Advocate Aurora Health Pride Month Campaign 2021 Recap

June 2021 | BCXPA
## By The Numbers

### Internal

- **650 clicks to DE&I resources** including our LGBTQ health strategy, policies, practices, Code of Conduct, DE&I Sharepoint site and **430 team member views of ‘A Normal Girl’ film** provided in partnership with Milwaukee Film.

- Team member and clinician stories shared over 5 weeks in 4 newsletters with local stories shared at the PSA-level in IL and WI.

- Daily intranet promotion on AdvocateOnline and Caregiver Connect with links to team member and clinician stories all month.

- Digital screen displays at sites across the system targeting team members, patients and visitors.

- **15 original stories** written featuring clinicians and SMEs garnering **29K views** on Health eNews.

### External

- **40 digital billboards** across our IL and WI footprint.

- Social media posts garnered over **751.8K impressions** and **44.7K engagements** with over 340 users of Pride Facebook profile frames.

- Over **225 social posts** across various platforms and brand channels in English & Spanish.

- **205.8K impressions** and **12.3K engagements** contributed by Spanish posts.

- Earned media TV coverage of Brewers Pride Night valued at **$36K**.

- **29K Health eNews views** from stories featuring clinicians, SMEs and team members with added Spanish translations.
PRIDE in our patient care

Through our commitment to inclusion, Advocate Aurora Health is recognized for its patient care excellence and has been named one of the top hospitals in the nation. Advocate Aurora Health's PRIDE in our patient care program provides resources and services to support the LGBTQ+ community.

Supporting our LGBTQ+ patients

As an LGBTQ+ inclusive hospital, Advocate Aurora Health provides a welcoming environment for LGBTQ+ patients. We strive to ensure that our patients feel comfortable and safe while receiving care. Our goal is to provide a comprehensive, patient-centered approach to healthcare that respects the unique needs of our LGBTQ+ patients.

Tips from your colleague

Diversity in Action

Diversity, Equity & Inclusion: Celebrating Pride Month

Our patients and employees are the foundation of our success. We strive to create a welcoming and inclusive environment that reflects the diversity of our community. By embracing diversity, equity, and inclusion, we can provide the best possible care for all patients.
Pride Month Campaign 2021

External promotion

Social Media

Tonight, we celebrated PrideNight with the Milwaukee Brewers. From custom family prides flags and t-shirts to the first pitch and fun photo ops, this was definitely a night to remember. We are thrilled to host the first of three Aurora Health Care community nights scheduled during the Brewers season that will celebrate the differences that make our "crew" stronger. Thank you to everyone who came out to American Family Field and helped us celebrate in an unforgettable way! #BrewersPride

Advocate Aurora Health Care
June 1 at 7:00 PM

A large percentage of people who identify as LGBTQ and are restaurants and food services, hospitals, education and retail have seen more exposure to COVID-19. - the pandemic is a threat of the health inequities that affect this population. Learn more: http://www.preventpride.org

Happy PrideMonth! We're celebrating this June by amplifying the voices and accomplishments of our LGBTQ+ providers. Learn more at: https://www.aurora.org/pride

Advocate Aurora Health Care
June 1 at 7:00 PM

Earned Media

Meet Some of Our Favorite Chicago Area Dads

Health eNews

Better Week: Becoming a ally to the LGBTQ+ community

Brand and digital

Emergency Room Phyicians

HAPPY PRIDE MONTH

Advocate Aurora Health Care