Give it the Red Card

Jackson County Public Health (JCPH)

Marketing Case Study



Still from "Don't guess! Know your STI status."

About

With an unprecedented number of visitors in Jackson County for **2026 Summer Soccer**, JCPH needed to communicate best practices for hygiene and crowd safety to a broad audience. JCPH's **Give it the Red Card** campaign encouraged swapping unsafe choices with healthy plays. We produced six PSA videos for social media and printed nearly 2,000 Red Cards for events and partner organizations, which led to a webpage that tracked community health goals in real time.

Goals

Not only did we need to recommend actions to **Jackson County soccer fans**, we also needed to inspire **staff and partners** to bring our A-game to work all summer long. We leveraged relationships with organizations like soccer leagues and libraries to reach audiences beyond the walls of our building.

With the goal of reaching 2,026 points by the end of 2026 Summer Soccer, JCPH Data Analysts built a live, public-facing **data dashboard** that tracked:

- JCPH.org/soccer webpage views (1 view = 1 point)
- “How to Use Narcan” video views (1 view = 1 point)
- JCPH resource event attendance (1 person = 1 point)
- Total Narcan kits distributed (1 item = 1 point)
- COVID/Flu tests distributed (1 item = 1 point)
- Safe sex kits distributed (1 item = 1 point)

Internally, we also tracked: Red Cards distributed, Give it the Red Card social media impressions and engagement rate, and follower growth.



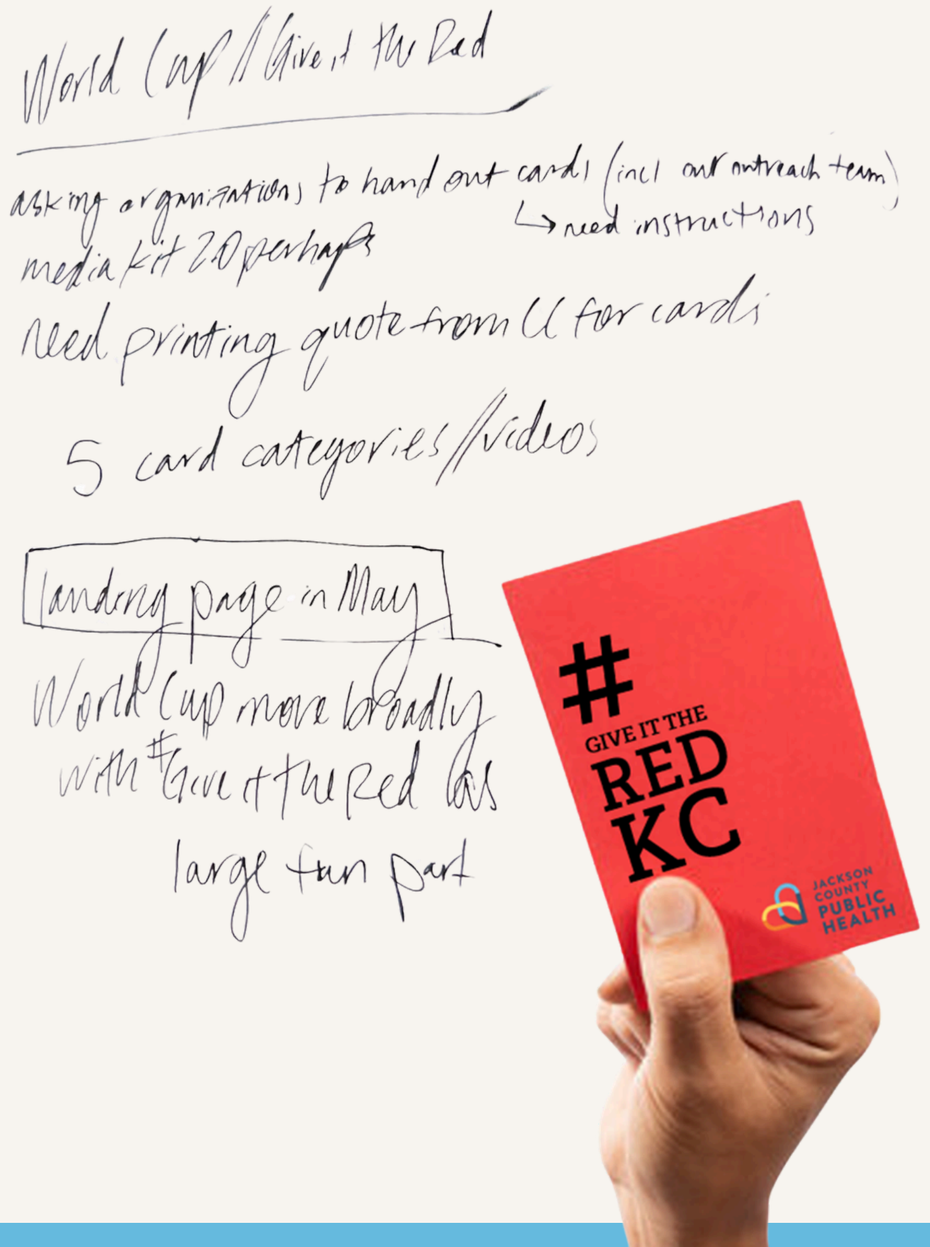
JCPH distributed nearly 2k printed Red Cards to soccer leagues, local libraries, community centers, and events.

