



The
John A. Hartford
Foundation

Grantee Communications Toolkit

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Grantee Communications Guidelines

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.

Example: We are proudly supported by The John A. Hartford Foundation, 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. Learn more at www.johnahartford.org.

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 areas of emphasis: creating age-friendly health systems, supporting family caregivers, and improving serious illness and end-of-life care.

› 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 areas of emphasis: 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](https://twitter.com/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 areas of emphasis: 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 store 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](https://twitter.com/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, Senior Communications Associate at clare.churchouse@johnahartford.org. Please note that the JAHF logo includes our full name, “The John A. Hartford Foundation.” Logos can be downloaded from the Grants Guidelines and Resources webpage: <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. The names of JAHF-funded initiatives and products should also be vetted with the Foundation. Please work with your program officer as you develop the branding 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 Grantee Orientation call will be scheduled with grant project leaders and their communications staff to review these resources and identify opportunities for offering support or coordinating communications activities.

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, Vice President, Communications and Senior Program Officer.

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

Marcus R. Escobedo

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The
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Key Messages & Sample Talking Points Formula

Key JAHF Messages

Change is needed: People are living longer and powering up our communities in vital ways, but many of us will age with complex health and social needs. This requires the U.S. health care system to take a fresh approach.

The solution is age-friendly care: Making health systems age-friendly meets the unique needs of older adults and their family caregivers, applies at all stages of health including serious illness and end of life, and it helps deliver better care, outcomes, and experiences for everyone.

JAHF's role: The John A. Hartford Foundation is ensuring that age-friendly care reaches as many older adults as possible—and doing it quickly. We are working every day to create age-friendly health systems, support family caregivers, and improve serious illness and end-of-life care.

Our call to action: Collaboration is in our DNA. We work strategically with a wide range of partners to ensure older adults receive the best care possible. Join us as we improve the care of older adults.



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.*

When drafting organizational messages or talking points, consider the following questions and prompts to help distill the work your organization does and the unique value that it offers within the context of the larger older adult care ecosystem. Responses should be brief, clear, and accessible to your key audiences.

1. Describe your organization's mission.
2. Describe your organization in one sentence.
3. What three words best describe your organization?
4. How would others (competitors, stakeholders, etc.) describe your organization?
5. What does your organization do best?
6. Who is your organization trying to reach through communications?
7. What action does your organization want each audience to take?
8. What are your organization's core programs and what do they accomplish?



Making the Messages Your Own: Sample Social Media Content

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 deserve age-friendly care. Our #AgeFriendly [\[Project\]](#) with @johnahartford helps ensure that health care is focused on what matters most to older adults. [\[shortened link\]](#)
3. Thru [\[Project\]](#) with @johnahartford, we're exploring bold #AgeFriendly approaches that support #OlderAdults & their #FamilyCaregivers. Learn more: [\[shortened link\]](#)
4. #OlderAdults deserve better health care than they often receive, especially during #SeriousIllness or at the #EndOfLife. Our work with @johnahartford changes the status quo by [\[doing x\]](#).
5. Be part of our #AgeFriendly movement with @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: The average caregiver of a care recipient who is 65 years of age or older is 63 years old. Through [\[Project\]](#), which [\[does x\]](#), we're providing high-quality, age-friendly 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 working to make health care age-friendly, support family caregivers and improve serious illness and end-of-life care. [\[Project description.\]](#) Let's work together to make a difference—delivering better care to #OlderAdults across our communities.



LinkedIn Posts:

1. How can [briefly describe event or ask, such as “Caregivers learn about XYZ?”] Join us in our upcoming webinar, [name] on [date], to learn [intended takeaways from event]. Thank you to our partner @The John A. Hartford Foundation for supporting this project. [link]
2. JUST RELEASED: [Include brief synopsis of report data, such as “The average caregiver of a recipient 65 years of age or older is 63 years old.”]. Read more from our latest [brief/report] on [topic in 2-3 words], made possible with support from @The John A. Hartford Foundation. [link]

And to help make posts more searchable, remember to use common hashtags and tag JAHF when possible:

#OlderAdults #AgeFriendly #FamilyCaregiving #SeriousIllness

f @The John A. Hartford Foundation on Facebook

t @johnahartford on Twitter

in @The John A. Hartford Foundation on LinkedIn



Reframing Aging

The way people in America 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, now hosted by the Gerontological Society of America (GSA), has continued working with the Frameworks Institute and national aging organizations to offer webinars, materials and training opportunities that can be accessed at reframingaging.org.

