneficiaries to date is 3,093 as shown in figure no. below.
Medical Camps and free screening benefits more than 50,000 people annually from various regions of the country. From the Screen shot of the documentary titled; “where we came from and where we are going”- 100,000 people have benefited from 2008 to 2016 as shown in the screen shot in figure. No.15
Fig. No. 15: Beneficiaries of free medical camps and screening by Counties (2008-2016)

Analysis of quantitative data from MHR’s audited accounts show there is a consistent rise in income collected from the campaign related activities as shown in table below no.1. The revenue is invested to MHR endowment fund to ensure sustainability of the cardiac program.


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<th>YEAR</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
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<td>REVENUE in KES</td>
<td>*202,682,364</td>
<td>120,549,739</td>
<td>70,329,716</td>
<td>67,707,075</td>
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*Note-Figures for 2017 not audited.
The numbers of corporate sponsors have increased from about 5 in 2004 to 48 by 2017. Figure no16. below shows the Corporate Director of Standard Media Group presenting a sponsorship cheque of Kes. 10,000,000 for the MHR 2017.
Kshs. 10,000,000

Pay THE MATER HEART RUN

Kenya Shillings TEN MILLION SHILLINGS
When the program began, the hospital used to bring in expert surgeons from outside the country to conduct operations with the assistance of resident doctors. Over time MHR fund has enabled the hospital to develop internal capacity to conduct heart surgeries with minimal assistance from external experts. Research shows that 75% of the surgeons are sourced internally while 25% are missionary or volunteer doctors as shown in fig no.16

**Figure No.17: Percentage of Local to External Surgery Experts.**

The reputation and credibility has contributed to increased number of corporate clients including medical insurance card holders. Some of the medical insurance organizations that are in corporate partnerships with Mater hospital are Madison Insurance, NHIF, Resolution Health, Britam and Liberty Insurance.

Holding a medical insurance card is an indicator of middle class status in Kenya. The numbers of corporate sponsors for the program have also continued to expand as a result of the popularity and credibility of the campaign. The research revealed that about 36.7% of the respondents pay their medical bills through medical insurance card as shown in figure. No18.
The reputation of Mater hospital as a paediatric cardiac hospital in the region has grown. The perception of people about the hospital has changed from being a hospital for the poor and maternal care hospital to a reputable paediatric cardiac hospital. Findings of the research done show that Children cardiac program is the most popular service at 26.7% followed by maternal and child health at 10% etc as shown in figure no.19.
Figure No.19: Rating of Mater Hospital Services by Popularity

![Pie chart showing popularity of various hospital services.]

Most popular service at Mater Hospital.

Awareness has increased on mater Hospital country wide leading to expansion. Due to the increased reputation, the demand for health services at the hospital have also increased by 22% from 2004. This has necessitated expansion of satellite clinics from 1 to 8 namely to cater for increased patients. Majority of the clinics are in Nairobi where the MHR has been consistently held since 2004. The satellite clinics in Nairobi are Nairobi West, Kasarani (TRM), and Development House in City centre, Westlands, Embakasi and Buru Buru. There is one clinic outside Nairobi in Thika.

Survey findings also show that MHR had contributed to the awareness of the Mater Hospital by about 10% as shown in fig no.20 below:

Figure No.20. MHR’s contribution to the Mater Hospital’s awareness

![Bar chart showing awareness percentages.]

Percentage of awareness of the hospital created by the heart run.
The Reputation of Mater hospital as a caring hospital has also grown leading to increased number patients both locally and internationally. Patients from 6 neighbouring countries have grown by 10% since 2004 and the number of patients locally has also consistently grown by more than 60% between 2004 and 2017.

