Follow the Roadmap:

How Communications Can Enhance Your RETAIN Demonstration Project





RETAIN TA Webinar—January 29, 2019



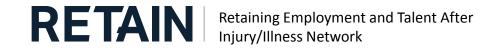






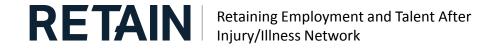
Today's Webinar

- 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.



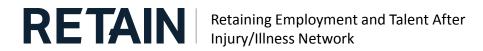


Welcome



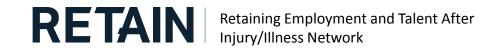
About RETAIN

- 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-towork (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

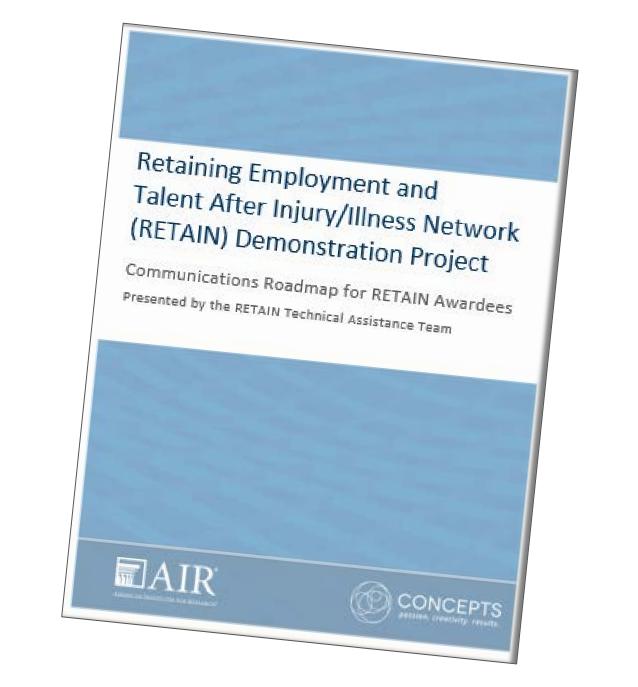


Hope Adler

Poll Question #1



The "Roadmap"



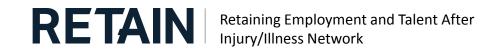


Understanding Communications

Communications (noun) /kəˌmyoonəˈkāSH(ə)nz/:
A technique for expressing ideas effectively.

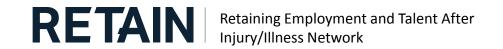
—Merriam-Webster Dictionary

- 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)

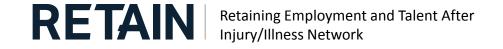


Poll Question #2



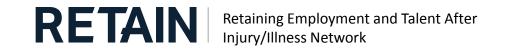
Determining Communications Goals

- 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



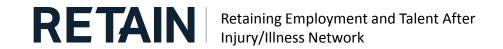
Communications Goals: Pilot Formation

- 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.



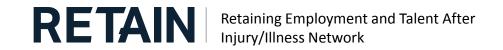
Communications Goals: Pilot Implementation

- 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.



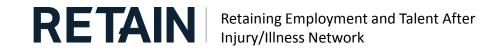
Communications Goals: Outcome Promotion

- 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.



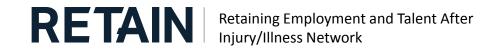
Identifying Target Audiences

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



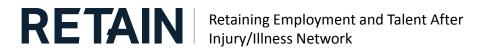
Sample Target Audiences

- 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 What message do you want to communicate to this audience?	Desired Outcome What do you want this audience to feel and/or do after hearing your message?	Understand Your Audience What more do you need to know about this audience to support your desired outcome?	Channels to Reach This Audience Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend

Audience/Channel Analysis (continued 1)

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

Audience/Channel Analysis (continued 2)

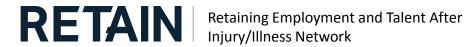
Target Audience Segment	Message What message do you want to communicate to this audience?	Desired Outcome What do you want this audience to feel and/or do after hearing your message?	Understand Your Audience What more do you need to know about this audience to support your desired outcome?	Channels to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

Audience/Channel Analysis (continued 3)

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

Audience/Channel Analysis (continued 4)

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



Poll Question #3

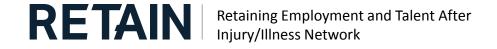


Audience/Channel Analysis (continued 5)

Target Audience Segment	Message What message do you want to communicate to this audience?	Desired Outcome What do you want this audience to feel and/or do after hearing your message?	Understand Your Audience What more do you need to know about this audience to support your desired outcome?	Channels to Reach This Audience Media that they view/listen to/read; influencers they respect; professional organizations they belong to; events they attend
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.	 Local business journal WXYZ radio Local chamber of commerce SBA district office Local SBDC

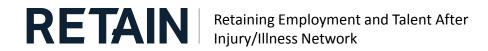
Communication Tactics

- 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.

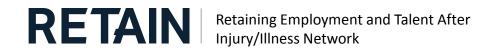
Injury/Illness Network

• Conduct a social media campaign to raise awareness of program activities.

Retaining Employment and Talent After

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

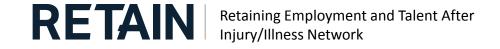
- #1: Brainstorm and make a list of communications goals that can help you achieve your program goals.
- #2: Make a list of the audiences you wish to target through your communications and outreach.
- #3: Analyze each of your target audience segments (using chart).
- #4: Conduct a team brainstorm and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

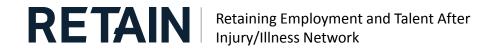


Contact Us

Greta Menard 202-423-7101

gmenard@conceptscommunications.com

Ann Outlaw RETAINTA@air.org



Questions?

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

