



Covid Response – Lessons Learned

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Presenter biography

Susan “Sue” Marchese has been AIHA’s Managing Director of Marketing and Communications since 2014. She develops strategies and directs all marketing and public relations campaigns for the association, its LLCs, and foundations. A few hallmark projects she has led are: AIHA’s rebranding and public awareness campaign, as well as the Back To Work Safely initiative. Her career in non-profit marketing and communications has spanned over 25 years and she recently earned her certification with the American Society of Association Executives.



With her wide range of experience, including running the international marketing department in the auditory division of Boston Scientific, serving as executive director of Hearing Health Foundation and The National Campaign for Hearing Health for 5 years, Sue continues to bring innovative, engaging, and impactful ideas to grow AIHA. She earned a BS in Political Science and International Relations from Fairfield University and holds a Master of Science, Organizational Development degree from New School University. She is a Certified Association Executive (CAE).

Presentation abstract

AIHA’s Back to Work Safely public education campaign began during the early months of 2020 when the COVID-19 pandemic hit the United States. The goal of the campaign was originally designed to clarify misinformation on PPE, ventilation, and disinfection, as well as to educate employers and consumers about the hazards associated with re-entry into the workplace. These misunderstandings, spreading rampantly in the early phases of the pandemic, were putting healthcare workers and the general public at an increased risk.

Throughout the second half of 2020 and into 2021, the Back to Work Safely campaign grew into a multi-faceted campaign that evolved as quickly as the pandemic itself. Each new challenge the pandemic presented us was met by a quick and nimble response by the experts of AIHA membership, and messages effectively communicated through media outreach, social media, digital assets, and industry-specific resources and guidelines for employers across industries.

During this session, you will learn:

- The tactics and strategies of the campaign based on the basic tenets of a viable public awareness/p.r. campaign and how AIHA needed to be resilient to the ever-changing landscape the pandemic
- Share the lessons learned and pivots we made as the science evolved and backlash was met
- Share the metrics of outreach and how the Back to Work Safely campaign that was spun up to help businesses open safely turned into a much larger effort for the OEHS profession.