



# THE REILLY GROUP

[ CASE STUDY ]

Moving the Dial  Impacting Change



# THE REILLY GROUP

## ABOUT THE REILLY GROUP

The Reilly Group helps public and private sector clients *move the dial* on issues, policies, or products by advancing solutions that impact some of our greatest societal challenges.

We are nationally recognized for generating innovative solutions that clients are proud of in the following areas:

- Women's Health
- Education
- Aging
- Alzheimer's
- Mental Health
- Design
- Emerging Market Strategies
- Philanthropy
- Responsible Supply Chain
- Employee Engagement
- Social Responsibility
- Wellness

As a full-service public affairs and corporate social responsibility firm, we create, drive and manage solutions from concept to fully scaled initiatives at the community, national and international level.

We provide insights and intelligence. We build alliances, strengthening collaborations with stakeholders and between sectors. We are educators and communicators at heart, inspiring knowledge and supporting advocacy across multiple platforms.

We are proud to be working with some of the world's greatest companies and organizations. Here are a few examples of our work.

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# THE REILLY GROUP

## PUBLIC AFFAIRS AND NATIONAL ADVOCACY PROGRAM



**EXPERTISE** Senior Issues • Building Alliances • Branding • Corporate Leadership • Advocacy • Professional Education • Training • State Government Relations

**OVERVIEW** Alzheimer's disease affects over six million Americans, with the number tripling by 2050. The disease, while devastating to the individual, affects the whole family, especially caregivers who carry a heavy financial and emotional burden. Currently, there is no cure or treatment for Alzheimer's.

A fortune 100 company having two decades of investment in research and a treatment in clinical trials, engaged us to build an initiative that would provide market insights, build alliances, and help advance policies and practices in the complicated arena of Alzheimer's disease.

**SOLUTION** We did what we do best: listened carefully to stakeholders, analyzed opportunities, created the right alliances, and built a national advocacy and public affairs program called Community Conversations. The program has captured the imagination of leaders and advocates across the country to improve overall care for seniors and those with dementia. It is advancing the company's brand and leadership in new markets and developing strong partners and advocates.

**IMPACT** The Community Conversations program has become a catalytic force, engaging stakeholders and sparking action.

- Collaborated with 500+ leading advocacy organizations, academic research centers, legislators and government in ten major U.S. cities
- Developed ad campaigns and generated media (including Spanish language newspapers) on Alzheimer's disease and early warning signs
- Trained over 20,000 health professionals
- Held city-wide Summits for professionals and the public
- Launched city and state policy initiatives on aging and dementia in Atlanta, San Francisco, San Jose, Baltimore, St. Louis, Minneapolis, San Antonio, and Miami that continue to expand
- Sustained efforts in all Community Conversations sites -- our first site continues its efforts two years after implementation
- Expanding program to ten new U.S. cities next year



# THE REILLY GROUP

## PUBLIC-PRIVATE PARTNERSHIP NATIONAL CAMPAIGN



**EXPERTIS** Mental Health • Public Affairs • Campaigns • Alliance Building • Emerging Market Strategy

**OVERVIEW** We have seen great advances in understanding and treating “physical” diseases like cancer. While cancer was once whispered about, it now commands well deserved public attention, research dollars, access to treatment, and corporate support. Mental illnesses, unlike physical illnesses, oftentimes face more difficult hurdles to gain support and understanding. **OUR CHALLENGE** was to break through and establish depression as a publicly recognized disorder with help and treatment available for those suffering.

**SOLUTION** We worked with our public and private sector clients to manage a national education campaign for depression. The designed campaign was replicated in 40 top media markets with partners serving as local campaigns. We engaged leaders from organizations, former First Ladies Tipper Gore and Rosalynn Carter and the Director of the National Mental Health Institute (NIMH) to serve as champions.

Messages were carefully designed for the campaign to counter stigma and the myths surrounding mental illnesses in order to provide real education and a national “call to action.” In addition, educational programs were implemented with AARP, the National Council of Women Business Owners, Society for Human Resource Managers, and the Congressional Black Caucus, featuring personal stories of hope that resonated in the faith community, as well as with women, seniors and businesses.

### IMPACT

- Generated media stories on NBC, CBS, ABC, CNN, CSPAN, in the New York Times, Wall Street Journal, Washington Post, Chicago Tribune, Miami Herald, Vogue, Glamour, Shape and other news organizations
- Developed a report with Massachusetts Institute of Technology on the “Economic Burden of Depression” resulting in national coverage
- Built a coalition of over 20 national organizations
- Managed 40 state campaigns, conducting educational and media events
- Helped launch National Depression Screening Day
- Changed the public view of depression, leading to millions of people seeking help and treatment
- Replicated the campaign in Ireland and Australia



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# THE REILLY GROUP

## CORPORATE PHILANTHROPY & SOCIAL RESPONSIBILITY DEVELOPMENT



**EXPERTISE** Women's Issues • Public Affairs • Corporate Social Responsibility • Non-Profit / Business Alliances • Advisory Boards

**OVERVIEW** After growing a women's product company into an international success, the founder wanted to enhance her company's efforts on corporate social responsibility (CSR). Focusing on our client's deep roots in wellness and commitment to women's issues, we identified and brought together leading women's experts and businesses to conceptualize a CSR initiative that would also serve the philanthropic legacy of the company's founder.

