

Follow the Roadmap:

How Communications Can Enhance Your RETAIN Demonstration Project



RETAIN TA Webinar—January 29, 2019

RETAIN

Retaining Employment and Talent
After Injury/Illness Network



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Today's Webinar

- Submit questions in the Chat Pod at any time during the webinar.
- Use it for both content questions and to request assistance with the chat pod.
- Please mute your individual device unless actively speaking.
- Attendees will be unmuted occasionally to interact verbally.

Raise your hand if you have a question.



Welcome

RETAIN | Retaining Employment and Talent After
Injury/Illness Network

About RETAIN

- Retaining Employment and Talent After Injury/Illness Network (RETAIN)
- Funded by the U.S. Department of Labor (DOL), Office of Disability Employment Policy (ODEP)
- Joint initiative led by ODEP in partnership with DOL's Employment and Training Administration and the Social Security Administration
- Focused on building state capacity in stay-at-home (SAW)/return-to-work (RTW) strategies across eight states
- Explores ways to help people who become ill or injured during their working years remain in the labor force

RETAIN Webinar and Webinar Series

- Provides information and enhances knowledge
- Driven by state needs
- Reflects components significant to successfully planning and implementing SAW/RTW
- Ranges from broad information to in-depth exploration of strategies
- Provides an opportunity for questions and answers and conversational exchanges with presenters

Today's Speakers



Greta Menard



Hope Adler

Poll Question #1

The “Roadmap”



RETAIN

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Understanding Communications

Communications (noun) /kəˌmyʊnəˈkɑːʃ(ə)nz/:

A technique for expressing ideas effectively.

—*Merriam-Webster Dictionary*

- Encompasses a wide variety of tactics and disciplines (e.g., graphic design, writing, marketing, public relations)
- Can help you brand an initiative, educate stakeholders, persuade target audiences, and help meet program goals

Where Communications Can Play a Role

- Pilot formation (i.e., activities associated with forming your initiative and getting it up and running)
- Pilot implementation (i.e., activities associated with service delivery and working with partners and participants)
- Outcome promotion (i.e., activities associated with promoting outcomes, successes, and exemplary practices stemming from your pilot)

Poll Question #2

Determining Communications Goals

- Exactly that: your goals for communicating
- The broad reasons why you intend to use communications tools and tactics to share information throughout your program
- Different from program/business goals; help you achieve program goals

Communications Goals: Pilot Formation

- Recruit partners to join your team.
- Recruit individuals with work disabilities to participate in your pilot.
- Educate partners/stakeholders on your approach to service delivery during the pilot.
- Establish a memorable brand for your initiative.

Communications Goals: Pilot Implementation

- Educate pilot partners and/or participants on SAW/RTW strategies.
- Persuade stakeholders that early intervention is an exemplary practice.
- Raise awareness of your RETAIN demonstration project.
- Position your team organizations as thought leaders in the area of SAW/RTW and as advancing the employment of people with disabilities.

Communications Goals: Outcome Promotion

- Raise awareness of your RETAIN demonstration project's outcomes and successes.
- Drive key stakeholders' continued adoption of exemplary SAW/RTW practices following the completion of your pilot.
- Inspire target audiences in your state/community to adopt exemplary SAW/RTW practices.

Identifying Target Audiences

Who are the segments of individuals you intend to reach with your messages and services?

Sample Target Audiences

- Workers with recently acquired musculoskeletal work disabilities
- Workers with chronic health conditions who suffer a new injury or illness or worsening of their pre-existing condition
- Individuals who have applied for Workers' Compensation
- Individuals with mental health disorders that put them at risk of leaving their jobs
- Manufacturing and construction industry employers
- Small-business owners
- Health care professionals
- SAW/RTW coordinators
- Human resources specialists

Audience/Channel Analysis

- Exercises to help you create tailored messages that will resonate with your audiences, as well as channels you can use to reach them
- Examples of communications channels:
 - Publications
 - TV stations
 - Radio outlets
 - Social media platforms
 - Blogs
 - E-blasts and websites
 - Trade association events

Audience/Channel Analysis (continued)

| Target Audience Segment | Message <i>What message do you want to communicate to this audience?</i> | Desired Outcome <i>What do you want this audience to feel and/or do after hearing your message?</i> | Understand Your Audience <i>What more do you need to know about this audience to support your desired outcome?</i> | Channels to Reach This Audience <i>Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend</i> |
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Audience/Channel Analysis (continued 1)

| Target Audience Segment | Message <i>What message do you want to communicate to this audience?</i> | Desired Outcome <i>What do you want this audience to feel and/or do after hearing your message?</i> | Understand Your Audience <i>What more do you need to know about this audience to support your desired outcome?</i> | Channels to Reach This Audience <i>Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend</i> |
|--------------------------------|--|---|--|---|
| Local small businesses | | | | |
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Audience/Channel Analysis (continued 2)

