

# The John A. Hartford Foundation Grantee Communications Webinar

## McCabe Message Partners

October 2, 2018



The John A. Hartford Foundation  
Dedicated to Improving the Care of Older Adults



McCabe  
Message Partners



# Welcome



**Rani Snyder**  
*Program Director*  
The John A. Hartford  
Foundation



**Marcus Escobedo**  
*Senior Program Officer &  
Communications Director*  
The John A. Hartford  
Foundation



**Patrick McCabe**  
*President*  
McCabe Message  
Partners

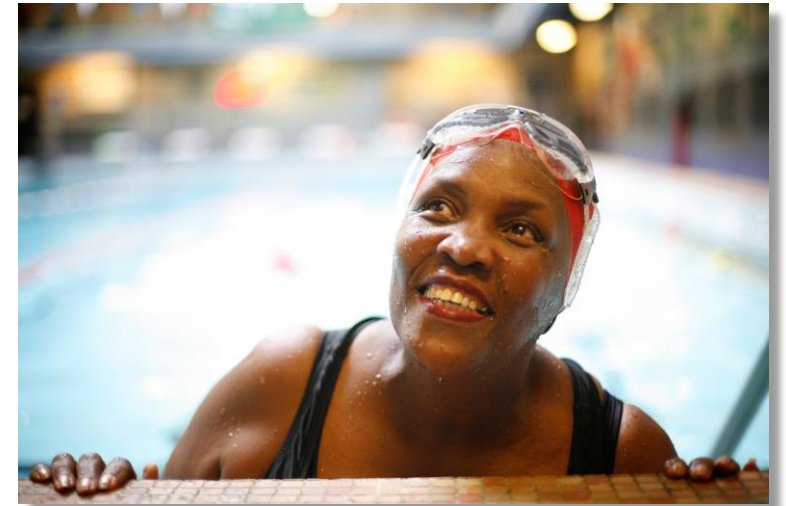


**Bethany Hardy**  
*Vice President*  
McCabe Message  
Partners



# 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
4. “Ten Tips for Effective Message Delivery”
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](http://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



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# CLOSING THOUGHTS



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