Nemours Launches Bold New Advertising Campaign Inspired by the COVID-19 Pandemic

"Contagious" stresses that compassion, trust, and courage can also be transmissible

Jacksonville, Fla. (September 17, 2020) In a bold new multi-media advertising campaign called *Contagious*, Nemours Children's Health System brings a strongly positive perspective to a fearsome word that has shaped the COVID-19 pandemic, emphasizing instead the infectious spread of the innovations, determination, and compassion that the multi-state health system brings to every patient and the communities it serves.

"Research has demonstrated that emotions, such as happiness and enthusiasm, can be just as contagious as germs. Psychologists call this phenomenon 'emotional contagion'," said Sarah Sanders, senior vice president of marketing and communications at Nemours. "We have seen firsthand the challenges and anxiety that our patients, families, and Associates have confronted during this enormously challenging time, and we are in awe of their strength and compassion. We see this as the silver lining of COVID-19 — the dedication and spirit that has spread among our community."

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The campaign not only highlights the resilient and courageous stories of Nemours Associates and families, but also touches on an important public health message for the community about not delaying care. Due to concerns around the coronavirus, many families have opted to delay care, which has led to unnecessary or more severe illness. The campaign encourages caregivers to prioritize well-visits and immunizations and underscores the ways Nemours is making access to effective and safe care easier for families through its telehealth services, urgent care, and evening and weekend appointments.

Nemours' first new ad campaign in recent years, *Contagious* will run from August through December on TV, radio, print, billboards, social media, and digital formats. The campaign aims to establish a fresh voice for Nemours, as the health system continues on its path towards transforming the future of children's health. Through real patient stories and images, it shares an important narrative — that going above and beyond is contagious, and that's how Nemours Associates have approached caring for children since they opened their doors.

Nemours is an internationally recognized children's health system that manages 1.9 million patient encounters annually. In addition to its two freestanding hospitals, Nemours/Alfred I. duPont Hospital for Children in Wilmington, Del., and Nemours Children's Hospital in Orlando, Fla., it also has outpatient facilities in five states delivering pediatric primary, specialty, and urgent care. This advertising initiative is the beginning of a larger brand relaunch planned for 2021.

"We wanted to offer creative that was thought-provoking and provocative, but we didn't want to go overboard. We conducted focus groups with consumer audiences to test the messaging for *Contagious* and got great feedback. We're excited to share Nemours' story, and offer a positive outlook on children's healthcare," said Sanders.

To view the contents of the campaign, visithttps://www.nemours.org/about/ad-campaign.html

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About Nemours Children's Health System

Nemours is an internationally recognized children's health system that owns and operates the Nemours/Alfred I. duPont Hospital for Children in Wilmington, Del., and Nemours Children's Hospital in Orlando, Fla., along with outpatient facilities in five states, delivering pediatric primary, specialty and urgent care. Nemours also powers the world's most-visited website for information on the health of children and teens, KidsHealth.org and offers on-demand, online video patient visits through Nemours CareConnect.

Established as The Nemours Foundation through the legacy and philanthropy of Alfred I. duPont, Nemours provides pediatric clinical care, research, education, advocacy, and prevention programs to families in the communities it serves.

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Additional assets available online: Photos (2)

https://nemours.mediaroom.com/news-releases?item=122822