

This Month's FQHC Spot Light – Northwest Human Services

What a difference a promotional video has made for Northwest Human Services!

Northwest Human Services is a nonprofit agency committed to serving the needs of the community through comprehensive medical care, mental health, and social services. In addition to its several social services programs, at the core of the agency lies two Federally Qualified Health Centers that serve disadvantaged populations in two counties. In order to promote its services and garner support from the community, the agency has long hankered for a promotional video of its own. However, because of the prohibitive cost of production, the idea remained dormant under the budgetary constraints of the agency—until it erupted last year.



Determined to pursue this long-awaited aspiration of the organization, its Community Relations & Development Director, Sebastian de Assis, decided to take charge of this project. He wrote a script and developed a frame-per-frame vision of what the video would look like before negotiating a cost-effective contract with a local video production company. His initiative resulted in the production of an 8-minute promotional video that has become a powerful marketing tool for the agency and its programs.

Indeed, the video has been a great boon for Northwest Human Services. In addition to functioning as an enlivened billboard on the Web, the video has bestowed upon the agency's staff the ability to infuse with emotions the presentations they make in the community by using an authoritative and compelling audio/visual aid.

Although the primary purpose of the video is to inform about the wide-ranging scope of services the agency offers, it also functions as a persuasive tool to entice potential community partners and funders. Aside from its twofold original intent, an outcome of the video that emerged as a welcome surprise was the impact that it has had on the staff. After viewing it, many of the agency's employees expressed their pride in working for the organization and renewed commitment to carrying out its mission.

Like other FQHC establishments, Northwest Human Services also is challenged with the recruitment of qualified medical providers. In this area, too, the promotional video has proven to be a great asset, for interested candidates can have a more detailed experience of the ethos of the potential employer. With the video readily accessible on the Home page of the agency's Web site, medical care providers, as well as other job seekers, have an opportunity to witness a vivid illustration of Northwest Human Services and its comprehensive programs. And if the impact the viewing of the video has had on the current staff is an indication of positive influence, the likelihood of successful recruiting is very high.

Northwest Human Services continues its leading-edge approach to expanding and improving the quality of services it provides to its disadvantaged clients. The production of a promotional video is the latest innovation of the agency, though certainly not the last.

Sebastian de Assis is Northwest Human Services' Community Relations & Development Director. He can be reached via email at Sdeassis@nwhumanservices.org. He invites you to watch the video online at www.northwesthumanservices.org.