



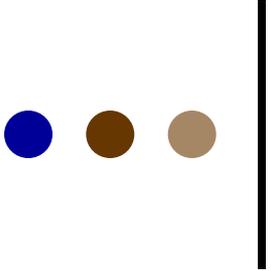
Getting the Word Out: Communicating the Findings of the Task Force on the Mental Health, Social, and Emotional Needs of Young Children and Their Families

Berkeley Yorkery

Project Manager, NCIOM

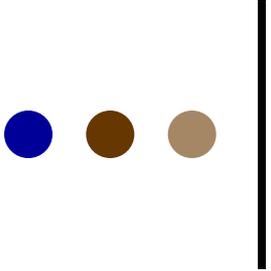
Sara Lang

Communications Consultant, NCIOM



Final Steps

- Need to vote on the final approval of the report today
- Final edits completed in next week
- Will then go to layout and printing
- Will release the report in mid-July
- Reports will be mailed in late-July



Report Timeline

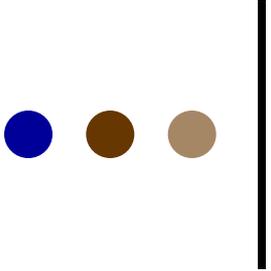
- Final edits completed in next week
- Will then go to layout and printing
- Will release the report in mid-July
- Reports will be mailed in late-July

● ● ● | Then What???

- Need all of you to help spread the word about the Task Force report and findings
- Work of the Task Force members and other partners to help ensure recommendations are implemented
- NCIOM will do a follow-up study in 24-36 months to review the recommendations and any action to implement them

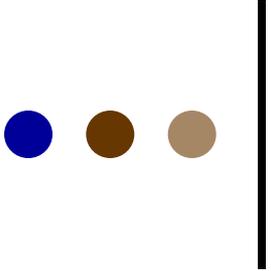


Communicating the Task Force Report Findings and Recommendations



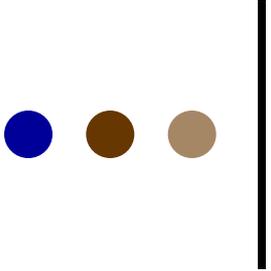
Communication Strategies

- Utilize variety of communication tools to bring attention to report and recommendations
- Raise awareness of current issues
- Speed and encourage implementation
- Keys for success
 - Planning
 - Consistency
 - Persistence



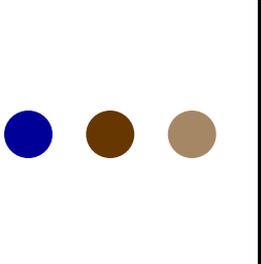
Audience

- Key first step: to identify target audiences
 - Legislators
 - Policy makers (DHHS, ECAC, etc.)
 - Parents
 - Child care providers
 - Pediatricians
 - Mental health practitioners
 - State and local early childhood orgs/non-profits
- How do we reach them?



Communication Tools

- Meetings with legislators
- Speak to related local groups/organizations
- Include information in your organization's newsletter
- Ask other organizations you are affiliated with to include information in their newsletter
- Post press release/link on your website
- Use social media (Twitter, Facebook, etc.)
- Reach out to media outlets – local newspapers, television stations, radio stations



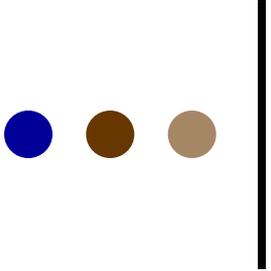
Resources

- Providing you with:

- Draft release that you can localize
- Sample newsletter blurb
- Talking points on the report
- PowerPoint presentation

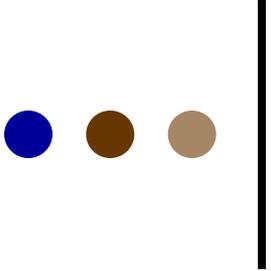
- Available for help:

- Sara Lang – saralang@nc.rr.com or 919-523-4718
- Berkeley Yorkery- byorkery@nciom.org or 919-401-6599 x30



Social Media

- Twitter
 - Follow @NCIOM and RT our tweets on the task force report.
 - Tweet the link to the report to your followers or organization's followers.
- Facebook
 - Include short blurb on report and link to the NCIOM website.
- Personalize to yourself/your organization as much as possible.
- Share your experience through these outlets.

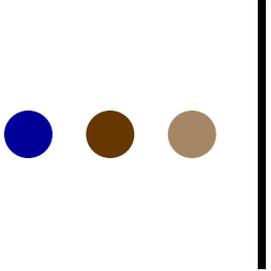


Media Outlets

- Find local news outlets
 - Newspapers –
<http://www.ncpress.com/ncpa/newspaperonline.html>
 - Radio stations -
<http://www.usnpl.com/radio/ncradio.php>
 - Television stations - <http://newslink.org/nctele.html>
- Use your community contacts
 - Do you know someone at the local media outlets?
 - Network!
 - Start to build relationships with local media. Pays dividends for your organization and the community.

● ● ● | Working with the Media

- Good rules of thumb:
 - Localize as much as possible – local statistics, local stories, local contacts
 - Tell a story – make it personal with your own experiences
 - Be as helpful and accommodating as possible – be available for interviews or recommend someone else
 - Be concise, be interesting, be approachable

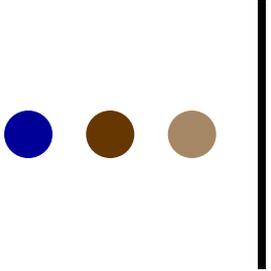


Newspapers

- Local newspapers are likely the best bet for communicating about the task force.
- Most contact info/procedures available online.
- Letters to the Editor
 - 200 words or less
 - Must be signed with contact information
- Op/Eds
 - Opinion pieces submitted by general public
 - Be concise! Proofread and edit carefully.
 - Submit to editorial page editor.
- News release
 - Send via email (not as an attachment) to health reporter, education reporter and/or local news editor.
 - Follow up with phone call. Introduce yourself and explain the importance of the release.
 - Be respectful of deadlines. Don't call newspaper reporters after 4 p.m.

● ● ● | **Television News**

- Remember that TV needs a visual angle. Tie to local event or provide on-camera interview opportunities.
- Send news release to TV assignment desk via e-mail (not as an attachment).
 - Health reporters and education reporters are also good contacts, if they have them.
 - Email addresses and contacts can usually be found online.
- Follow up with phone call. BRIEFLY explain the importance/significance of the news.
- Best times to contact are in the morning. Avoid hour before and during local newscasts.



Radio

- Focus on news radio stations.
- Remember, they will need an interview, so be prepared!
- If you know of a regular health show or news show that you listen to, send to them.
- Send news release to general contact or news director via e-mail (not as an attachment).
 - Health reporters and education reporters are also good contacts, if they have them.
 - Email addresses and contacts can usually be found online.
- Follow up with phone call. BRIEFLY explain the importance/significance of the news.

- ● ●

Questions?

