

Child, Family and Community Well-Being COMMUNICATIONS TOOL KIT

INTRODUCTION

This tool kit was developed to support county Child, Family and Community Well-Being planning efforts for both local Comprehensive Prevention Planning (Phase I) as well as implementation (Phase II) going forward. The tool kit provides guidance, messaging and sample materials for your communications plan, focused on engaging public and private partners, and those with lived expertise.

The **messages, materials and methods** were developed based on research, including focus groups, interviews with stakeholders and consultation with county and tribal leadership and the California Department of Social Services (CDSS).

Please note that county-wide planning initiatives, with cross-system public partners and community members, have precedent in California. A few examples:

- » Proposition 10, passed in 1998, established the California Children and Families Commissions (now First 5), similarly required county-wide strategic planning.
- » Mental Health Services Act (MHSA), passed in 2004, continues to require county-wide participatory planning.
- » AB 2083, passed in 2018, requires cross-system planning to develop MOUs including child welfare, regional centers, county office of education, probation, and behavioral health to create a system of care to serve children and youth in foster care who have experienced severe trauma.

These prior experiences may provide local lessons on effective methods for communications and outreach, as well as opportunities to leverage and coordinate with ongoing efforts.

PHASE I

Comprehensive Prevention Plan (CPP) required by CDSS from “opt-in” Counties and Tribes by January 31, 2023.

PHASE II

Implementation to achieve the vision, 2023 and beyond!

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GOAL

The “for what” of your communications plan is to engage multisystem stakeholders with community members in both phases—the CPP and ongoing implementation—noting that having this active participation where stakeholders have ownership is essential to the reimagining of our systems to achieve Child, Family and Community Well-Being (a vision which reimagines to lead to system and culture change), centered on equity and social justice, in order to improve the lives of children and families in our state/county (the “so what”).

WHY

Engagement with these stakeholders with tailored messages, particularly for those with lived expertise, will result in a better, more responsive plan that will improve the outcomes for children and families in our county (the “so what”), and address the disproportionate system involvement of Black, Brown and Indigenous communities.



WHO

Target Audiences for this communications plan are:

- » IV-E agency leadership, managers and staff (primary messengers).
- » Public system partner agencies; leadership.
- » The judiciary, particularly dependency and delinquency.
- » Tribal leadership and members.
- » Private community based organizations, advocacy organizations and other intermediaries to stakeholders.
- » Community members, particularly those with lived expertise/child welfare involvement.

ANTICIPATED OUTCOMES

- » IV-E agency leadership and staff **adapt the overall framing and messages** in all communications both internal and external, and “**plug in**” **local data to sample materials**.
- » Public system partners, private providers and intermediaries to community members, are engaged by **the messages and materials** and spread the word to their networks.
- » Increased **engagement of all target audiences** with your Comprehensive Prevention Planning process.
- » Increased **understanding of the longer term vision** for your county’s families and children, and role of public and private partners to achieve the goal, in order to be primed for the implementation phase (2023 and beyond).

MESSAGES

FRAMING NOTES

- » Frame the problem in ways people can understand, using accessible **simple data** and **quotes or stories**, to demonstrate that they are solvable.
- » Instead of **prevention** (which may imply preventing “bad” parents from abusing or neglecting children) lead with the goal of a **vision for well-being centered on equity and social justice**.

To engage in action, it works best to focus on the vision and solutions—not the problem—which may overwhelm (too many crises can lead to paralysis).

- » Acknowledge the history and skepticism of motives, e.g., lack of trust and the “baggage” that public agencies carry when making the case to engage in this process.
- » Use accessible language when describing social determinants/drivers of health. Try using a metaphor, e.g., foundations of community health and well-being.
- » Given our long term vision, frame your invitation and call to action to encourage accountability beyond the initial planning.
- » Instead of asking to “come to your table,” ask stakeholders to help “set the table.”
- » The goal is that stakeholders know and feel that they belong in the process, versus having someone “include” them.

Consider the motivations of your cross system partners and stakeholders, for example, what about this planning and implementation process will specifically address their short and long term objectives.



TALKING POINTS

IV-E Agencies, Child Welfare/ Probation, in <county name>, with unprecedented new resources and policies, are engaged in a new way of doing business—partnering with our public and private partners—guided by those with lived expertise to realize a vision of Child, Family and Community Well-Being.

One thing we can all agree on, we can do better <key stat or story with problem—select relevant stat from fact sheet> for our children and families in <county name>.

All children and families deserve to have the resources and support they need to thrive. Children do better in families, and families do better within their communities and cultures. This is both a moral and fiscal imperative.

Child welfare and probation (IVE-E agencies) were not designed to focus on—or be solely responsible for—the profound issues associated with economic hardship, they do not have the power/ resources alone to achieve this vision.

