



# Introduction to Strategic Communications

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# Learning Objectives

We hope you leave this session with...

- An understanding of basic audience engagement/communication techniques and data storytelling principles
- An understanding of the purpose and components of a communications plan
- Knowledge of communications plans and strategies that have been successfully executed in the field
- Capacity to develop your own, communication plan, and local strategies using data to prevent and end homelessness

# Why?

Why is data-based communication so important?

- Data allows us to show areas of need, areas of progress
- Funders (public and private) are more focused on data than ever
- Emerging technologies provide more opportunities to use and analyze data
- Those of us with data backgrounds might not have experience communicating in effective communication frameworks, or with targeted constituencies

# Audience Engagement 101

What should we consider when communicating with data?

- **Who** is the audience?
- **What** is the message you need to convey?
- **When** is timing of the communication and what might affect it?
- **Where** is the communication taking place? In-person? Written?
- **Why** is this communication occurring? How does it fit into the larger picture?
- **How** will we get the message across? Written conclusions? Visualizations?

*Keep in mind the conclusions & solutions you want the audience to take away and actions you want to inspire.*

# Stakeholder Engagement and Communications Planning

1

**Identify Key  
Stakeholders**

2

**Craft Key  
Messages**

3

**Determine  
Best Modes  
of  
Communication**



# Stakeholder Engagement and Communications Planning

1

## Identify Key Stakeholders

**Who has power to influence project success? (Groups/People)**

- Champions/Allies?
- Providers?
- Leadership?
- Blockers?



# Stakeholder Engagement and Communications Planning

2

## Craft Key Messages

### 1. What is the goal?

#### 1. Craft a few key messages to demonstrate top-level benefits/value & foster support

#### 2. Think about ...

- Alignment w/ stakeholder priorities
- Alignment w/ community priorities
- Avoid Jargon! Avoid technical detail!





# Stakeholder Engagement and Communications Planning

3

**Determine  
Modes of  
Communication**

**What are opportunities  
for engagement?**

- Meetings
- Events
- Email, newsletters etc.





# Crafting Key Messages for Key Stakeholders

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**How will this stakeholder benefit?**

**What does this stakeholder care about?**

**How does this project align with community priorities?**

**Who else is supportive?**

## **Themes:**

- Preventing and ending homelessness
- Improving health outcomes
- Operational tools to make your job easier
- Reducing costs to clients and systems
- Protecting data privacy



# Data-Based Communications

Frameworks for data-based communications:

- Data Storytelling: process for how to communicate about one issue.
- Data-based Communication Plan: Strategic process for how to planful communicate about multiple, inter-related issues to various, targeted audiences

We'll spend the rest of the session on both of these frameworks.

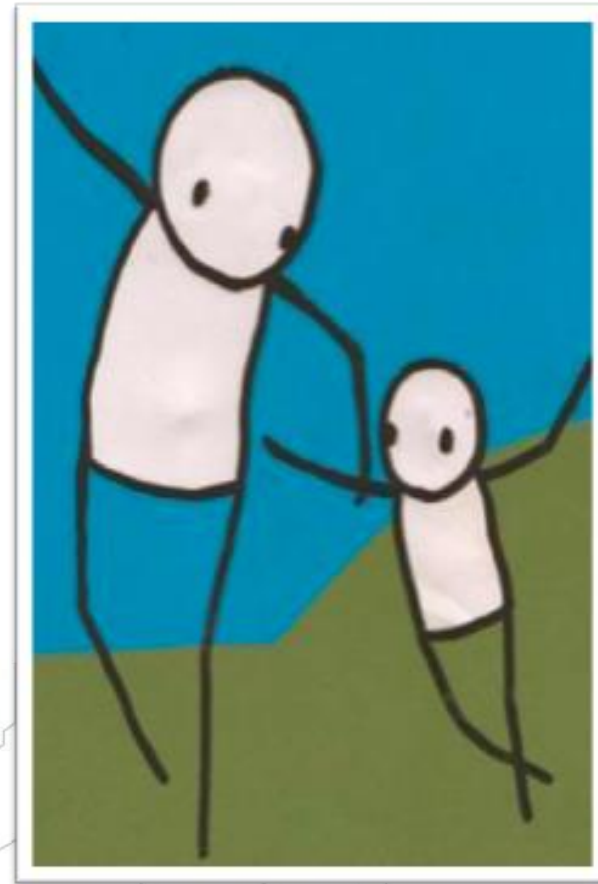
# The Data Storytelling Process

- Step 1: Identify the true aim of improvement goal. What are we trying to accomplish? Start with the specific issue or focus of data message.
- Step 2: Decide on your target audiences. Who are we talking to?
- Step 3: Determine the best fit data message for target audience(s). What data outputs/reports, best practices, research can inform aim?
- Step 4: Identify the medium/vehicle for your data message or report.
- Step 5: Communication to action, not awareness. Quantify the problem but also illuminate the solution.