All JAHF grantees are expected to review the Reframing Aging research and incorporate its recommendations into your communications. We have provided one tool below. Via reframingaging.org you can access other tools from frameworksinstitute.org/toolkits/aging.

For more information, please contact Marcus Escobedo, VP of Communications and Sr. Program Officer at marcus.escobedo@johnhartford.org.





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:	Try:
"Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people	Talking affirmatively about changing demographics: "As Americans live longer and healthier lives . . ."
"Choice," "planning," "control," and other individual determinants of aging outcomes	Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
"Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes	Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
"Struggle," "battle," "fight," and similar conflict-oriented words to describe aging experiences	The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."
Using the word "ageism" without explanation	Defining ageism: "Ageism is discrimination against older people due to negative and inaccurate stereotypes."
Making generic appeals to the need to "do something" about aging	Using concrete examples like intergenerational community centers to illustrate inventive solutions

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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



Ten Tips for Effective Message Delivery

1

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.

2

It's the message, not the question.

It's not about answers what an interviewer asks you; what matters is how you incorporate your key messages into your answers.

3

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.

4

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").

5

Don't repeat a negative.

Instead, reinforce the positive. Where there is a challenge, talk about the opportunity that exists.

6

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.

7

Localize, personalize, humanize.

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

8

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.

9

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..."

10

Repeat your message, repeat your message, repeat your message.

Make it stick!



Media Relations Tips and Best Practices

Relationships with media matter because they have the potential to connect organizations with their key audiences, make their work come alive, and reach people who can be converted into supporters, volunteers, donors, program participants, etc.

When speaking to the media, unless explicitly stated otherwise, you are representing your organization. It's important that anyone speaking to media **distinguish between personal opinion and experiences and statements being made on behalf of the organization.**

Media Relations 101

1. Prepare your messages

Just as you should prepare organizational messages, you will want to prepare for outreach to the media, but with a slight difference. Think about your audience—often you are trying to reach very busy people who need to make quick decisions about what to write. Brevity and easy-to-identify take-aways are key. We recommend jotting down two to three key points you want to make in reaching out to a reporter by phone or email.

2. Do your research and keep records

It helps to know what makes a story pitch compelling to a media outlet. Start by reading the outlets you want to pitch and see what types of stories it covers. Create a list of reporters (with contact information) that you may be interested in reaching out to and maintain a master list with information about conversations, their responses to your story pitch or idea, etc. to track relationships as they grow.

Please keep in mind that media may or may not respond to your pitch, but can still be interested in covering your organization. Establishing and fostering relationships with reporters is always a positive, and keeping media informed of your activities is a good habit to practice. Media may file away organizational leaders, volunteers, and program participants as a resource for future stories.



How to Pitch a Story Idea to a Reporter

1. Identify a story idea.

Think about a part of your work or key advance that may interest media. If you have written a press release or advisory, send via email blast to all reporters you think may be interested.

2. Determine which reporter(s) to follow up with.

Identify the outlet(s) that you want to reach and then seek out the relevant reporters' contact information. If the outlet is small, there may not be reporters covering specific topic areas, like business, health, sports, etc. In that case, the individual listed online as the "newsroom contact" or "assignment editor" is the person to go to with your story idea.

3. Prepare and send your pitch email.

Equipped with your list of contacts, write a series of brief email notes, each personalized with their name.

Be sure to send a separate email to each contact on your list (do not CC or BCC). Make sure you have included your phone number and email address for follow-up questions. If you have a press release, include it at the bottom of the email. Reporters and editors are very busy and need to make fast decisions – be succinct and straightforward, but respectful. If you are alerting them to an upcoming event, send your initial email no later than a week before.

4. Call to follow-up.

Follow-up is important. The story is unlikely to materialize unless you call and make a compelling verbal pitch that includes offering an interview with a spokesperson and/or program participant or offers the reporter the opportunity to attend an event. An effective follow-up call will stress why your organization's work is important and interesting to readers. Follow-up calls also help establish a relationship with reporters and make it more likely that they answer your call the next time.

5. Work with the reporter and prepare anyone at the organization who will be interviewed.

Once you get the green light from a reporter, work with them to fully understand the story angle that they wish to pursue and coordinate between the reporter and any employees, volunteers or program participants who will be interviewed.



Preparing for an Interview

When you speak with a reporter, you are presenting your message and key points but doing it verbally, typically in an interview conducted over the phone or face-to-face.

Assume that the interview questions will not be shared in advance, which is why it is always important to prepare before you speak with a reporter.

Below are some tips to help you prepare for a meeting with a reporter.

- 1. Research the reporter.**

Part of preparing for an interview means knowing with whom you will be speaking. Be sure to go online to better understand the types of stories the reporter has written in the immediate past.

