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WCHS Visits Senior Center for Logo Feedback

Winnebago, NE – The Winnebago Comprehensive Healthcare System visits our Senior Citizen Center to include elder votes on organizational logo. As part of their singular branding goals, WCHS is exploring a change in their primary logo, and they are [seeking input from the community](#) from now until March 13th.

On Thursday, March 7th, the WCHS's Team brought their laptops to the WCHS Senior Center to solicit votes on the future WCHS logo from the elders who were there for their daily meal. After exploring ideas inspired by many different visual elements of tribal health, Winnebago, and the care provide at WCHS, the organization's internal committee narrowed it down to four potential logo options and opened it up to a community wide vote. The options include maintaining and building on the brand equity of our current logo that was commissioned by Blue Earth in 2018. Or three other new logo options, that were inspired by applique designs created by WCHS employee, Carmen Snow. This is part of a goal in this year's Annual Plan for singular branding to ensure the organization's Winnebago tribal roots are visually evident in all WCHS creates.

“It was important for us to visit the senior center to ensure our elders, who might not have access to Facebook or email, are a part of this important decision,” said Chief Administrative Officer, Sharon Frenchman. “Our community’s input is important to us. While many organizations might not ask the community to vote on something as personal as the organization's logo, here we don't make that distinction. We are our community, and we are accountable to the community we serve.”

Once WCHS has completed collecting data from the community, they will be using that feedback to make a logo recommendation to WCHS Board of Directors and Winnebago Tribal Council for approval. Better defining WCHS brand identity will help the organization continue to improve their communication and be able to provide the “no wrong door” approach to creating and sustaining health in the communities we serve.

“WCHS is seeking to set a new standard in Indigenous healthcare. Part of that is building trust, and dependability within the community, creating a unified voice and identity helps



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us do that." says Communications Manager, Erin McElroy. "This community deserves culturally- centered, consistency, and transparency. We hope that by extending the logo exploration process to our community to vote, our community can see that they are at the heart of all we do."

Please note: This request is to replace the WCHS logo. The Twelve Clans Unity Hospital Logo and the Winnebago Public Health Department logo will still be used as appropriate.

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The Winnebago Comprehensive Healthcare System (WCHS) is dedicated to creating and sustaining a healthy community in Winnebago and all the populations we serve. Our organization provides an integrated approach to medicine by offering care services that are compassionate, innovative, and culturally-centered. Our goal is to lead the nation in health for indigenous people by challenging the culture of healthcare for the 10,000 Native Americans who live on the Winnebago Reservation and in the surrounding region. The rural healthcare services we provide include renowned acute care hospital services, a robust primary care clinic, and impressive prevention programs designed to educate, encourage, and support the mental, environmental, social, and physical wellness needs of the Winnebago community. Visit www.wchs.health to learn more.

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