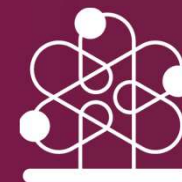


Communications Planning Workshop

September 25, 2019



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Introductions

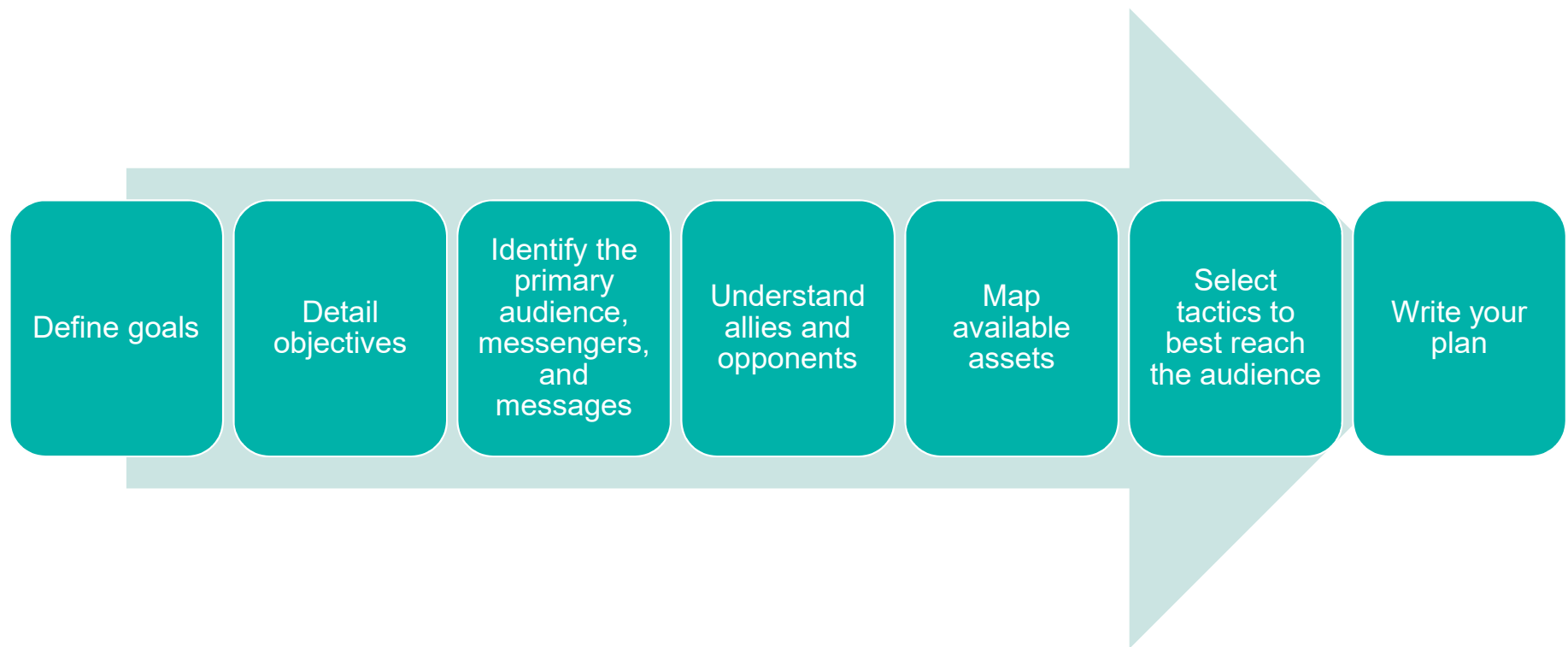
Workshop agenda

- Planning overview
- SWOT analysis exercise
- Asset mapping exercise
- Reflection and closing



Communications Planning Overview

Creating a plan



Define policy goals

Long-term:

Aspirational, multi-year goal—the problem you're working to solve



Intermediate:

Goal is achievable in 1-2 years



Short-term:

Goal is achievable in the next 3-6 months

How communications can support your policy goals

- Raise awareness
- Share information
- Increase participation or engagement
- Influence policy



Identifying your audience and messengers

Your priority audience

- Who can change the landscape to help you reach your goal?
- Who needs to take action?
- Who would care about the issue if they knew enough about it?

Messengers

Who is going to convince your audiences to take action?

