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Acknowledging the Foundation’s Support

In press releases, brochures/publications or other publicly disseminated documents related to projects funded by The John A. Hartford Foundation, grantees must acknowledge the Foundation’s support. Use the Foundation’s full name (“The John A. Hartford Foundation”), rather than shortening it to the “Hartford Foundation.” The acronym JAHF may be used when appropriately denoted.

Please note: All publicly disseminated documents (press releases, brochures/publications, etc.) must be reviewed by the Foundation in advance of release.

Describing the Foundation

Descriptions of The John A. Hartford Foundation and its work follow for your use, where appropriate:

› SHORT DESCRIPTION:

The John A. Hartford Foundation, based in New York City, is a private, nonpartisan, national philanthropy dedicated to improving the care of older adults. The leader in the field of aging and health, the Foundation has three priority areas: creating age-friendly health systems, supporting family caregivers, and improving serious illness and end-of-life care. For more information, visit johnahartford.org and follow @johnahartford.

› MEDIUM DESCRIPTION:

The John A. Hartford Foundation, based in New York City, is a private, nonpartisan, national philanthropy dedicated to improving the care of older adults. For more than three decades, the organization has been the leader in building a field of experts in aging and testing and replicating innovative approaches to care. The Foundation has three priority areas: creating age-friendly health systems, supporting family caregivers, and improving serious illness and end-of-life care. Working with its grantees, the Foundation strives to change the status quo and create a society where older adults can continue their vital contributions. For more information, visit johnahartford.org and follow @johnahartford.
LONG DESCRIPTION:

The John A. Hartford Foundation, based in New York City, is a private, nonpartisan, national philanthropy dedicated to improving the care of older adults. For more than three decades, the organization has been the leader in building a field of experts in aging and testing and replicating innovative approaches to care. The Foundation has three priority areas: creating age-friendly health systems, supporting family caregivers, and improving serious illness and end-of-life care. Working with its grantees, the Foundation strives to change the status quo and create a society where older adults can continue their vital contributions.

The Foundation was established in 1929 to do the greatest good for the greatest number of people. That was the guidance of its founders, brothers John and George Hartford, leaders of the Great Atlantic and Pacific Tea Company – later known worldwide as the A&P grocery chain. Since 1982, The John A. Hartford Foundation has invested more than half a billion dollars in grants focused exclusively on aging and health. For more information, visit johnahartford.org and follow @johnahartford.

Branding and Logo Use

The Foundation believes a successful partnership includes co-branding (i.e., including the JAHF logo on a grantee’s website and project-related publications). For use of The John A. Hartford Foundation logo on printed materials and/or websites, contact your Program Officer or Clare Churchouse, communications assistant at clare.churchouse@johnahartford.org. Please note that the Foundation logo includes our full name, “The John A. Hartford Foundation.” The logo (in a few different formats) and brand guidelines can be downloaded from https://www.johnahartford.org/grants-strategy/grantee-resources.

If you are developing a logo for your Foundation-funded project, a draft must be submitted in advance to your program officer and you must receive approval for its use from the Foundation. Please work with your program officer as you develop the branding/logo for your Foundation-funded project.

Photography

The Foundation expects that most grantee organizations will have internal capacity for basic photography of grant events and activities that can be shared with the Foundation for social media, the web, and The John A. Hartford Foundation’s annual report. Please notify your program officer if this capacity does not exist.
Developing Your Communications Strategy

As part of grant proposals, The John A. Hartford Foundation expects all grantees to develop a communications strategy that will support each project in achieving its goals. The Foundation works in partnership with grantees to promote each program, and with Foundation consultants, offers several communications resources for your use.

In the first quarter of a new project, a project launch call will be scheduled with grant project leaders and their communications staff, the Foundation’s program officer, and possibly Foundation communication consultants, to review these resources and identify opportunities for offering support or coordinating communications activities. Foundation program staff will work with you to schedule the project launch call.

Note: The Foundation makes a limited amount of communications consulting time available for grantees with unanticipated communications needs, including media outreach. Please contact your program officer for more details.

For More Information

For more information about The John A. Hartford Foundation’s programs, please contact your program officer. Communications and media inquiries should be directed to Marcus Escobedo, senior program officer and communications director.