The impact of their CSR activity of giving back to society by focusing on the poor and needy has created a positive feeling about mater hospital as a caring hospital as shown by the tonality of the findings of the Media content analysis in figure NO.21 below :Face book and Twitter conversations between 2015-2017

**TABLE NO.2: MEDIA CONTENT ANALYSIS 2015-2017**

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<tr>
<th>MEDIA TYPE</th>
<th>NO. OF MENTIONS</th>
<th>REACH</th>
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<td>TV</td>
<td>23,750</td>
<td>6,000,000</td>
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<tr>
<td>RADIO</td>
<td>104,250</td>
<td>11,600,000</td>
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<tr>
<td>PRINT</td>
<td>45,000</td>
<td>3,500,000</td>
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<tr>
<td>TOTAL</td>
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Figure no.21: Social Media sentiments on MHR

![Social Media sentiments on MHR](image)
By the month of October 2017 MHR had 4,529 Facebook followers and 1,009 Twitter followers. The high frequency of positive and neutral sentiments suggests a feeling of positive emotional engagement and a sense of being valued by the audience (Macnamara, 2014, p.13).

CONCLUSIONS AND RECOMMENDATIONS

Anderson et al (2009, p14) agrees with Peter F. Drucker that Objectives are not fate; they are direction. They are a means to mobilize resources and energies of the business for the making of the future. Mater hospital has achieved both business exchange and relationship benefits arising from MHR.

Dorothy Kirori the Communications and Marketing expert of MHR concurs that MHR’s objectives have been achieved due to effective monitoring and evaluation system. She concurs with the recommendation that the hospital should continue to open satellite clinics in other towns that are currently hosting the marathon. MHR acts as a curtain raiser or precursor to the satellite clinics.

It was noted that MHR social media following is quiet low. This is an opportunity for the communication team to integrate social media in their marketing strategies in order to maximize on its vibrancy, reach and cost effectiveness in promoting the objectives of the campaign. The research revealed that TV has been the most effective media for the campaign.

This evaluation provides useful insights for enhancing the future success of MHR.
REFERENCES


The Mater Hospital Heart Run, Audited Financial Statements year ended 31 August 2014, Erastus & Co.Ltd.

The Mater Hospital Heart Run, Audited Financial Statements year ended 31 August 2015, Erastus & Co.Ltd.

The Mater Hospital Heart Run, Audited Financial Statements year ended 31 August 2016, Erastus & Co.Ltd.

The Mater Hospital Strategic Plan 2013-2016

The Mater Hospital Strategic Plan 2017-2020


Appendix no-1

QUESTIONNAIRE FOR INTERVIEW-ONLINE

A. Have you heard about the Mater Heart Run?
   1. Yes
   2. NO

B. If Your Reply is Yes in Question A. above, How did you come to know about the Mater Heart run?
   1. Radio
   2. TV
   3. Newspaper
   4. Social media
   5. Friends and Colleagues

C. Have you participated in the Mater heart run?
   1. Yes
   2. No.

D. If Yes above. How did you participate?
   1. By running in the marathon
   2. through donation
   3. through Sponsorship
   4. Purchase of branded merchandise

E. What motivated you to participate in and or Support the Mater heart run?
   1. I was touched by the campaign message
   2. Personal decision
3. Encouragement from friends and Colleagues

4. My school

F. Did you know about Mater Hospital before you learned about the Mater Heart Run?
   1. Yes
   2. No

G. In your opinion which of these medical services is the Mater Hospital popular for?
   1. Maternal and child health
   2. Children with heart ailments
   3. Cancer clinics
   4. Radiology
   5. Accidents and Emergency services
   6. Medical camps
   7. Hypertension and diabetes clinics
   8. Surgical clinic and orthopaedic clinics
   9. Not sure

H. Have you been treated at the Mater Hospital?
   1. Yes
   2. No

I. How did you pay for the services?
   1. Medical Insurance card
   2. Cash
Appendix no.2: INTERVIEW GUIDE for focus group discussions

1. The mater heart run has a long history of association with the Mater hospital and its growth over time? What are the motivation and the philosophy behind this relationship?

2. The first heart run was called ‘Dettol heart run’. Why did you rename it the mater heart run?

3. What was the market position of Mater hospital before the launch of the mater heart run campaign? What were the perceptions of the public about the hospital?