Child, Family and Community Well-Being requires/needs to be **built on a foundation** of:

- » Housing Stability
- » Financial Stability
- » Quality Education
- » Physical and Mental Health
- » Social Supports
- » Safe Neighborhoods

To get there we need **your voice, perspectives and experiences** to develop this road map/new vision of well-being. <Outline the call to action for planning, e.g., invite to a meeting, fill out a survey, share with your neighbors.>

This plan we co-create in 2022 is the road map to this vision but we will continue to need your involvement to help navigate as we **implement the plan in 2023** and beyond.

As we move forward with the planning and implementation, the policies, programs and resources should be centered on equity and social justice and respect for tribal sovereignty.

What is and why center **equity**?

- » **Equity means leveling the playing field** so people have what they need in recognition of their individual circumstances.
- » **Generations of inequity** have left children, families and communities, particularly communities of color, with **fewer resources and opportunities to thrive**
- » New policies, programs and resources should **center equity to address the result of structural racism**.

What is and why center **social justice**?

- » Social justice refers to a **fair and equitable division of resources, opportunities, and privileges** in society.
- » To address the **historical lack of fairness**, new policies, programs and resources to achieve well-being must center consideration of social justice.

MATERIALS AND METHODS

ONE MINUTE MESSAGE OR “ELEVATOR PITCH”



All children and families in our county deserve to live and thrive in safe, healthy communities. We have a once in a generation opportunity to realize that vision with new policies and resources. Everyone has a role to play. Join us <call to action: website, meeting, survey>.



Children and families in our county face many challenges, including finding affordable and safe housing, child care and living wage jobs. We can do better. Help reimagine <our county> centered on equity and social justice. Join us <call to action: website, meeting, survey, sign up for our newsletter>.

Methods/How to Use

These sample one minute messages or “elevator pitches” are intended to prompt messengers (IV-E Agency leadership, staff and others engaged in the CPP) to lead with our **values and vision** to inspire engagement.

These can be tailored to reach specific audiences by inserting **examples** for the **particular stakeholders/sectors** to be invited to participate (who might be in the elevator), for example:



Many families in our county face challenges, most notably finding **affordable, accessible quality child care**, which can make it hard for families to be financially stable and able to support their children. That is why we need **CHILD CARE advocates** at the table when we reimagine <our county> centered on equity and social justice. Join us <call to action: website, meeting, survey>.

INFOGRAPHICS

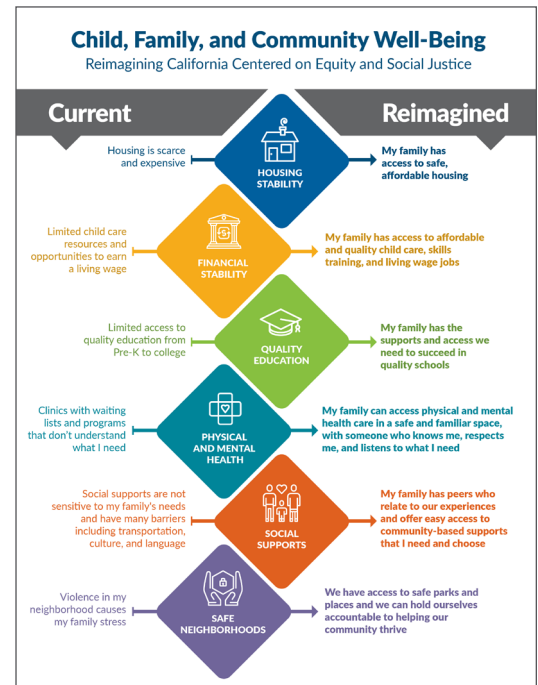
Two infographics were developed to provide a visual representation for the reimagined vision, the goal of the Comprehensive Prevention Planning, to support your communications and engagement effort with public and private partners, as well as community members.

Infographic #1: Reimagining

Infographic #1 is intended to **prompt awareness and generate discussion** on the challenges many families currently experience in accessing the foundations of health and well-being, specifically referencing housing stability, financial stability, etc.

On the left side (current) we have *included short statements/sample quotes*, written from a family/parent/caregiver perspective, to illustrate the challenge.

On the right side, we have included short statements to illustrate what it might look like to address that challenge with the programs/policies and reforms proposed through the Comprehensive Prevention Planning.



Methods/How to Use

We recommend that you [edit this infographic](#) with your own before/after statements including your county name. You can also use this with a [blank canvas worksheet](#) (click on the light blue boxes to edit) in a planning meeting to inspire discussion.

