

Communications Needs and Approaches with RETAIN Participants



What information do these stakeholders need from RETAIN staff and what is the best way to connect and communicate with them?

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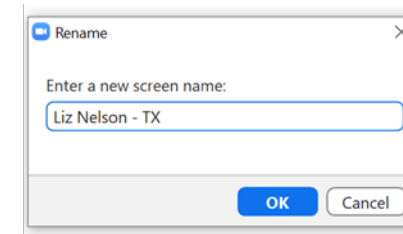
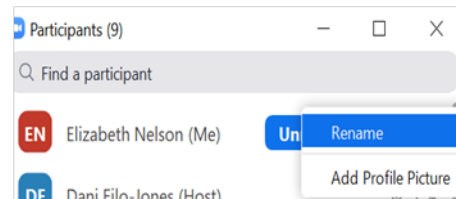
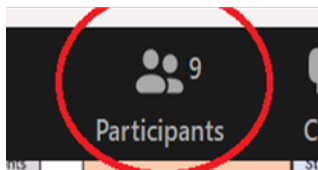
Retaining Employment and Talent
After Injury/Illness Network

 **AIR**[®]


ODEP
Office of Disability
Employment Policy

How to Participate

- Chat box and email:
 - Use the chat box throughout the session to make comments and communicate your tech problems. Raise your hand and we'll call on you. Lower your hand after you've been called on.
 - You also can communicate by email at RETAINTA@air.org.
- Other helpful Zoom features:
 - To access closed captioning, click on the CC feature at the bottom of the Zoom window.
 - To add your state abbreviation to your name, find your name under "Participants," click "More" beside your name, and select "Rename."



Disclaimer

This event is conducted by the American Institutes for Research (AIR) for the U.S. Department of Labor (DOL) Office of Disability Employment Policy (ODEP) and the Retaining Employment and Talent After Injury/Illness Network (RETAIN) state grantees, under DOL Contract Number 1605DC-18-F-00429. The views expressed are those of the authors and should not be attributed to DOL, nor does mention of trade names, commercial products, or organizations imply endorsement of same by the U.S. Government.

Today's Experts



LISA N. JACOBS

PROGRAM MANAGER – THE BIZZELL GROUP

- **Lisa N. Jacobs** has more than 25 years of experience in strategic communications, marketing, branding, and public relations. She and her teams develop award-winning communications campaigns to support public health initiatives at the state and federal levels. In her role as a project director, she oversees the development, dissemination, and evaluation of communications that amplify the benefits of RETAIN to state and federal stakeholders.



LAURA LaRUE GERTZ, MSW, LCSW

SCIENTIFIC WRITER – THE BIZZELL GROUP

- **Laura LaRue Gertz, MSW, LCSW**, has over 35 years of experience as a health care analyst, writer, researcher, project manager, and health care provider. As a licensed clinical social worker, she began her career in traumatic brain injury rehabilitation, followed by adult and pediatric oncology, palliative care, and HIV/AIDS, working closely with individuals living with illness and injury. Ms. Gertz is passionate about her work at the intersection of policy, research, and practice to advance the patient voice and promote health equity.

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Overview & Goals

During this Community of Practice session, we will discuss:

- What to say:
 - The On-Ramp
 - Technical, Functional, and Emotional Messaging
 - The Contrast Principle
- How to say it:
 - The ABCs (Attunement, Buoyancy, Clarity)
 - Pitch, Improvise, Serve



Tell Us!



WHAT IS YOUR ROLE IN RETAIN?

Tell Us!



