



At Trillium, we offer comprehensive **strategic communication and social marketing** services to help tackle our nation's important **health and social challenges**. We specialize in strategic planning, program and campaign development, research, training, materials, and more. Trillium is a certified economically disadvantaged, **woman-owned small business with big capabilities**. Our team brings **senior-level experience** from decades of direct, hands-on work in planning and implementing award-winning, change-making projects. But experience is only half the story. We also offer an **uncompromising drive for quality**, taking on each client challenge as our own and delivering value for each client investment.

What Sets Us Apart?

People

- Senior communication and marketing professionals with strong backgrounds in public health
- Expertise in a range of issues
 - *Chronic and infectious diseases*: cancer, cystic fibrosis, healthcare-associated infections, heart disease, HIV/AIDS, immunization, STDs
 - *Behavioral health problems*: bullying, mental illness, opioids, substance abuse, suicide, trauma, underage drinking, vaping
 - *Disaster preparedness and response*
 - *Health IT*

Quality

- Dedication
- Quality control systems
- Cost control
- Government compliance

Experience

- Decades of work with nonprofit, corporate, federal, and state clients
- Research-based methods
- Cultural competency
- Scientific accuracy
- Measurable outcomes

Company Information

- Established: May 2011
- Incorporation: Maryland
- DUNS Number: 968-560-347

Selected Clients

Nonprofit and Corporate

- Alabama Partnership for Children
- Association of State and Territorial Health Officials
- Cystic Fibrosis Foundation
- Coalition to Transform Advanced Care
- Fors Marsh Group
- Gallup
- MediMergent
- Porter Novelli
- Side-Out Foundation

Government

- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare and Medicaid Services (CMS)
- DC Health and Behavioral Health
- Health Resources and Services Administration (HRSA)
- Federal Emergency Management Agency (FEMA)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- State health departments

Audiences Reached

- Patients and caregivers
- Healthcare providers
- Women
- Children and youth
- Parents
- Educators
- Native Americans
- LGBTQ
- Policymakers

NAICS Codes

- 541613: Marketing Consulting Services (primary)
- 519130: Internet Publishing and Broadcasting and Web Search Portals
- 541430: Graphic Design Services
- 541611: Administrative Management and General Management Consulting Services
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 541890: Other Services Related to Advertising
- 541910: Marketing Research and Public Opinion Polling
- 541990: All Other Professional, Scientific, and Technical Services
- 611430: Professional and Management Development Training

Contact Us

Joanna K. Barbour, CCPH, Partner
joanna.barbour@trilliuminfo.com
202-997-1604

Core Capabilities

Strategic Planning

- Analyses
- Communication plans and marketing plans
- Strategic counsel

Program & Campaign Development

- Planning
- Implementation
- Events
- Outreach
- Media

Research

- Communication audits
- Environmental scans
- Focus groups
- Stakeholder interviews
- Literature reviews
- Evaluation and reporting
- Customer satisfaction

Training

- Needs analyses
- Curriculum design and development
- Pilot testing
- Adult learning resources:
 - Job aids
 - Toolkits
 - Online resources (webinars, podcasts, videos)
- eLearning and microlearning

Digital and Print Materials

- Websites
- Social media
- Videos
- Apps and interactive media
- Campaign materials
- Collateral products
- Educational/marketing products (kits, brochures, fact sheets, posters)
- Plain language
- 508 compliance and assistive technologies

