

# trillium



Trillium offers **expertise** across all aspects of **strategic communication** and **social marketing**. We specialize in planning, program and campaign development, research, training and technical assistance, materials development, and related services. The Trillium team brings experience gained from **helping countless** organizations tackle **the nation's biggest health and social challenges**. But experience is only half the story. We also offer an **uncompromising drive for quality**, taking on each of our clients' challenges as our own.

## The Company

At Trillium, we focus on projects that truly make a difference in the nation's health and wellbeing. To each engagement, we bring our deep experience, customized approach, emphasis on quality, and superior client service. As an economically disadvantaged, woman-owned small business (EDWOSB), we can help government agencies and large firms meet contracting requirements that foster the development of new businesses.

Our team draws on long careers with leading companies working in public health and communication. From obesity to suicide, HIV/AIDS, violence, heart disease, substance abuse, bullying, immunization, and natural disasters—our guidance comes from direct, hands-on work in planning and executing complex projects.



## Our Services

We are a small business with big capabilities. Trillium offers specialized expertise in communication and social marketing. We also bring deep subject matter knowledge of a variety of physical and behavioral health topics.

**Strategic Planning.** With research as the basis for all our work, we help our clients see the challenges they face from different perspectives and plan approaches carefully designed to work. We ensure success by defining the “why” behind an initiative’s activities.

**Program & Campaign Development.** The best programs and campaigns have saved millions of early deaths and billions of dollars in costs of care and lost productivity. Trillium’s team members have played key roles in planning and implementing a number of these initiatives. We help clients apply lessons learned from these programs and campaigns to other serious health and social problems.

**Research.** Simply put, a communication or marketing effort without research is like a ship without a compass. We employ research to guide the crucial planning decisions that must be made at the outset of a project, to get the input of the audiences we intend to reach, and to evaluate progress.

**Training & Technical Assistance.** The success of the nation’s public health efforts often depends on the capability of program sponsors and local organizations to reach Americans where they live, work, and play. Trillium employs a two-tiered

approach to these challenges. We use the traditional, “teach them to fish” model requiring extensive training and consultation, as well as customizable messaging systems, templates, and tools that community organizations can easily adapt with minimal hands-on support.

**Materials Development.** From academic publications to marketing materials to websites and everything in between, Trillium helps clients create materials that resonate with the people they are meant to reach, break through the clutter, and motivate change.

## Subject Matter Expertise

“Quick studies” on any new topic, our team also brings deep subject matter expertise with issues including: cancer; bullying; disaster response; health IT; HIV/AIDS; immunization; mental health; substance abuse; and suicide.

## Selected Clients

- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare and Medicaid Services (CMS)
- Coalition to Transform Advanced Care
- Cystic Fibrosis Foundation
- Health Resources and Services Administration (HRSA)
- Johns Hopkins Medicine
- National Institutes of Health (NIH)
- Substance Abuse and Mental Health Services Administration (SAMHSA)

A medicinal plant used by women in early America, Trillium became a **symbol of health and recovery.** As a woman-owned firm dedicated to health and wellbeing, **our name reflects our mission.**

## Contact Us

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