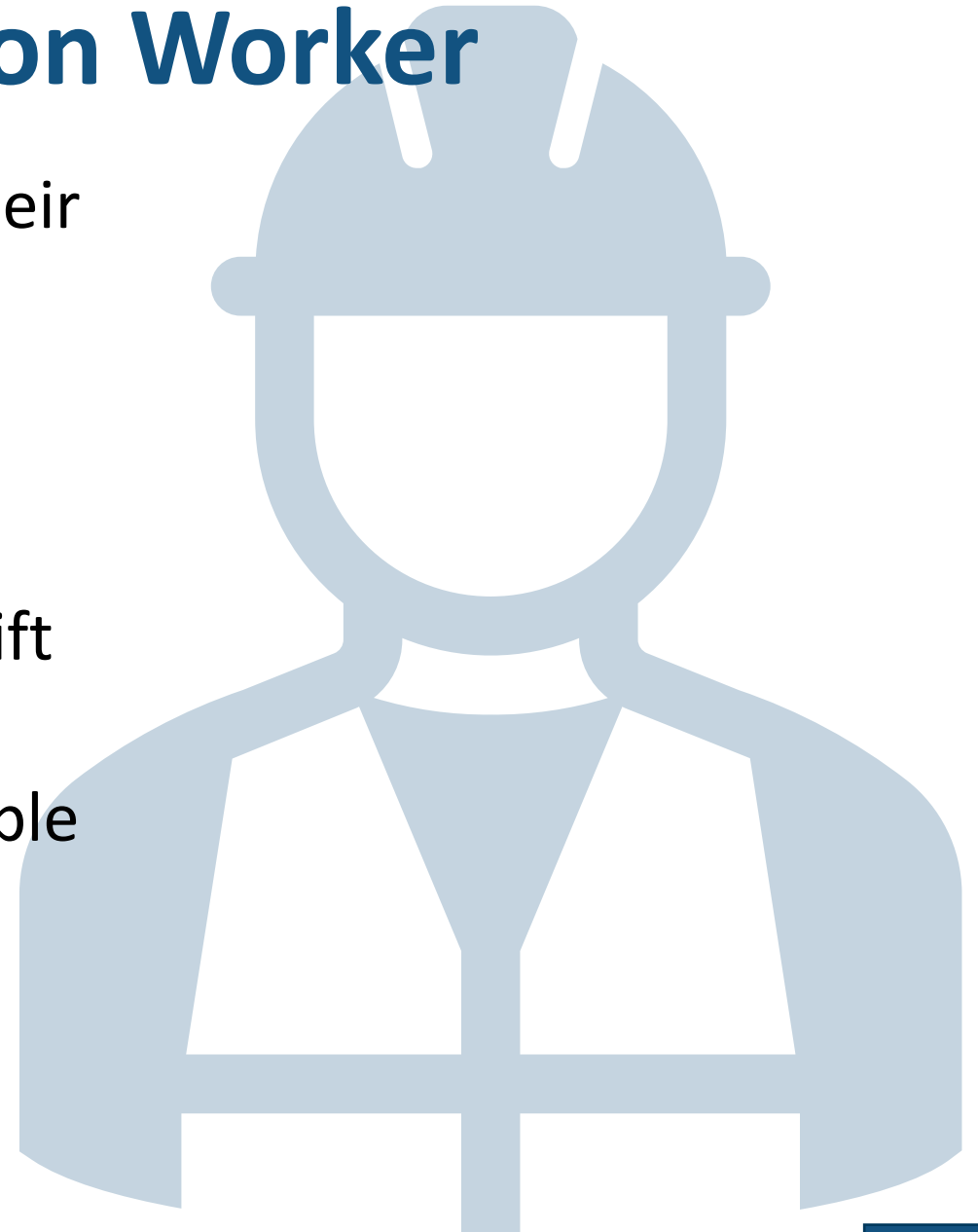
**I WOULD LIKE TO DISCUSS
_____ REGARDING 1:1
COMMUNICATION
APPROACHES.**

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Profile: Sam, 35, Construction Worker

- Has worked in the construction industry their entire career.
- Injured while on the job and had to go on unpaid leave for shoulder surgery.
- Operated heavy machinery and performed other necessary job functions but cannot lift heavy items during recovery.
- Wanted to return to work as soon as possible but is concerned whether their current employer will allow it.



Tell Us!



HOW ARE YOU INFLUENCING, PERSUADING, OR CONVINCING OTHERS AT WORK?

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The On-Ramp

Are you asking the right questions?

- **Develop** your questions.
- **Improve** your questions.
- **Prioritize** your questions.



