

Strategic Communications 2001 Activities

Goals and Activities for 2001

Goal 1: Develop an appreciation for strategic communications within the Network.

Activities:

1. Brainstorm ideas for promoting the Frameworks Institute communications toolbox within the Network.
2. Have working group members test different techniques and methods from toolbox and share the results of using that method with the Network.
3. Collect success stories of communications efforts and effective messages and frames. Begin by having working group members share their successes. Then gather additional stories from the Network. Share those success stories with the full Network, both on the Network Web site and through other means.

Goal 2: Help devise ways of translating data for the general public to improve the lives of children and families. Developing and maintaining the ability within each KIDS COUNT project to effectively communicate our messages.

Activities:

1. Brainstorm ways in which one-on-one communications consultation and assistance can be provided to Network members (such as capacity-building grants, etc.)
2. Work with the Frameworks Institute to test the effectiveness of communications strategies tried by members of the Network (long-range activity).
3. Provide advice and guidance to the Frameworks Institute regarding their work with the KIDS COUNT Network.

Goal 3: Identify some of the overarching issues of interest and develop useful and appropriate messages to accompany those issues for our work.

Activities:

1. Evaluate and assess the successes and weaknesses of the Network's coordinated poverty message effort.
2. Present evaluation results to the Steering Committee and make recommendations regarding how we can more effectively conduct a Network-wide coordinated message effort in the future.
3. Gather ideas from the Network about other overarching issues of interest for which we might develop common messages. (To be completed in second half of 2001.)
4. Select one issue and develop a common message for that issue. Organize a coordinated message effort within the Network. (To be completed in second half of 2001.)