

Communication

National Alliance for Caregiving

August 20 2007

Communication

- Within the coalition
- To the external community
- To those who can effect change

Review of advocacy cycle

- Identify issue
- Research cause and effect
- Plan goals, objectives, indicators, methods, activities and timeline
- Act/take action
- Evaluate/monitor actions and results

Three questions

- Who to approach?
- What is the message?
- Who will deliver the message?

Who to approach?

- Influence - What is their degree of influence? Who has influence over them?
- Agreement – Do they agree or disagree with you?
- Agenda – What is their current agenda? What issues are important to them?

Discussion

Who has your coalition identified as a target for outreach and/or advocacy?

What is the message?

- Receptivity of audiences – who to communicate with
- Parameters of delivery – when, formal or informal, time allotted, verbal or in writing
- Ability to form a sound bite – 30 words, used at anytime, understood

What is the message?

- Uses in multiple settings – primary and secondary audiences
- Review and revise when necessary

What is the message?

- Comprehensive
- Relevant
- Centered

Discussion

What message did or does your coalition wish to communicate?

Who will deliver the message?

- Clear understanding
- Communicate in a clear concise manner
- Caregiver as messenger
 - Provide background information
 - Gather learning groups
 - Connect experiences and issues
 - Equal importance
 - Past caregivers
 - Teams

Discussion

Who delivered or will deliver your message?

Effective Communication

- Keep it short
- Be respectful
- Mention your connection to the issue
- State your concerns
- Request a specific action
- Give your reasons
- Cite your expertise

Effective Communication

- Ask for a commitment of support
- Express your appreciation
- Encourage all colleagues to follow above

Ways to Communicate

- Letter writing
- Email
- Telephone calls
- In person visits to legislative office
- Invitations to events
- Attend sponsored events
- Public hearing
- Testifying
- Activities of the coalition

Letter

- Legible
- One page
- Your contact information
- To the point
- Reason for position
- Target and timing
- Express thanks

Email

- From and subject lines important
- Clear subject line
- Confirmation emails
- Tell reader what you want first
- Include senders contact information
- Brief to the point
- Answer key questions
- E-newsletters low reader rate

Telephone calls

- Introduce yourself and your affiliation. If a legislator mention if constituent
- Explain why you are calling
- Ask for committee or contact information if unsure
- Consider fax

In person visit

Message:

- Well prepared
- Story which impacts caregivers
- Data

In person visit

Data:

- Impact on utilization of services
- Prevalence
- Cost savings for programs
- Impact on employers
- Dollars saved by family caregiving
- Cost of request

In person visit

- Legislator's and committee staff
- Leave information behind
- Listen carefully

Combined Strategies

- Points of access
- Compatible with messenger
- Time frame for impact
- Goals of campaign
- Coalition or grassroots approach

Evaluation

- Did the desired change occur?
- What worked? What did not work?
Message, Messenger, Audience, Method
- What was learned?
Issue, Impact, Influence

How do we know it worked?

- Change we sought happened
- Contacted about related or new issue
- Coalition recognized as a voice and resource
- Invitations from those we influence