- 2. Identify key points and practice your answers.**

You will want to go into a conversation with a reporter knowing the two or three key points you want to make. Even if you are not given an opportunity to make these points immediately or directly, you should consider how to incorporate them into your answers. To prepare, think about questions the reporter might ask and practice responding to them, ideally with another person. Practice weaving your key points into answers to questions that aren't directly related to them. The more you practice, the more natural this tactic will become.

- 3. It's okay to say you don't know, but be sure to follow up promptly.**

If you are asked a complicated question you can't answer, it is best to be honest and state that you will follow up once you have additional information. Be sure to provide it at the earliest possible opportunity.

- 4. Everything is on the record, unless the reporter says otherwise.**

Saying "this is off the record," without the reporter agreeing to the condition, doesn't mean you won't see what you said in print.

- 5. If you feel like you've missed a key point in your interview, follow up.**

Send an email thanking him/her for spending the time with you. You can then say something along the lines of, "A point I wanted to make during the interview, and which is really important, is....."



Suggested Best Practices for Social Media

Social media channels are essential to promote programmatic work, widen your supporter base, and activate advocates. While each platform has unique best practices, there are some truths that carry across platforms.

Follow the Right People

Increasing the number of people and organizations you follow and follow you in turn increases opportunities for engagement.

- Follow/like partner, stakeholder, and funding organizations and their leadership's public profiles.
- Follow/like other charitable organizations working in the same area or organizations doing similar work in another part of the country.
- Follow/like local media outlets' and even individual reporters' social media channels.

Build your Followers

Authentic engagement spurred by compelling content is the best way to build an active follower base, but here are some additional tactics to try.

- Make sure your social media channels are linked on every page of your website in a header or footer. These links should be clickable.
- Include links to your social media (not icons or images) in your email signature.
- Prioritize following your social media channels as a central call-to-action for your supporters by repeating it as many times and in as many places as possible.

Interact

Ultimately, social media is meant to foster interaction. The more interacting you do, the more people your account and content will be exposed to.

- Interact with other organizations on social media by sharing and liking their content and posting comments. They may do the same for you, exposing your social media channels to new audiences.
- Social media platforms' algorithms generally lift accounts with higher engagement rates. Reply to comments and thank people for sharing your posts.



- › Hashtags (#) pull together all the content being posted with that hashtag. Use relevant hashtags (not more than five) so that your posts show up. Look for hashtags that people use during a specific moment in time and long-term hashtags related to your work.
- › When referencing other organizations or individuals in your posts, tag them (@username) to garner more engagement and expose your content to a wider audience.

Advance Your Mission by Staying on Message

- › Your social channels are ultimately tools to advance your organizational mission. Make sure everything you post is on message and that you maintain a consistent voice.
- › Keep posts brief and make the call-to-action (i.e., what you want the reader to do) as clear as possible.

Connect with Current Events

- › Make your posts relevant to what your audience is already seeing in their feeds by relating it to your organization.
- › Take advantage of social media “moments” and holidays by planning ahead.

Stay Up to Date

Social media is a constantly evolving space and best practices change frequently. Subscribe to newsletters and follow organizations that provide social media guidance for nonprofits like Network for Good and The Communications Network.

TWITTER BEST PRACTICES

How to Structure Tweets:

- › **Keep tweets short.** Attention spans on Twitter are short, keep your tweets short too.
- › **Attribution matters.** Mention people or organizations that are referenced in the tweet with an “@” followed by their handle. This will improve your chances for more follows and retweets in the future.
- › **Use a visual, when possible.** If a chart or photograph is available, append it to the tweet. Visuals, infographics, and short videos increase the likelihood that users will favorite, share, or respond to your tweet.
 - › **Note:** Twitter enables users to add up to four photos to create a mini collage. The ideal image size and aspect ratio is 1200x675p.
 - › If you have a video, share the YouTube link to enable playback within Twitter.



- **Time it correctly.** The best times to post on Twitter are 9:00 a.m. on Wednesdays and Fridays. For the most consistent engagement, tweets should be posted between 8:00 a.m. and 4:00 p.m. Monday-Friday.
 - Tweets should be posted no more than 3-5 times per day.