- Childcare providers
- Educators
- Health care providers
- Parents/families
- Business leaders
- Law enforcement
- Faith leaders

Understand allies and opponents



- **Allies** care about your issue enough to join the cause.
- **Why should you care?**
- They can help share your message and sway your audience.



- **Opponents** may block progress.
- **Why should you care?**
- Understanding your opponents helps you to anticipate their actions and neutralize their arguments.

Exercise #1: SWOT Analysis



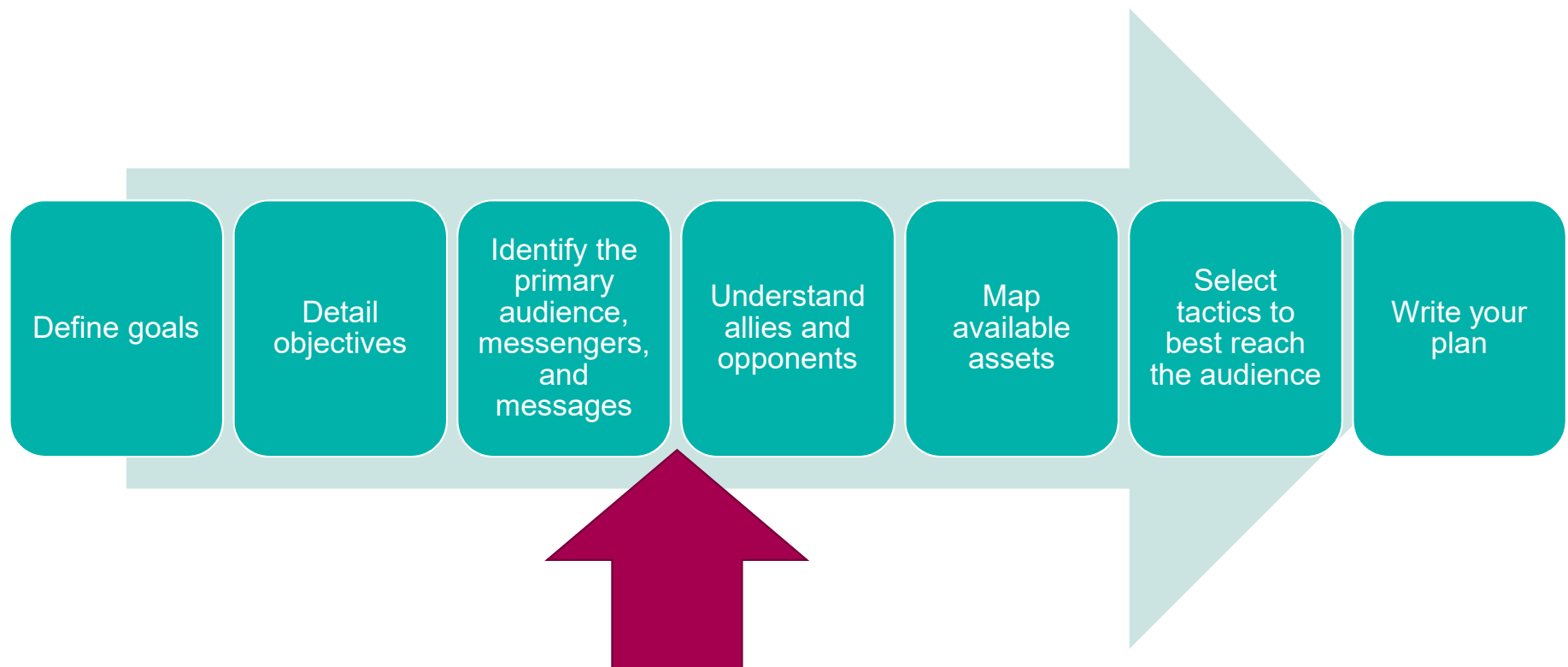
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What is a SWOT analysis?

S trengths	A resource or capacity that your coalition has to help reach your goal
W eaknesses	A limitation or issue in your coalition that may hinder success
O pportunities	A favorable situation or environment that increases the relevance or effectiveness of your effort
T hreats	A danger or menace to your effort or the environment

Where the SWOT analysis comes in



Strengths

- What are our advantages?
- What do we do well?
- What do other people see as our strength?

Opportunities

- What in the environment can help us succeed?
- Is there a new need in the space that we can fill?

Weaknesses

- What can we improve?
- What don't we do well?
- What should we avoid?

Threats

- What obstacles will we encounter?
- What competitors will we face?
- Who are our naysayers?

