

# Marketing Magic: SOUTH DAKOTA IN NATIONAL SPOTLIGHT!

The CDC (Centers for Disease Control and Prevention) has honored South Dakota for its accomplishments with the Project Firstline Program (a national collaborative to educate and train healthcare workers on infection prevention). South Dakota was recognized in the national CDC report for Marketing and Promotion of the life-saving program.

"Bold, dynamic, out-of-the-box ideas helped to draw attention to Project Firstline and infection prevention," says Charlotte Hofer, Director of PR and Marketing. "It's exciting to see that creativity in healthcare works!"

To diversify their outreach and better target the healthcare worker, SD Project Firstline built partnerships with local media and developed multiple story angles, created a video, QR code, and bookmarks to build interest. They selected local influencers and healthcare champions, even a local magician to draw attention and create excitement.

"The magician performed a 'break the chain of infection,' magic trick with city and health leaders. The magic act was the hit of the event and reinforced visually that we can all help break the chain of infection," says Hofer. "A magician to promote a health program? That's different, but it worked."

This multi-pronged approach resulted in an estimated readership of 200,000.

"The newest promotion includes a scavenger hunt," says Jess Danko, Program Lead for SD Project Firstline.

"Over 50 healthcare and academic institutions across the state have participated in the scavenger hunt so far! It provides a fun and unique opportunity to educate staff on infection prevention. To participate, visit our website at [www.sdprojectfirstline.org](http://www.sdprojectfirstline.org)."

The South Dakota Foundation for Medical Care leads Project Firstline in South Dakota, in partnership with the CDC and SD Department of Health.



**SOUTH DAKOTA**  
Foundation for Medical Care

We are here,  
there, everywhere.

[sdfmc.org](http://sdfmc.org) | [info@sdfmc.org](mailto:info@sdfmc.org)

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