# Step 1: Identify the Aim of Your Story

To accelerate the end of family homelessness:

- Increase permanent exits with RRH, reduce lengths of stay in shelters for all families
- Connect Family Well-being impacts with structural determinants of health



## Step 2: Identify the Target Audience

- Funders?
- Donors?
- Providers of emergency shelters and RRH for families?
- Community members?
- Mainstream service providers?
- Landlord?
- Your own agency?
- CoC Board?
- Others?



# Step 3: Determine Best Fit Data Message with Data Findings & Evidence-base

## Target Audience: Health and Housing Stakeholder Leaders:

- 1. Increase RRH evaluation, to allow for mid-course corrections
  - 1. Link RRH findings with recent RRH research findings and practice across service systems
  - 1. Innovate with cross-sector health and housing partners
- .....to end family and child homelessness.



# Step 4: Identify Medium/Vehicle

## Medium:

- Data Report?
- Two-page Overview?
- Infographic?
- Data Dashboard -- quarterly updates?

## Vehicle:

- Email?
- Website?
- Committee Meeting? (e.g. Strategic Planning on topic)
- Others?





# Step 3 Example: Determine Best Fit Data Message with Data Findings & Evidence-base

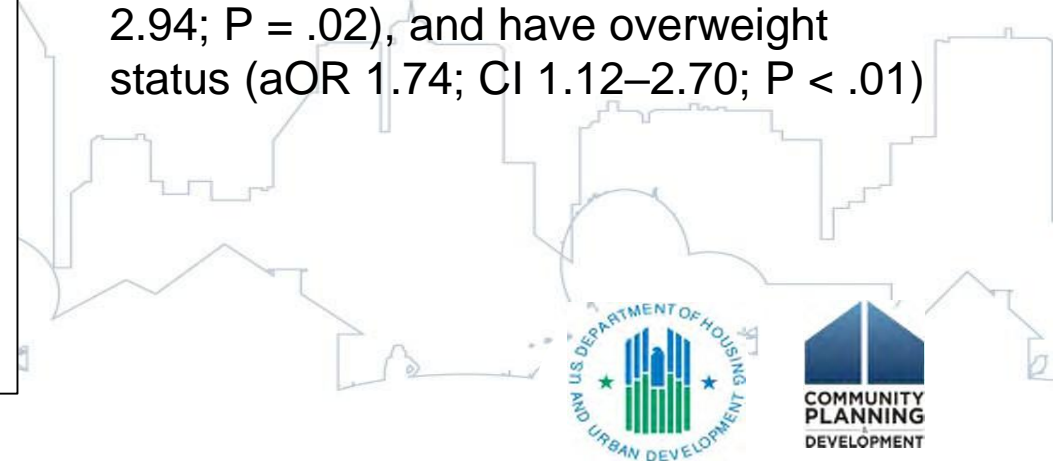
## Does timing/duration of homelessness determine child health outcomes?\*

- Study interviewed 20,571 low-income caregivers of children <4 years old in urban pediatric clinics and/or emergency departments in 5 US cities.
  - 661 (3.2%) reported homelessness prenatally only,
  - 758 (3.7%) reported homelessness postnatally only,
  - 729 (3.5%) reported homelessness both prenatally and postnatally (89.6% were never homeless).
- Results: data showed 2 harmful associations of homelessness with child health and development: timing and duration of homelessness.
- Conclusion: Study reveals both the developmental timing and postnatal duration of homelessness may compound the risk of negative child health outcomes. Thus, there is no safe time during early development for children experiencing homelessness.\*

\*Source: Sandel, M., Sheward, R., de Cuba, S. E., Coleman, S., Heeren, T., Black, M. M., ... & Rose-Jacobs, R. (2018). Timing and duration of pre-and postnatal homelessness and the health of young children. *Pediatrics*, 142(4), e20174254.



## From Timing and Duration Study:

Infants who had been homeless for >6 months versus those who had never been homeless were significantly more likely to have a history of hospitalizations (aOR 1.51; CI 1.03–2.22;  $P = .04$ ), be in fair or poor health (aOR 3.13; CI 2.05–4.79;  $P < .001$ ), be at developmental risk (aOR 1.81; CI 1.11–2.94;  $P = .02$ ), and have overweight status (aOR 1.74; CI 1.12–2.70;  $P < .01$ )



# Step 5: Quantify the Problem/Illuminate the Solution

**DATA STORYTELLING FOR ACTION, not just Awareness!**

	
Infants never been homeless	Infants homeless more than 6 months
<b><u>Infants who had been homeless for over 6 months were:</u></b>	
<b><i>1.5 times more likely to have a history of hospitalization</i></b>	
<b><i>3 times more likely to be in fair or poor health</i></b>	
<b><i>1.8 times more likely to be at developmental risk</i></b>	
<b><i>1.7 times more likely to be overweight</i></b>	