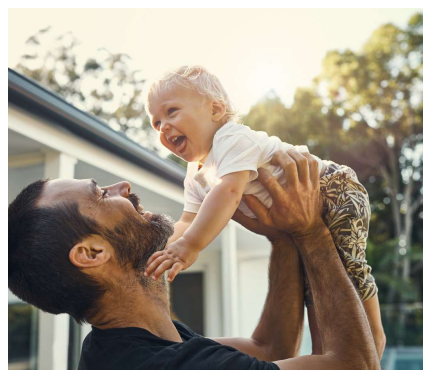
Time to dig in!

- Break into your states
- 30 minutes
- Brainstorm strengths and weaknesses, followed by opportunities and threats



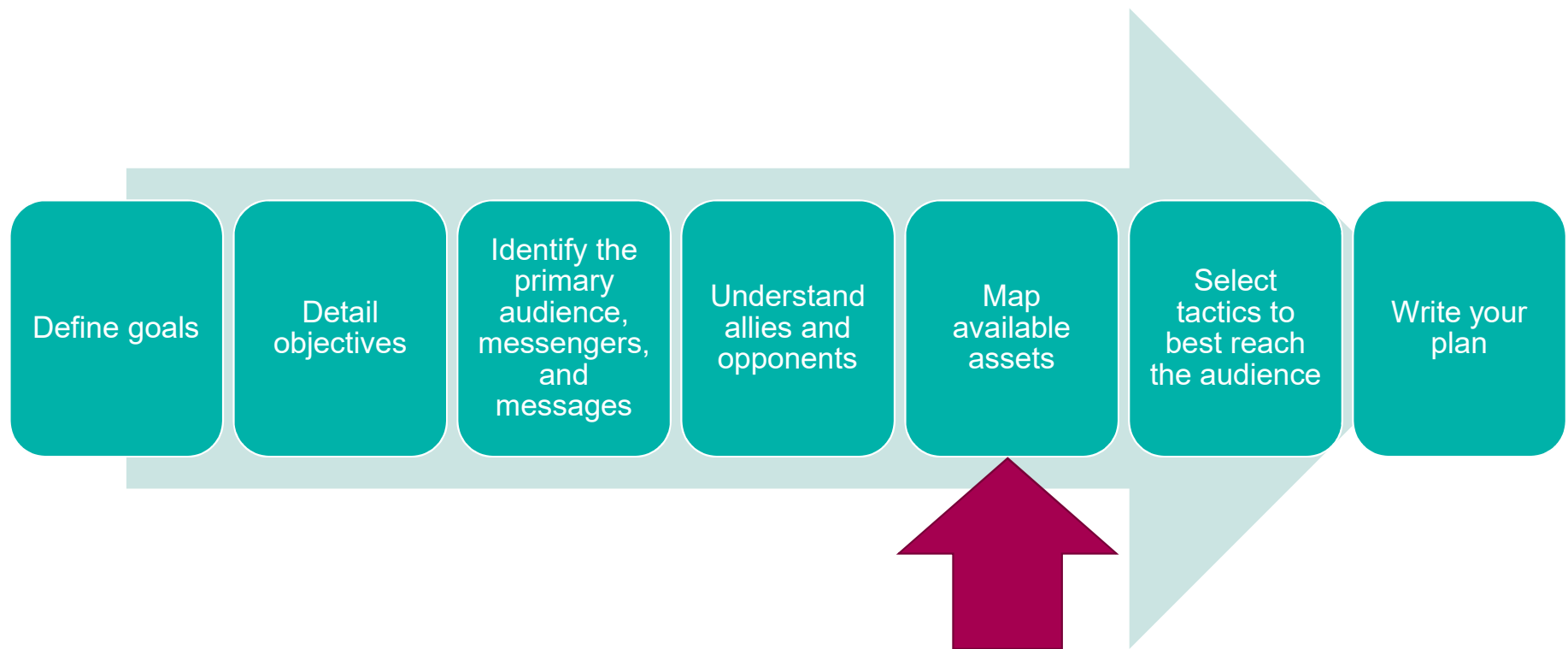
Next steps for your coalition

- Continue to brainstorm SWOT elements
- Prioritize factors in each category



Exercise #2: Asset Mapping

Where asset mapping comes in



Understand your coalition's assets

- Conduct a communications audit for your coalition
- Understand the mission, vision and goals of coalition members
- Determine reach and resonance of coalition members
- Identify power proposition for each organization
- Determine communication pathways—how do employees, internal stakeholders and external audiences receive and share information?
- Conduct inventory of communications vehicles (frequency, formats)
- Summarize findings, determine roles and responsibilities



What are your coalition's assets?