| Target Audience Segment | Message <i>What message do you want to communicate to this audience?</i> | Desired Outcome <i>What do you want this audience to feel and/or do after hearing your message?</i> | Understand Your Audience <i>What more do you need to know about this audience to support your desired outcome?</i> | Channels to Reach This Audience <i>Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend</i> |
|--------------------------------|--|---|--|---|
| Local small businesses | “SAW/RTW practices make good business sense and are a core component of fostering a flexible and inclusive workplace.” | | | |
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Audience/Channel Analysis (continued 3)

| Target Audience Segment | Message <i>What message do you want to communicate to this audience?</i> | Desired Outcome <i>What do you want this audience to feel and/or do after hearing your message?</i> | Understand Your Audience <i>What more do you need to know about this audience to support your desired outcome?</i> | Channels to Reach This Audience <i>Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend</i> |
|--------------------------------|--|---|--|---|
| Local small businesses | “SAW/RTW practices make good business sense and are a core component of fostering a flexible and inclusive workplace.” | Understand the value of SAW/RTW practices and implement exemplary practices in their own businesses. | | |
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Audience/Channel Analysis (continued 4)

| Target Audience Segment | Message <i>What message do you want to communicate to this audience?</i> | Desired Outcome <i>What do you want this audience to feel and/or do after hearing your message?</i> | Understand Your Audience <i>What more do you need to know about this audience to support your desired outcome?</i> | Channels to Reach This Audience <i>Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend</i> |
|--------------------------------|--|---|--|---|
| Local small businesses | “SAW/RTW practices make good business sense and are a core component of fostering a flexible and inclusive workplace.” | Understand the value of SAW/RTW practices and implement exemplary practices in their own businesses. | Details about their past experiences with SAW/RTW. | |
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Poll Question #3

Audience/Channel Analysis (continued 5)

| Target Audience Segment | Message <i>What message do you want to communicate to this audience?</i> | Desired Outcome <i>What do you want this audience to feel and/or do after hearing your message?</i> | Understand Your Audience <i>What more do you need to know about this audience to support your desired outcome?</i> | Channels to Reach This Audience <i>Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend</i> |
|--------------------------------|--|---|--|--|
| Local small businesses | “SAW/RTW practices make good business sense and are a core component of fostering a flexible and inclusive workplace.” | Understand the value of SAW/RTW practices and implement exemplary practices in their own businesses. | Details about their past experiences with SAW/RTW. | <ul style="list-style-type: none"> • Local business journal • WXYZ radio • Local chamber of commerce • SBA district office • Local SBDC |
| | | | | |

Communication Tactics

- The means through which you will deliver your messages
- Specific tools and actions you will use in pursuit of your communications goals

Sample Communications Tactics During Pilot Formation

- Establish a name and visual brand for the pilot.
- Draft and design a recruitment fact sheet or brochure about your project.
- Create and market a website to encourage stakeholders to get involved or deliver program content.
- Send an e-blast to like-minded organizations asking them to spread your recruitment message.
- Conduct a social media campaign to brand your initiative and support recruitment goals.
- Place advertisements in local media to recruit pilot participants.
- Conduct a survey of key stakeholders to inform pilot implementation.

Sample Communications Tactics During Pilot Implementation

- Draft, design, and distribute backgrounders, toolkits, and other educational materials designed to advance exemplary SAW/RTW strategies.
- Design and promote an infographic illustrating survey results or compelling statistics about SAW/RTW.
- Develop and distribute an online or web-based training module for health care professionals and insurers.
- Create a SAW/RTW training module for American Job Centers to present to clients.
- Create, design, and deliver trainings for RTW coordinators.
- Conduct a social media campaign to raise awareness of program activities.

Sample Communications Tactics During Outcome Promotion

- Package human interest stories about pilot successes and pitch them to local media.
- Produce a video or Public Service Announcement profiling pilot success stories and use it to educate target audiences about exemplary practices.
- Send an e-blast to intermediary organizations asking them to promote educational tools developed through your pilot.
- Promote pilot materials/educational tools via traditional and social media.
- Secure media interviews and speaking opportunities for pilot spokespeople to report results and key findings.

Action Steps

- **#1:** Brainstorm and make a list of communications goals that can help you achieve your program goals.
- **#2:** Make a list of the audiences you wish to target through your communications and outreach.
- **#3:** Analyze each of your target audience segments (using chart).
- **#4:** Conduct a team brainstorm and create a list of communications tactics you intend to pursue through your demonstration project.

Pulling It All Together

- Complete the action steps.
- Share your outline with our team and seek input.
 - Send it to gmenard@conceptcommunications.com.
 - Copy your AIR TA contact.
- Expand outline into a detailed plan.

Communications TA: What to Expect

- Communications toolkit
- Design templates and graphic brand elements
- Ready-to-publish content about RETAIN and SAW/RTW practices
- Assistance with marketing material development
- Advice on ways to accomplish communications goals
- Editorial/content development support

Contact Us

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Questions?

Evaluation: <https://www.surveymonkey.com/r/eval012919>