
Prevention Action Alliance

Lifetime Prevention | Lifetime Wellness

Where in the world is Prevention Action Alliance?

(hint: 6171 Huntley Road, Suite G, Columbus, Ohio
43229 or at preventionactionalliance.org)

**Change Team Members: Leah Blewitt, Julianna
Fellows, Fran Gerbig and Alyce Jennings**



Project Aim – to improve guest experience and navigation to PAA Offices.

Goal(s)

- Increased guest satisfaction
- Increased sense of welcome and inclusion

Length of project

- June 2023 – October 2023

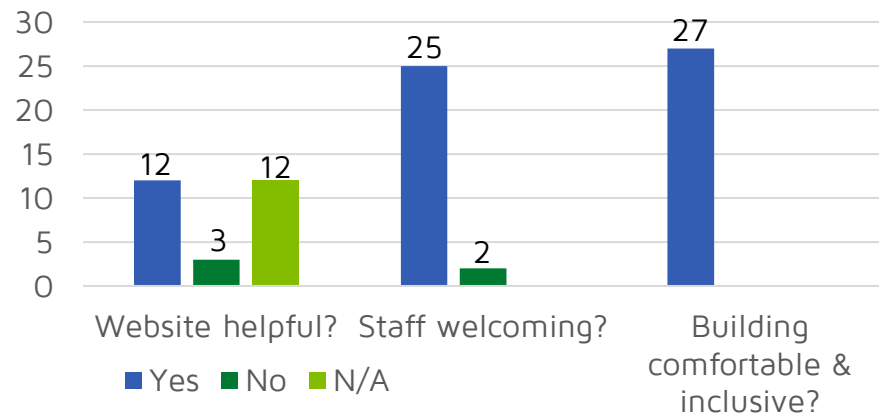


Changes

PLAN

Discover Baseline

- Measured by guest survey
 - 2.89 avg. rating
 - (1-5, 1- very easy, 5 – very challenging)
- Barriers: directions go to wrong location, sign too small, need better instructions in event emails



DO

Placed Directional Signs

- Worked with leasing management office to prune bush that blocked identifying agency sign
- Gained permission to place directional signage at driveway for special events and meetings
- Added welcome sign to door
- Added location signage outside of office suite

Update Written Communication

- Updated directions and photos – website and written communication

Update Internet Maps

- Updated Google Maps
- Updated Bing Maps
- Need to Update Apple Maps

Results

Project Aim – to improve guest experience and navigation to PAA Offices.

Timeline

July

- Conversation with leasing management agency

August

- Data collection
- Updates Google and Bing Maps
- Update photos on Google and Bing Business

September

- Creation of welcome signage
- Additional updates to Google and Apple Maps
- Implement updated direction language
- Post-project survey – 9/29/23

October

- Installation of welcome signage

New Window Clings for front door

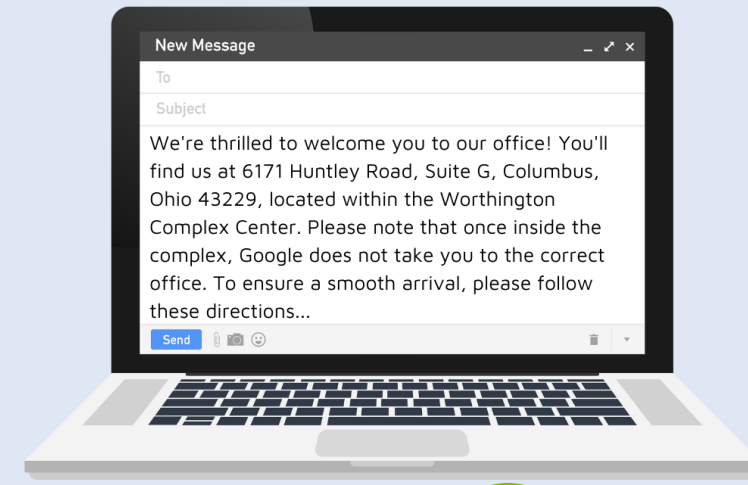


Trimmed Hedges



Please, push the button to ring the doorbell. We will be right with you! Thank you!

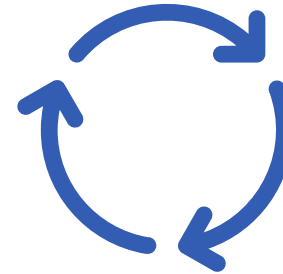
Por favor, toque el timbre y estaremos con usted de inmediato. Gracias!



Next Steps

What will we do to sustain the changes?

- Consider/consult with other groups – youth, new communities, etc.
- Continue to evaluate guest experience
- Evaluate lobby and physical spaces



What will be our next change project?

- Board and staff recruitment and representation

Impact

Who did this impact?

- Agency/staff/new staff
- Stakeholders
- New relationships

Business Case

- Practice what we preach
- Serve current audience(s)
- Identify new audience(s)

Lessons Learned

- Began to evaluate who we serve with our programs
- Some things we see as inconsequential are first impressions

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<https://preventionactionalliance.org>