Coalition assets:

- **Relationships**
 - Influence over policy targets and priority audiences
 - Ability to reach and/or activate policy targets and audiences
 - Effective messengers and validators
- **Issue expertise**
 - Specialized knowledge on MCH, early learning, workforce, etc.
 - Regional knowledge
- **Resources**
 - Spokespeople
 - Staff

Communication assets:

- **Communications vehicles**
 - Social media channels
 - E-marketing communications and emails
 - Media materials
 - Existing events
- **Expertise**
 - Messaging research
 - Knowledge of effective messaging
 - Data points, research
 - Personal stories
 - Media relationships
 - Audience insights

Asset mapping

Organization <i>Values, Mission, Goals</i>	Reach and Resonance <i>Who do you reach, engage and influence effectively?</i>	Power Proposition <i>Greatest strength that you bring to the effort</i>	Communications Pathways <i>How do you communicate with audiences, what messages resonate?</i>	Communications Tactics <i>What communications vehicles do you use?</i>

Let's start mapping

- Break into your states
- 30 minutes
- Discuss your audiences, networks, communications vehicles and styles, as well as how you can work collaboratively

Next steps for your coalition

- Continue your mapping and remember to update regularly
- Report back to your partners and define responsibilities
- Leverage the full resources of your network of partners



Reflection and Closing



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When you head home

- Brainstorm and prioritize your SWOT factors
- Map communications assets
- Think through communications strategy elements



Additional resources

STRATEGY PLANNING CHART

Use this strategy chart to build consensus and alignment on your vision for action within your organization, leadership team, or among stakeholders. Work together to develop detailed answers under each bucket.

Goals	Organizational Considerations	Constituent and Opponent Perspectives




SAMPLE STRATEGIC COMMUNICATIONS PLAN OUTLINE

PROGRAMMATIC GOALS

- **Long-term:** what is your aspirational goal?
 - What is the problem you're trying to solve?
- **Intermediate:** What solutions or policies can you advance that will improve systems for babies and families?
 - How will your work win concrete improvements in people's lives?
- **Short-term:** What process steps or partial victories can you achieve as steps to advance effective policy solutions, and serve your long-term goal?

ORGANIZATIONAL CONSIDERATIONS

- What resources do you bring to the effort (money, staff, facilities, reputation, content, etc.)?
- How do you want your organizations to be strengthened by this work?
- Are there internal problems that need to be considered if the work is to succeed?

Making the Case for Birth to Three

Messages to support policies and programs that ensure every infant and toddler has the support they need to build a strong foundation for success in school and life.

The National Collaborative for Infants and Toddlers (NCIT), a program of the Pritzker Children's Initiative, partnered with bi-partisan research team Hart Research and Echelon Insights, to conduct qualitative research and policy leaders. Discussions focused on participants' perceptions of the first three years of life and beliefs about what is needed to support healthy development and the role state and local governments play in supporting families. Based on the research findings, NCIT is offering the following message to make the case for investments in programs that support children from birth to three.

Children develop faster from birth to age three than at any later period in life, building the foundation for behavior and health. Parents play the lead role in their child's healthy development, but all children need support in the earliest months and years of their child's life. Communities and governments can support the families they may need at this especially critical and stressful time. Policies and programs that begin at birth, support families with young children and make high-quality child care more accessible and affordable to all parents who want them. When we support parents, infants grow into healthy kids who are confident, empathetic and ready for school. Strong families, communities, workforce and economy become stronger and more productive. That is why it is critical to early and advance programs and policies that promote healthy development.

The first three years in the first three years are the bricks and mortar of brain development. Children develop faster from birth to age three than at any later period in life, building the foundation for behavior and health.

Ongoing technical assistance

At the Convening

TA meetings with your team on Thursday:

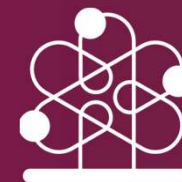
- Topical session @ 11:00 am–12:15 pm
- Office hours @ 1:30–3:00 pm
- Topical session @ 3:40–5:00 pm

Online

Upcoming webinars:

- Messaging Challenges and Opportunities (October)
- Digital Media (November)

Thank You!



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