How to Strike the Right Tone:

- **Start conversations.** The purpose of sharing content online is to engage the larger health community in discussions about enhancing the health and well-being of older adults. Asking questions is a simple way to encourage followers to begin thinking about your work and the issues you care about. Examples include:
 - What's one learning you have from...
 - How do you define #AgeFriendlyCare?
 - Example: How do you define #AgeFriendlyCare? [Organization] is working to improve the health of older adults by...
 - Did you know that...
 - Example: #DYK: Nearly 18 million people in the US regularly provide care to an older loved one who needs assistance?
- **Entice your reader to click.** When sharing reports, statements, releases, or other newly released public information, make sure your introduction provides enough of a “teaser” to inspire your reader to click and read more.
- **Keep posts clear and succinct.** A best practice is to aim for between 100 and 140 characters in Twitter posts so others can easily share your tweet with their own comments. While you have 280 characters to use, we recommend drafting posts that are on the shorter side.

How to Engage with Others:

- **Schedule some tweets, but not all.** Use programs such as Hootsuite and TweetDeck to schedule several tweets for the week to ensure a steady stream of information, but be sure to tweet in real-time to engage with followers (i.e., retweet their content and chime in or respond to their conversations).
- **Live tweet industry events you participate in.** During conferences and other events, we suggest posting content daily—for example, share interesting quotes, stats, or photos from the event—to effectively update your audience on JAHF’s participation and engagement. When possible, include any relevant conference hashtags, as well as the handles of speakers and moderators.
- **Share news people can use.** Facts and statistics are appealing on social media and great for sharing, even if they come from a different source than your own organization. Share content frequently to build a rapport and increase your chances of getting retweeted.



- **Add relevant hashtags to tweets.** Hashtags (#) will ensure your tweets appear in ongoing and appropriate conversations.
 - Don't include more than two hashtags in one tweet.
 - Don't include all hashtags at the end of the tweet; weave them throughout the tweet naturally.
 - Monitor what hashtags other stakeholders in your space are using and add them to relevant tweets.

LINKEDIN BEST PRACTICES

- **Seed early engagement.** The LinkedIn algorithm favors posts that get engagement within the first 60 minutes of publication. Share priority posts internally after they are published and encourage engagement among staff and stakeholders. The recommendation is at least 20 engagements.
- **Use big, bold imagery.** Larger high-res visuals can drive clicks.
 - LinkedIn images should be 1200 x 627px
- **Discuss current topics.** Posts about 'hot topics' in your industry are more likely to have a higher engagement rate.
- **Include and then delete links in posts.** The LinkedIn algorithm penalizes posts that have a URL to external content. When you need to link to another website, **add the link, then delete it once the preview appears.** This will still allow people to click through, but reduces the risk you'll be penalized by the algorithm.
- **Use hashtags.** LinkedIn is pushing hashtags that professionals can 'follow' on their feed for content related to their field such as #marketing or #startups. LinkedIn wants about three to five hashtags per post.

INSTAGRAM BEST PRACTICES

- Instagram is a visual platform. Most of the time spent on Instagram posts should be making sure the image itself is compelling and will catch the eye as people scroll through their feeds.
- Brands and organizations often use a more casual voice on Instagram than on other platforms.
- Instagram is a great platform for a "takeover," where someone from your organization posts photos from "a-day-in-the-life" angle. This could be an opportunity for employees, volunteers, and program participants.



FACEBOOK BEST PRACTICES

- Facebook is generally the best option for communicating directly with consumers and older adults.
- Keep posts short. Facebook gives you a higher character limit than most other social platforms but keep your posts to three or fewer sentences.
- Make sure your call-to-action is clear and can be identified by someone just skimming the post.
- Use accompanying visuals.
- The best times to post on Facebook are 12:00-3:00 p.m., Monday-Friday.

SOCIAL MEDIA GRAPHICS BEST PRACTICES







- **Simple is best.** Keep copy to a minimum.
- **Easy-to-read.** Make sure the graphic is not too busy with competing elements, e.g., too many logos, photos, words, etc.



Working Together: How Can We Help You?

The John A. Hartford Foundation works with McCabe Message Partners, a Washington, D.C.-based public relations agency focused on communicating about health and the issues that affect it. The agency is available to assist JAHF grantees with a variety of communications services. To take advantage of this opportunity, please contact Marcus Escobedo (marcus.escobedo@johnahartford.org), Vice President, Communications & Senior Program Officer.

Services offered include:

-  Audience Research
-  Branding/Positioning
-  Communications Audits
-  Communications Planning
-  Editorial Services (op-ed development, speechwriting, copyediting, etc.)
-  Message Development and Message Training
-  Media Relations and Media Training
-  Digital Media Strategy (social media, web content, analytics, etc.)
-  Graphic Design/Materials Development (infographics, social shares, toolkits, etc.)
-  Paid Media Strategy (print and digital advertising)
-  Strategic Counsel

The John A. Hartford Foundation
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