Strategy

The Red Card itself is a **global symbol** that transcends language and literacy barriers to communicate necessary action. It's visual, participatory, and emotionally intuitive – people already associate the red card with saying "stop," "enough," or "not OK."

JCPH's Red Cards were designed with a simple call-to-action: **Scan to learn how your healthy actions can add points to our summer soccer data dashboard.** More intriguing than "Learn More," this CTA also spun the Red Card's negative connotation into something positive. By counting up collective choices, we reinforced public health's greatest impact: protecting entire communities, not just individuals.

Earlier in 2026, JCPH launched a Day in the Life video series to connect our staff's work with the community. **Day in the Life: Data Analyst** became our most-viewed organic Instagram reel to date, continuing to earn likes and shares months after posting. Its success influenced Give it the Red Card's video direction and the data dashboard element of the campaign. We also looked at **SportsCenter commercials** and **Super Bowl halftime ads** for broader video inspiration.



Execution & Results

An estimated **1,830 Red Cards** were distributed to 20+ partners and events in May and June 2026. Based on webpage traffic data to JCPH.org/soccer, an estimated 1 in every 4 Red Cards received a QR code scan. The Summer Soccer Data Dashboard exceeded our goal of 2,026 points on June 22, 2026.

Give it the Red Card videos premiered on **each Match Day held in Kansas City.** In addition to introducing TikTok to JCPH's portfolio, we posted to Instagram, Facebook, LinkedIn, YouTube, Threads, and X. We boosted videos on Instagram and Facebook to drive more views, profile visits, and link clicks to JCPH.org/soccer.

The campaign received **local and national attention** from at least seven media outlets, including KCTV5, KMBC, The Kansas City Star, and the National Association of County and City Health Officials (NACCHO).

1 in 4

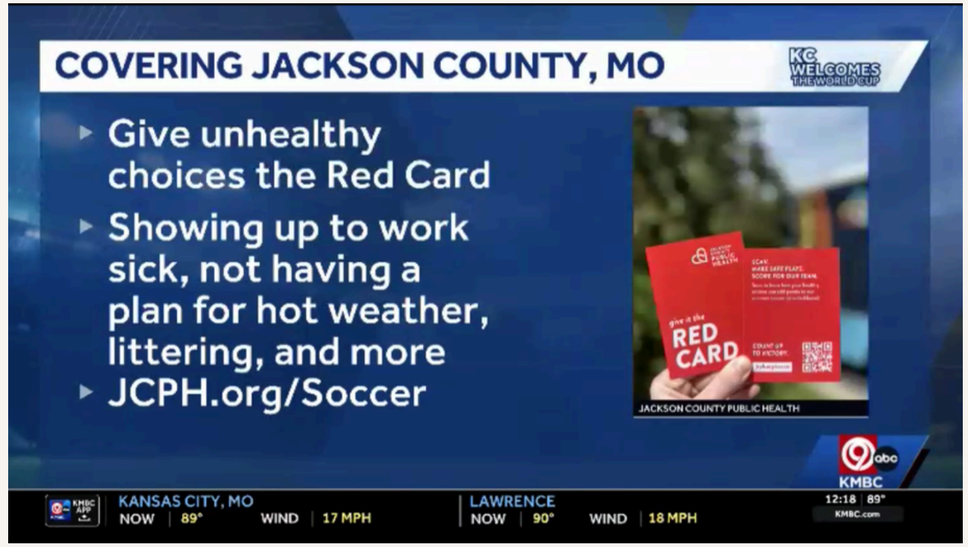
Red Cards scanned

3,356

points scored

5.8%

engagement rate (videos)



PRESS RELEASE

NACCHO Highlights Local Health Departments' Preparedness Efforts Ahead of the FIFA World Cup 2026

Jun 10, 2026

Summary

Goals

Awareness
Engagement
Action

Strategy

Red Card print distribution
Red Card videos (paid/organic social)
Soccer webpage & data dashboard
PR/Media outreach

Results

1 in 4 Red Cards scanned
3,356 data dashboard points scored
5.8% video engagement rate

Why We're Proud of This Work

Give it the Red Card fused print and digital marketing strategies to launch a **positive, down-to-earth campaign** that invited fans to score for the whole team. Paired with a smart webpage and live data dashboard, Red Cards embedded necessary health actions into summer soccer fun. Give it the Red Card videos transformed public service announcements into original, funny, and engaging shorts that are **proudly and uniquely 2026.**



Still from "No game plan? Give it the Red Card."