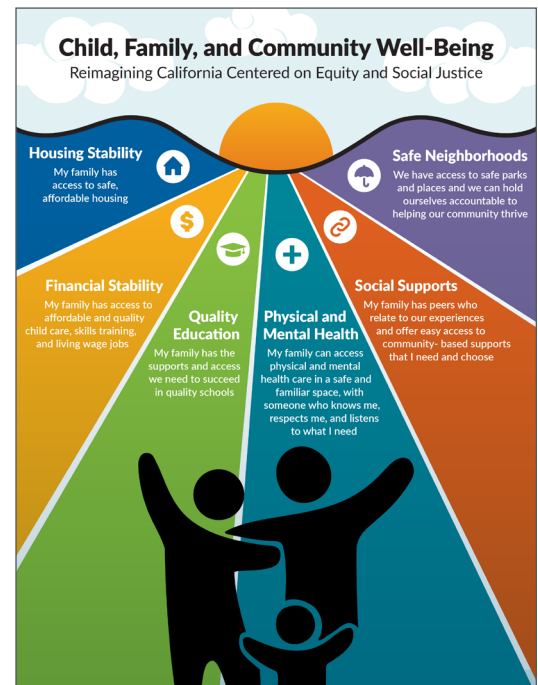
Infographic #2: Well-Being Sunrise

Infographic #2 was developed in response to feedback from state and county stakeholders who requested a visual representation of the vision and results of implementing their Comprehensive Prevention Plan.

The statements on each path, named for the foundations of community health and well-being, illustrate the reimagined experience for families in California and your county.

Methods/How to Use

You can use this [editable version of the infographic](#) (change California to your county name) on various materials, including your website, posters, brochures, etc., to create a brand (the promise) for your planning efforts.



PRESENTATION SLIDE DECK

This [sample presentation deck](#) contains the key messages and is designed to orient partners and community members to the Comprehensive Prevention Planning process.

Methods/How to Use

This is an outline and will require you to fill in with the key facts/stats and progress of your Comprehensive Prevention Planning.

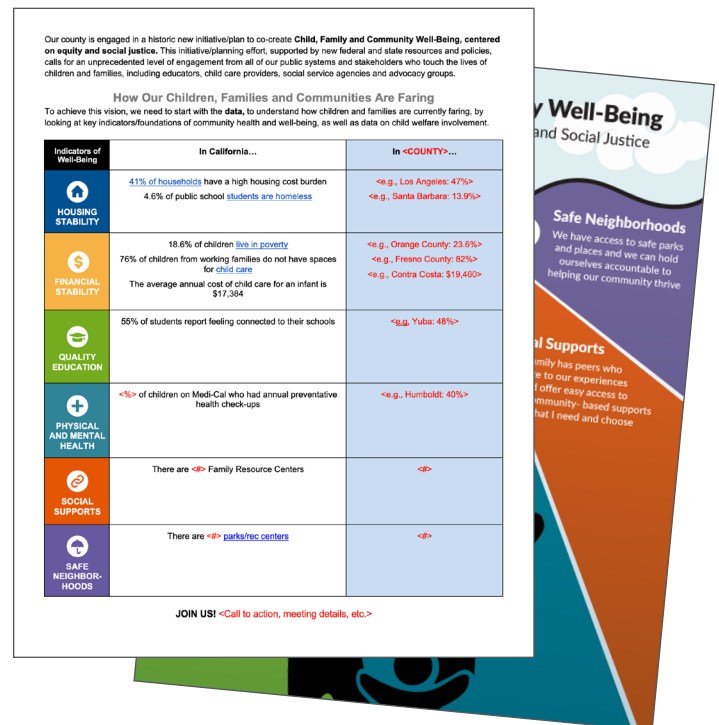


ONE PAGER/FACT SHEET

This [one pager/fact sheet](#) can help clearly outline the key facts and stats making the case for why Comprehensive Prevention Planning is needed. Post on your website and/or use as a handout in meetings and other outreach to inspire engagement. When possible add a “call to action” for your planning, e.g., fill out a survey.

Methods/How to Use

This is a template you can use with facts and stats tailored to your county, **referencing the foundations of community health and well-being**, described in the infographic. We have also recommended that you use the vision infographic on the back-side, if possible.



COMMUNITY ENGAGEMENT— “PROMISE AND PROGRESS” E-NEWSLETTER

This is [sample newsletter copy](#) which will require you to tailor with your county facts and progress in your planning efforts.

Methods/How to Use

Here is an example of language for an e-newsletter, which is an effective method to raise awareness of the promise and progress of the planning and moving forward, to support the **buy-in** and engagement that will be needed for the implementation phase.

We encourage you to have a regular e-newsletter, for example monthly, to send to your database of public and private partners and intermediary organizations (Family Resource Centers, Faith Based Organizations, etc.) to keep them informed on both the **promise and progress** of the CPP.

MEDIA

SOCIAL MEDIA

Social media can be a powerful way to build awareness and participation in your county's Child, Family and Community Well-Being planning and implementation efforts.