In addition, please send copies of press releases and published materials to:

CONTACT

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Key Messages of The John A. Hartford Foundation

› Older Adults are Invaluable Assets to Society
  Older adults are living and working longer, redefining later life, and enriching communities, yet societal bias against aging remains.

› Health Care for Older Adults Needs to Change
  Successful health systems know that health care’s future requires bold approaches that value older adults, address their unique needs, and provide the best care and support.

› Leading the Way in Improving Care of Older Adults
  For more than three decades, The John A. Hartford Foundation has built a field of experts in aging and health, and now the Foundation is focused on implementing and replicating their innovative approaches.

› Focused on Achieving Measurable Impact
  Fueled by evidence-based learnings and a proven record of results, The John A. Hartford Foundation is working with its grantees to rapidly make a meaningful difference in the care of older adults.

› Let’s Work Together to Make a Difference for Millions of People
  Our success relies on working with others. We seek partnerships with public and private organizations to spread learnings and transform care.
Sample Talking Points Formula

Following is a suggested formula to help you incorporate The John A. Hartford Foundation’s key messages when communicating about your JAHF-supported project:

PROBLEM + SOLUTION + WHAT YOUR PROJECT IS DOING + WHAT YOU NEED YOUR AUDIENCE TO DO

PROBLEM
[A specific problem that illustrates the JAHF key message: “Health care for older adults needs to change.”]
Example: Poor-quality care harms older patients, causes families to suffer, and wastes money.

SOLUTION
[In the broadest terms, what is the solution to the specific problem outlined above?]
Example: Older adults are invaluable assets and should receive high-value, evidence-based health care that treats them with respect and dignity, and meets their goals and preferences.

WHAT YOUR ORGANIZATION IS DOING
[How is your project (and, by extension, JAHF) uniquely contributing to the solution?]
Example: [Project X] provides safe, high-quality care to older adults in their own homes—a program that has made a tangible impact by reducing health care costs and hospital readmissions. With support from The John A. Hartford Foundation, we’re now…

WHAT YOU NEED YOUR AUDIENCE TO DO
[The call to action to your target audience.]
Example: Health systems looking to build their capacity and improve the care of older adults should contact us to learn how to implement this program. Let’s work together to make a difference for older adults.
CORE ELEMENTS OF A COMMUNICATIONS PLAN

Mission
› Think big: How will your project change health care?
› Say it in five words or less

Communications Goals
› The “wins” you will need to achieve related to your mission
› Make your goals actionable, measurable, and time-bound

Strategic Advantages
› Where you are unique or have an edge
› Could be resources (grants, programs, services) or people (labor, research, thought leadership)

Target Audiences
› Who is best positioned to answer your call to action
› The more specific, the better. For example:
 › U.S. Senate Committee on Health, Education, Labor and Pensions (HELP) staff
 › Organizations that provide support to family caregivers
 › Baby Boomers caring for aging parents

Messages
› Four parts:
   1. Problem/Challenge
   2. Solution
   3. Your Project’s Role
   4. What You Need Your Audience to Do

Tactics
› The activities and action steps used to deliver your messages to your target audiences
Remember: You are always on stage. Whether you're speaking on the record with a reporter, meeting someone at a conference, or answering the phone at the office, you're an ambassador for your organization.

It’s the message, not the question. It’s not about what an interviewer asks you; what matters is how you incorporate your key messages into your answers.

Think before speaking. When asked a question by an interviewer, stop, reflect – and then answer. Do not fear silence; it gives you the opportunity to think carefully about how you will respond.

Avoid MEGO. Remember to speak simply and clearly, avoid jargon and use terms the audience is familiar with, to avoid your audience developing MEGO (“my eyes glaze over”).

Don’t repeat a negative. Instead, reinforce the positive. Where there is a challenge, talk about the opportunity that exists.

Stay in your lane. Do not comment on subjects that are not within your area of expertise or aligned with your goals for the interview or presentation.

Localize, personalize, humanize. Make your messages relevant to your audience whenever possible, using anecdotes to connect on a human level.

Headline your comment. Use a one-sentence answer to make your point succinctly, and give the reporter a sound bite. Then, expand on the idea if you want.

Block...and bridge. Take control by always bridging the conversation back to your key messages, no matter the question. For example: “The important thing to remember is...”