**SOLUTION** Women in Balance, the initiative we helped establish, gives back to the millions of loyal women customers between the ages of 40 and 65 years old by providing education and resources on mid-life health issues and creating dialogue on the beauty and wisdom that comes as women transition in life.

### IMPACT

- Developed vision, mission and a strategic plan for the CSR initiative
- Established 501(c)(3) nonprofit status
- Created Scientific Advisory Board of world renowned experts from academic institutions including Columbia, Harvard, UCLA, and USC
- Created communications channels and forums, engaging over 100,000 women in education through social media and conferences
- Established over 50 partnerships with aligned businesses and non-profit organizations



# THE REILLY GROUP

## NATIONAL SCHOOL-BASED MENTAL HEALTH PROGRAM



**EXPERTISE** Education • Mental Health • Public Affairs • Corporate Social Responsibility • Alliance Building • Education • Training • Technical Assistance • Grant Management

**OVERVIEW** In the wake of school tragedies such as Columbine and Sandy Hook, our client, the leading organization for mental health, wanted to lend their expertise and voice to positively impact the school environment on mental health. They engaged us to be their “architect” and help them build a path forward to identify children earlier who were suffering from mental health disorders and ultimately help prevent worsening problems.

**SOLUTION** Working with the client, national organizations, and schools across the country, we created, tested and launched a school-based mental health program, called Typical or Troubled?®. The program is an education initiative in English and Spanish that trains school communities about the warning signs of mental illness in adolescents, how to build school mental health referral systems, and connect students to help so they can thrive and stay in school.

### IMPACT

- Expanded program to 37 states and U.S. territories
- Trained 90,000+ school staff, impacting over a million students
- Tripled appropriate student mental health referrals in school sites
- Strengthened referral systems in 2500 + school districts
- Created Corporate Social Responsibility model, resulting in over ten major companies investing in the program
- Developed and advocated for federal legislation with U.S. Senators and Representatives on student mental health
- Featured on NBC Nightly News, Wall Street Journal, CNN, Miami Herald, Education Talk Radio, PBS, NPR, and local TV stations
- Partnered with over 20 national education and health organizations
- Managed \$3.5 million dollar grant program
- Featured at National Children’s Mental Health Awareness Day with First Lady Michelle Obama and recognized as national 2015 innovative solution by the U.S. Department of Health and Human Services



# THE REILLY GROUP

## CHANGING PUBLIC OPINION AND REGULATORY POLICIES THROUGH STATEWIDE WOMEN'S COALITIONS



**EXPERTISE** Women's Issues • Public Affairs • Coalition Building and Management • Advocacy

**OVERVIEW** In several key states, regulations were being proposed that if adopted would deny access to treatment and eliminate support services for women and in senior communities.

Working with our client and partners, we created a strategy of developing four statewide diverse coalitions of women and senior organizations that would advocate for continued access to treatment and services in Arizona, California, Florida and Michigan. We identified lead partners in all four states, formed coalitions with organizations and experts, and conducted educational programs, media events and public affairs activities. After the project, these coalitions continued fully functioning, increasing in size, and in constant dialogue with the executive branch and legislature in three of the states.

### IMPACT

- Partnered with over 100 organizations representing advocacy organizations, business, and city and state governments
- Created better access to treatment for women and retained senior services
- Convened ten town halls with Governors and state leaders, resulting in media coverage in ten major print, TV and social media outlets
- Conducted public opinion polls, amplifying public support for access to services
- Received endorsements by First Ladies, awards by corporations and commendations from the Office of the Governor in Florida, California and Arizona





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## STRATEGIC PLANNING AND DIRECTION FOR AN INTERNATIONAL FOUNDATION



**EXPERTISE** Public Affairs • Philanthropy • Emerging Market Strategy

**OVERVIEW** Breast cancer survivors are one of the highest users of Complementary and Alternative Medicine (CAM). As the leading breast cancer organization in the world, they were eager to address the issue with science-based information and education to the millions of women they served. They engaged our help to navigate and understand the burgeoning market of these “therapies” and outline a strategic plan going forward.

**SOLUTION** We conducted market research with patients, held advisory boards with opinion leaders, and conducted a thorough review of the CAM scientific literature. Based on the analysis, the Reilly Group outlined a plan for the organization that provided a detailed roadmap on critical CAM education they should provide, the programs to develop and why, and the research priorities to possibly fund.

### IMPACT

- The organization created a dedicated portal with an array of scientific information on CAM therapies for breast cancer survivors
- The Scientific Advisory Board adopted several research priorities
- Our research was published in *The Journal of the Society of Integrative Oncology*



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## CLIENT LIST

