

RETAIN Phase 2 Transition

Talking Points for Phase 2 Awardee States

The following talking points are intended to help you communicate with stakeholders about your continued participation in RETAIN. They are optional for you to use, and may be revised or edited as needed. These talking points offer a starting point for your communications and indicate where you can tailor messages to best reflect your state's program. Talking points can be used for various communication platforms that include, but are not limited to,

- internal newsletter article announcing Phase 2 and where to learn more,
- memo to participating providers about Phase 2 and next steps,
- memo to employers announcing Phase 2 and what will be new and how to get involved, and
- social media posts targeting potential participants for Phase 2, and
- email or talking points for other stakeholders that are not formal partners, providers or employers but have an interest in your state's RETAIN efforts.

Talking Points:

- We are honored to have been selected to continue to Phase 2 of the U.S. Department of Labor, Office of Disability Employment Policy's RETAIN initiative.
- Stay-at-work/return-to-work strategies are a priority for [STATE], as they are critical to help meet [STATE]'s workforce needs and to move the needle forward on employment for workers who have become ill or injured on [STATE TO ADD IF APPLICABLE: or off] the job.
- [STATE TO ADD IF APPLICABLE] Acknowledging the many impacts of COVID-19 on [STATE]'s health, economy, and workforce—innovative SAW/RTW [strategies/programs] have never more critical to the livelihood of our stakeholders and partners.
- We made great progress by [STATE TO ADD].
 - [EXAMPLE] Number of participants served and within a designated timeframe and/or geographic area
 - [EXAMPLE] Acknowledgement of work with new partners across sectors and citing core partners by name
 - [EXAMPLE] Increases awareness of SAW/RTW and the value for both individuals and workforce/economy/sector
- Of the eight states that participated in Phase 1, our state was among five that were selected through a competitive process to continue to Phase 2 and expand our program to serve a greater number of workers.

- We credit our success in being awarded funds to continue RETAIN [STATE] to our partners [AND/OR OTHER STAKEHOLDERS]. As we scale up our program, we will continue to rely on you for [STATE ADD SPECIFIC RESPONSIBILITY OR REQUEST e.g. partner-specific responsibility or request i.e. recruitment, advisory board membership, public awareness]
- Our Phase 1 program demonstrated strength in [STATE TO ADD].
- As we build on our progress, we believe we have the right partners assembled to help [STATE]'s labor force retain its greatest asset—its workers—and effect lasting change.
- Our plans and priorities for Phase 2 include:
 - [FOR STATE TO COMPLETE]

The following additional talking points are intended only for internal program audiences:

- We appreciate all the support you provided to propel our program through Phase 1.
- In the next few weeks, our state team, partners, and [OTHER GOVERNING BODY] will review and discuss our next steps. These may include:
 - [FOR STATE TO COMPLETE]
- We look forward to continuing to work together and building on our progress.