4. What are the Objectives of the Campaign?

5. How is the Mater Heart Run campaign organized? Do you use A PR agency?

6. Who are your key stakeholders?

7. What are the key messages?

8. Describe the timings of the messages?

9. Elaborate on the media channels used and the response from the targeted audience?

10. Has the campaign messaging achieved the desired objectives?

11. How has the communication strategies influenced the publics’ opinions, attitudes and behaviour about the mater heart run?

12. How has the campaign impacted on the business of the Hospital?

   No. of patients, local and international.
   Corporate clients/organizations
   Business Turnover
   Reputation
   Sponsors and Donors
   Stakeholder relations
13. What PR strategies do you use to reach your target audience?

14. Which tools do you use to measure the campaign outcomes?

15. How are the findings of evaluation reports integrated into the future campaigns?

16. In your opinion what is the future of The Mater heart run?
Appendix-No3: Sponsorship Benefits

Diamond Sponsor – Ksh 5 million +

- Name/logo to appear on all Mater Heart Run t-shirts
- Acknowledgment in key advertising (Radio, Press etc)
- Logo to appear on the TV adverts
- PR photo opportunities covering sponsorship cheque presentation
- Logo on all publicity material and The Mater Heart Run website
- Half page advertisement in the hospital’s newsletter-Mater Matters
- Tent to be provided for the company to brand and showcase
- 30 second advertisement to run on the Nyayo Stadium screens during The Mater Heart Run
- 20 banners at event site
- Sponsorship recognition during the event
- Opportunity for documentary on the event
- Be represented at any available media opportunity for the MHR event
- 50 t-shirts for employees
- PR on The Mater Hospital and Mater Heart Run websites and social media pages

Platinum Sponsor – Ksh 1 million

Photo opportunities covering sponsorship cheque presentation

- Mention of name as sponsor in the Radio campaign by Capital FM and the newspaper advertisements in proportion to the sponsorship
- 30 second advertisement to run on the Nyayo Stadium screens during The Mater Heart Run
- Half page advertisement in the hospital’s newsletter-Mater Matters
- Mention as a sponsor on our website and the hospital publication
- Sponsorship recognition during the event
- Tent to be provided for the company to brand and showcase
- 50 T-shirts for runners from the company
- 7 Banners at the event site
- PR on The Mater Hospital and Mater Heart Run websites and social media pages

Platinum Sponsor – Ksh 1 million +
PR photo opportunities covering sponsorship cheque presentation

- Mention of name as sponsor in the Radio campaign by Capital FM and the newspaper advertisements in proportion to the sponsorship

- 30 second advertisement to run on the Nyayo Stadium screens during The Mater Heart Run
- Half page advertisement in the hospital’s newsletter-Mater Matters
- Mention as a sponsor on our website and the hospital publication
- Sponsorship recognition during the event
- Tent to be provided for the company to brand and showcase
- 50 T-shirts for runners from the company
- 7 Banners at the event site
- PR on The Mater Hospital and Mater Heart Run websites and social

Gold Sponsor – Kshs 250,000 +

Mention of name as sponsor in the Radio campaign by Capital FM and in newspaper advertisements in proportion to the sponsorship

- Tent to be provided for the company to brand and showcase
- 4 Banners at the event site/route
- 15 T-shirts for runners from the company
- Appreciation certificate after the event
- PR photo opportunities covering sponsorship cheque presentation
- PR on The Mater Hospital and Mater Heart Run websites and social media pages

Silver Sponsor – Kshs 100,000 +

- 3 Banners at the event site/route
- 10 T-shirts for runners from the company
- Appreciation certificate after the event
- PR Photo opportunities during cheque presentation
- Mention in select advertisements
- PR on The Mater Hospital and Mater Heart Run websites and social media pages
Bronze Sponsor – Kshs 50,000 +

- 1 Banner at the event site
- 5 T-shirts for runners from the company
- Appreciation certificate after the event
Appendix-5: MHR 2017 Banner

THE MATER

HEARTrun

"The Heart of Mercy"

2017

SATURDAY 20th MAY 2017
Appendix - 6: MHR Messages

Little Hearts Matter
Half a heart, not half a life