Welcome

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Our Shared Work

To Improve the Care of Older Adults
In Your Communications Toolkit

Resources to help you communicate about your JAHF-funded project:

1. Grantee communications guidelines
2. Key messages and sample talking points formula
3. Elements of a communications plan
5. Customizable social media content
6. “Working Together: May We Help You?”
7. Reframing Aging
Requests and Reminders

Our primary goal is to support you. Remember:

• Share events, resources, and news.
• Sign up for JAHF E-News, follow @johnahartford.
• Coordinate with us on public communications.
• Visit our Guidelines & Resources page on johnahartford.org.
• Please always use our full name: The John A. Hartford Foundation.
• Let us know how we can help! Contact your program officer.

Important: Learn about Reframing Aging!
Communications Plans 101

What we’ll cover today:

• What every successful communications plan needs (core elements)
• Narrowing down WHO you need to reach (target audiences)
• Determining WHAT you need them to do and WHY (key messages)
• Putting it all together (Q&A for your project-specific questions)
Core Elements of a Communications Plan

Your communications plan should include/be informed by:

- Mission
- Communications goals
- Strategic advantages
- Messages
- Tactics

And remember… it’s all about TELLING YOUR STORY
Core Elements of a Communications Plan

Defining your project’s MISSION

• What is your overarching goal?
• What motivates you?
• Think big!
• Try to keep it to five to six words.
Core Elements of a Communications Plan

Identifying your COMMUNICATIONS GOALS

- What do you hope to achieve by telling your story?
- What “wins” do you need to see while working toward your mission?
- Be realistic.
- Use goals to help you stay focused.
Core Elements of a Communications Plan

Identifying your COMMUNICATIONS GOALS

• Align with your project’s programmatic goals
• Should reflect the HOW: How will your project change health care?
  • Building awareness about your issue or your project’s findings
  • Recruiting stakeholders or participants in your project
  • Disseminating a model of care
  • Influencing policymakers
• Look to other JAHF grantees for examples
Core Elements of a Communications Plan

Leveraging your STRATEGIC ADVANTAGES

• What makes your work unique?
• What’s the best thing about your project?
• Where do you have an edge, in terms of resources or people?
• Use all of these things to make your storytelling stand out.
Core Elements of a Communications Plan

Narrowing down your AUDIENCE(S)

- Who is best positioned to help you meet your mission?
- The number depends on timing, budget, expectations.
- The more specific the audience, the better.
  - “The public” is hardly ever a target audience!
- Get to know your target audience(s).
Core Elements of a Communications Plan

Developing effective MESSAGES

• Messages should:
  • Provide context around an existing challenge or problem
  • Articulate your unique value proposition
  • Illustrate the urgency (Why now?)
  • Inspire your audience to act
Core Elements of a Communications Plan

Developing effective MESSAGES

• Where can messages go wrong?
  • Too complicated
  • Too much
  • No relevance to me
  • No larger context
  • MEGO (My Eyes Glaze Over)
The JAHF Key Messages

• 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.

(continued)
JAHF Key Messages

• 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.
Making the Messages Your Own

Problem + Solution + What You/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.”]

SOLUTION
[In the broadest terms, what is the solution to the specific problem outlined above?]

WHAT YOU ARE DOING
[How is your project (and, by extension, JAHF) uniquely contributing to the solution?]

WHAT YOUR AUDIENCE NEEDS TO DO
[The call to action to your target audience.]
Making the Messages Your Own

Problem + Solution + What You/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.
Making the Messages Your Own

Problem + Solution + What You/Your Project is Doing + What You Need Your Audience to Do

**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.
Making the Messages Your Own

Problem + Solution + What You/Your Project is Doing + What You Need Your Audience to Do

WHAT YOU ARE 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…
Making the Messages Your Own

Problem + Solution + What You/Your Project is Doing + What You Need Your Audience to Do

WHAT YOUR AUDIENCE NEEDS 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.
Putting It All Together

Do you:

• Have a question about audiences or messages?
• Want to know about tactics that will be successful for your audiences?
• Wonder how you can ensure the biggest communications return on your investment?
• Feel ready to test out your messages on us?

Now is the time to ask!
QUESTIONS/DISCUSSION
CLOSING THOUGHTS