Technical, Functional, and Emotional Benefits

TECHNICAL

WHAT ARE THE PROGRAM
COMPONENTS



FUNCTIONAL

HOW IT WORKS
AND HOW TO ENGAGE WITH
THE PROGRAM



EMOTIONAL

WHAT PEOPLE FEEL OR
EXPERIENCE WHEN USING
THE PROGRAM

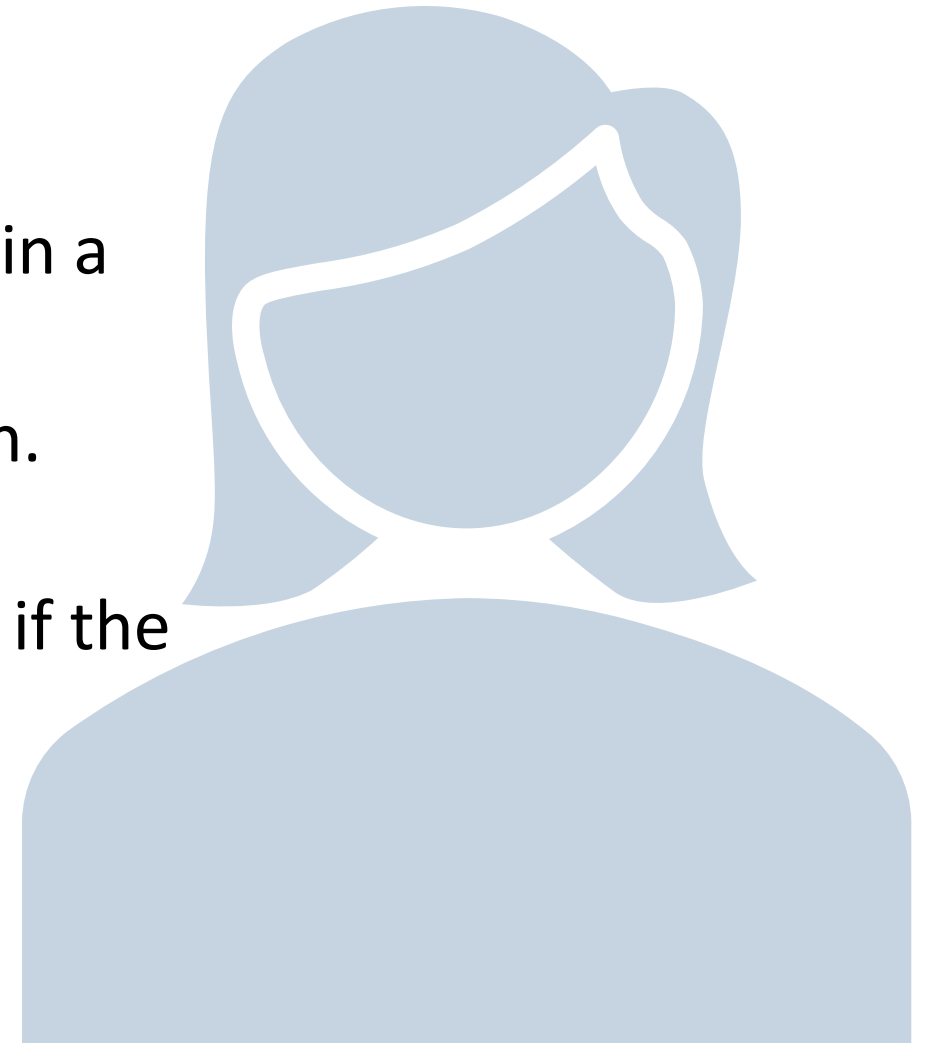


EXERCISE: Stakeholder Dialogue

1. The scenario will be displayed on-screen.
2. Read the participant/patient profile.
3. Let's whiteboard the following questions:
 - a) Are these Technical, Functional, or Emotional concerns?
 - b) What key messages are important to share with this individual?
 - c) Together, craft the message you would deliver to this person.
4. Compare your message with the exemplar message.
5. Have fun!

Profile: Aasha, 22, Certified Nursing Assistant

- Injured her back while lifting a nursing home resident.
- Wanted to return to work during recovery but in a role with fewer physical demands.
- Stated that she speaks but doesn't read English. Somali is her native language.
- Concerned about her eligibility for RETAIN and if the program can help her move into a role that accommodates her injury.



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Attunement and Clarity

- Channel your inner chameleon.
- Change your perspective.
- Consider motivational interviewing – people can talk themselves into changing.



EXERCISE: How Are We the Same?

1. We will assemble into breakout rooms of 4-5 people each. Choose a representative to record your answers.
2. For five minutes, write down everything your group has in common.
 - a) Go beneath the surface. For example, does everyone have a younger brother? Do you all live in a place with four seasons?
 - b) Choose a representative to record your responses.

We dismiss these things as small talk. But that's a mistake. Genuine similarity is a key form of human connection. People are more likely to move together when they share common ground.

Putting It all Together

The Pitch

- **The question pitch:** How could RETAIN help improve your current situation?
- **The rhyming pitch:** You have everything to gain when you join RETAIN.
- **The subject-line pitch:** Four Ways RETAIN Helps You Safely Stay at or Return to Work

After someone hears your pitch:

- What do you want them to *know*?
- What do you want them to *do*?
- What do you want them to *feel*?



Putting It All Together

Improvise

- Hear offers.
- Say **yes, and** instead of **yes, but**.
- Make your partner look good.



Putting It All Together

Serve

If Sam agrees to proceed, are we helping them get closer to desired RETAIN outcomes?



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