

# MARYLAND RESPONDS



## A NEW ERA OF MARYLAND RESPONDS

June 19, 2015, marked the launch of the new statewide identity for the Maryland Responds Medical Reserve Corps (MRC) Network. The Maryland Responds MRC Network identity is a system of key messages and visual communications, graphically coordinated in such a way that the public easily identifies the Maryland Responds MRC Network, its constituent parts and its activities. A clear and consistent identity is key to maintaining a strong image for the Maryland Responds MRC Network. This consistency also associates Maryland Responds with its brand values of community service, action, resourcefulness and teamwork. It also will help reinforce a consistent image and message about the MRC, both state- and nation-wide. There are several core elements that form the foundation of the Maryland Responds MRC Network identity and contribute to the development of a strong brand. Core elements include the logo, standard terminology and key messages. These elements are explained in greater detail below.

### LOGO

The Maryland Responds logo is a graphic mark designed to foster and to incite instant public recognition. The official colors of the Maryland Responds logo are red, gold and black. Strategic use of our state colors express our role as Maryland's Medical Reserve Corps, creates powerful visual impact and is an immediate signal of quality.



**MARYLAND  
RESPONDS**  
MEDICAL RESERVE CORPS

### STANDARD TERMINOLOGY

The following list of standard terminology describes key components of the Maryland Responds MRC Network.

#### **Maryland Responds Medical Reserve Corps**

This term refers to the state public health and medical volunteer program which encompasses previous iterations including MDResponds, Maryland Professional Volunteer Corps (MPVC) and the

Maryland Mental Health Volunteer Corps (MMHVC). In response to focus group findings that suggest the name "MD Responds" gives an impression that we are only interested in recruiting medical volunteers, we renamed the program **Maryland Responds** to be more inclusive of all professional backgrounds.

#### **State Program**

This term is used to describe the Maryland Responds MRC state program, housed within the Maryland Department of Health and Mental Hygiene Office of Preparedness and Response.

#### **Local Unit**

This term refers to the Maryland Responds MRC units, housed within Maryland's local health departments.

#### **Response Unit**

This term refers to specialized MRC response teams, such as the Animal Emergency Response Corps (administered by the Maryland Department of Agriculture) and the Medical Examiner Dental Identification Team (administered by the Maryland State Office of the Chief Medical Examiner).

### MARYLAND RESPONDS MEDICAL RESERVE CORPS



### MARYLAND RESPONDS STATE PROGRAM

Email: [mdresponds.dhmv@maryland.gov](mailto:mdresponds.dhmv@maryland.gov)  
Web: [mdr.dhmv.maryland.gov](http://mdr.dhmv.maryland.gov)  
Registry: [mdresponds.dhmv.maryland.gov](http://mdresponds.dhmv.maryland.gov)  
Facebook: [facebook.com/mdresponds](https://facebook.com/mdresponds)

## Maryland Responds MRC Network

This term is used to describe all components of the Network, including the state program, local units and response units.

## Administrator

This term is used to describe the staff who manage a component of the Maryland Responds MRC Network. For example, “Contact the state program administrators for more information about the Road to Readiness steps,” or “Your local unit administrator can help you find volunteer opportunities within your community.”

## Maryland Responder

This term replaces the term, “MDResponds Volunteer.” Using the official title of **Responder** (with a capital “R”) gives weight to the duty a volunteer is taking on. It adds a level of officiality and also gives Responders a title and identity they can collectively rally around.

## Maryland Responds Registry

Maryland Responds Registry refers to the statewide volunteer registration and management system: <https://mdresponds.dhmh.maryland.gov>. All Maryland Responders complete the initial online application to become a member of the Maryland Responds MRC through the Maryland Responds Registry.

## Responder Profile

The Responder profile refers to the account all Responders create within the Maryland Responds Registry. Your Responder profile stores your contact information, credentials, and training and deployment records.

## Responder Status

Responder Status indicates your readiness to deploy with the Maryland Responds MRC on a disaster response or public health mission. After completing the initial registration process, new members are “Responders in Training,” until they have completed the Road to Readiness steps.

## Road to Readiness

Road to Readiness steps are detailed in the checklist available here: <http://bit.ly/MDRReadiness>. The Road to Readiness checklist guides new members through the initial process of becoming a **Ready Responder**. Once all steps are completed, you have reached Ready

Responder status which means that you are eligible for deployment.

## Ready Responder Kit

Once you have completed all steps to reach Ready Responder status, the state program will issue you a **Ready Responder Kit**. The kit includes standard items, such as the Maryland Responds signature shirt, Responder ID badge, Responder resource guide and deployment field guide.

## KEY MESSAGES

### Core Messaging Theme

**Ready for Anything** is a core messaging theme that you will find extended across Maryland Responds’ various types of communications. The following call to action statement is a good example:

“Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it’s responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **Ready for Anything**. Help us prepare and protect our community by becoming a Maryland Responder today!”

### Positioning Statement

The positioning statement serves as a key message that will help you consistently communicate information about the Maryland Responds MRC.

“The Maryland Responds Medical Reserve Corps (MRC) is a community-based, civilian, volunteer program that helps build the public health infrastructure and response capabilities of communities in Maryland. Maryland Responds is composed of dedicated Responders who stand ready to volunteer their skills, expertise and time to support ongoing public health initiatives and to assist during emergencies.”

### Tagline

“**When disaster strikes... Maryland Responds**” is the official tagline of the Maryland Responds MRC. To see an example, download our recruitment flier from our website here: <http://bit.ly/MDRresources>.

Please feel free to share this information with your friends, family and colleagues.