These [sample social media cards and posts](#) draw from the Infographic design and the data in your One Pager/Fact Sheet to provide compelling calls-to-action around each of the foundational components of child, family and community health, e.g. Housing Stability, Quality Education, etc.

Methods/How to Use

Choose your preferred social media platform, or use multiple. The social media cards are designed to fit Twitter, Facebook, Instagram, and LinkedIn. Just select the design that works with your platform.

Tailor the draft posts we have provided with statistics, hashtags, and/or by tagging partners or other influencers you have been working with on the specific topic (e.g. Housing Stability) as part of your broader child, family and well-being planning work.

Try to always link to a piece of content that will engage your audience further on the topic and/or your broader child, family and well-being planning work. This could include your e-newsletter, a report, a media piece, etc.

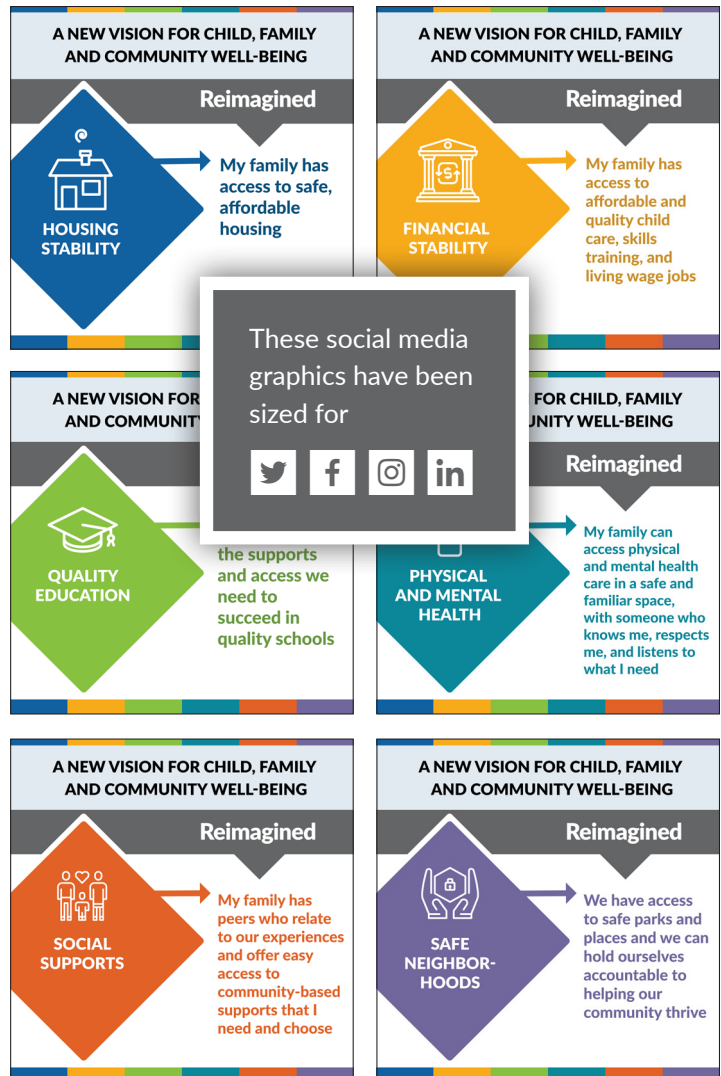
Note that the content you are linking to will often auto generate its own image. You can put the URL of the content into this [Twitter Card Validator](#) to see what image will be generated. Or, when you do your post, you can manually add one of the social media cards we have provided for you here to override the auto generated image.

OP-ED SAMPLE

This is [sample op-ed language](#) to announce and encourage participation in the CPP for Child, Family and Community Well-Being.

Methods/How to Use

Tailor this to your county facts and stats and submit to local print or online community media sites.



TACTICS AND TIMING

A FEW QUESTIONS AND TIPS TO PUT TOGETHER YOUR PLAN

What tactics work best to engage target audiences?

- » Agency leadership/staff
 - » Email lists?
 - » Staff meetings?
 - » Brown bag lunches?
- » Public system partners?
 - » Email lists?
 - » Interagency meetings?
- » County Leadership
 - » Board of Supervisors meetings?
 - » Monthly reports?
- » Private providers?
 - » Email?
 - » Working meetings?
- » Community Partners/CBOs?
 - » Email?
 - » Announcements and newsletter submissions?
- » Methods to reach public/wider audiences
 - » Social Media
 - » Traditional media
 - » Newsletters
 - » Community meetings

Consider timing

- » What are key dates for meetings for your planning efforts?
- » Send invites
- » Ask intermediaries to include announcements
- » Send regular (e.g., monthly) updates to keep audiences informed and engaged
- » Social media to prompt/raise awareness of key meetings or news

Final tip!

- » Designating a staff member or communications professional to take on the role of implementing your plan is key to achieving the goals.



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