Repeat your message, repeat your message, repeat your message. Make it stick!
Following are some sample customizable tweets and Facebook posts to help you communicate about your JAHF-supported project.

**Tweets:**

1. Alongside @johnahartford, we’re committed to improving care for #OlderAdults. Learn how you can get involved: [shortened link]

2. #OlderAdults = invaluable assets to society. Our #AgeFriendly [Project] w/ @johnahartford helps ensure they can continue their vital contributions.

3. Thru [Project] w/ @johnahartford, we’re exploring bold #AgeFriendly approaches that support #OlderAdults & their vital contributions. Learn more: [shortened link]

4. #OlderAdults deserve better health care than they often receive. Our work w/ @johnahartford changes the status quo by [doing x].

5. Be part of our #AgeFriendly movement w/ @johnahartford to improve care for #OlderAdults; Our success relies upon working with others, learn more: [shortened link]

**Facebook Posts:**

1. [Post with photo] We are excited about the work we are doing in [Project] with support from The John A. Hartford Foundation! #OlderAdults are an invaluable part of society: 80 percent of older people in the United States work, volunteer, or actively care for a family member. Through [Project], which [does x], we’re providing high-quality care that treats #OlderAdults with respect and dignity, and ensures that they can keep making their vital contributions.

2. Health care’s future requires bold approaches that value #OlderAdults, address their unique needs, and provide the best care and support as they age. With The John A. Hartford Foundation’s support, we are rethinking our approach to the care of #OlderAdults. [Project description.] Let’s work together to make a difference—delivering better care to #OlderAdults across our communities.

And to help make posts more searchable, remember to use common hashtags when possible: #OlderAdults #AgeFriendly #FamilyCaregiving #SeriousIllness
The John A. Hartford Foundation works in partnership with its grantees to improve the care of older adults. As part of this process, the Foundation makes a limited amount of communications consulting time available for grantees. Communications services the Foundation may be able to provide include:

Communications Planning
› Communications audits
› Audience research (stakeholder interviews, focus groups, etc.)
› Communications plan development
› Counsel on development and dissemination of products
› Meeting planning and execution

Message Development & Training
› Message development
› Message testing
› Message training

Media Relations
› Consulting around story development and news hooks
› Press release/media advisory/op-ed/letter-to-the-editor/blog development
› Targeted media outreach
› Media training

Writing/Design
› Marketing collateral (fact sheets, brochures, etc.)
› Advertising copy
› Logo/brand development
› Infographics

Online/Interactive
› Website audits, design, content development
› Social media strategy and content
› Digital ads
› Counsel on webinars and interactive online meetings

To request assistance, or to learn more, please contact your program officer.
The way Americans currently think about aging creates obstacles to productive practices and policies. How can the field of aging help build a better understanding of aging, ageism, and what it will take to create a more age-integrated society? To answer this question, a group of leading national aging organizations and funders commissioned the FrameWorks Institute to conduct an empirical investigation into the communications aspects of aging issues.

The Reframing Aging initiative has produced resources and materials that can be accessed at frameworksinstitute.org/toolkits/aging to help make the case for adapting society to the needs of an aging population. All Foundation grantees should review the Reframing Aging research and incorporate its recommendations into your communications. For more information, please contact Marcus Escobedo, senior program officer and communications director at marcus.escobedo@johnahartford.org. We have provided one tool below. Access other tools at frameworksinstitute.org/toolkits/aging.

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**The Big Picture**

**Quick Start Guide**

Framing is the process of making choices about what to emphasize and what to leave unsaid. Here’s a quick tour of themes to avoid and alternatives to advance.

**Instead of these words and cues:**

- "Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people
- "Choice," "planning," "control," and other individual determinants of aging outcomes
- "Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes
- "Struggle," "battle," "fight," and similar conflict-oriented words to describe aging experiences
- Using the word "ageism" without explanation
- Making generic appeals to the need to "do something" about aging

**Try:**

- Talking affirmatively about changing demographics: "As Americans live longer and healthier lives…"
- Emphasizing how to improve social contexts: "Let’s find creative solutions to ensure we can all thrive as we age."
- Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
- The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."
- Defining ageism: "Ageism is discrimination against older people due to negative and inaccurate stereotypes."
- Using concrete examples like intergenerational community centers to illustrate inventive solutions