*“Homelessness during pregnancy or childhood should be unthinkable\*”*

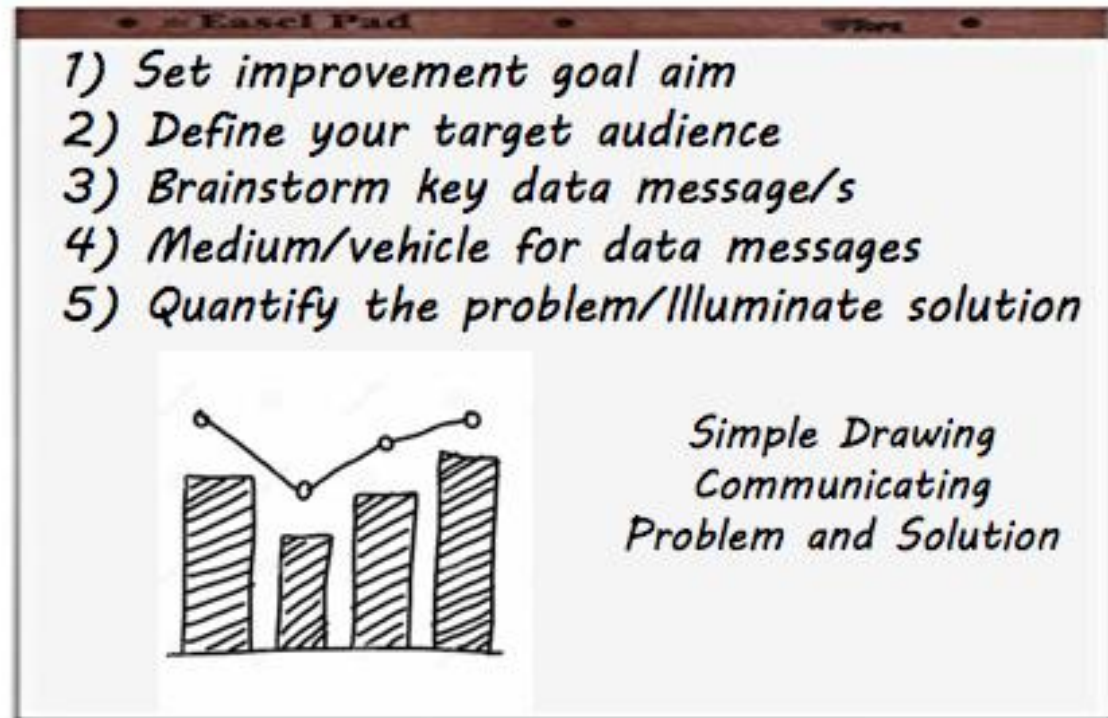
**Interventions such as Rapid Re-Housing, to rapidly house children and families, are associated with reduced risk of poor birth and child health outcomes.**

\*Source: Schickedanz, A., & Chung, P. J. (2018). Addressing Family Homelessness in Pediatrics: Progress and Possibility. *Pediatrics*, 142(4), e20182328.

# Data-Storytelling Exercise

In small groups:

1. Pick a specific homelessness issue to be your data story theme
2. Find someone who can draw!
3. Work through the Five Step Process
4. Present your story-telling framework to the entire group (format below)



# Data-Storytelling Resources

<https://hmisd2a.wordpress.com/>

## Data to Action Training - URL



**Data to Action**

<https://hmisd2a.wordpress.com/>

[Home](#)

[Data Maturity Assessment](#)

[D2A Trainings](#)

[Community of Practice](#)

[Compendium](#)

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## Welcome to the D2A web portal

Here you'll find links to valuable materials related to transforming data into action: Data to Action (D2A) Trainings, D2A Community of Practice presentations and a Resource Compendium of all webinars, toolkits, and literature shared in the D2A Trainings and the D2ACoP.



*D2A Trainings*



*Community of Practice*



*Resource Compendium*





# Community Presentation

## *Santa Clara County Homelessness Communications Overview*

Kathryn Kaminski

Chad Bojorquez

Office of Supportive Housing



County of Santa Clara

Office of Supportive Housing



DESTINATION: **HOME**

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# Community Presentation

## *Santa Clara County Homelessness Communications Overview*

- [https://destinationhomesv.org/wp-content/uploads/2019/01/home not found infographic revised 2019-01-RS-high.pdf](https://destinationhomesv.org/wp-content/uploads/2019/01/home_not_found_infographic_revised_2019-01-RS-high.pdf)
- <https://destinationhomesv.org/wp-content/uploads/2018/12/Community-Plan-Progress-Report-Dec-2018.pdf>
- <https://www.sccgov.org/sites/osh/HousingandCommunityDevelopment/AffordableHousingBond/Documents/Measure%20A%20Affordable%20Housing%20Bond%20Infosheet%202018%20FINAL.pdf>

# Communications Plan

- If data-storytelling is an approach to telling one story about the issue, how can we approach telling a multitude of stories? Communications Plan.
- The basic goal of a communication plan is to support the aims, objectives and activities of the communicator(s).
- Stakeholder Communication Process enables continuous dialogue & shared improvement planning on preventing and ending homelessness
- Data must be integral to any communications plan on homelessness



# Activity: Communications Plan Template

- Communication Plan template provides a format to establish aims and methods to inform different groups, includes timing/frequency to create continuous dialog and system learning with key stakeholders
- We hope you use this not just for today's activity, but to continue to plan for communications in your community

For activity:

- Complete the template using information from your community
- Join into small groups for reflection and sharing
- Small groups share data-based communication strategy from their plans

# Activity: Communications Plan Template

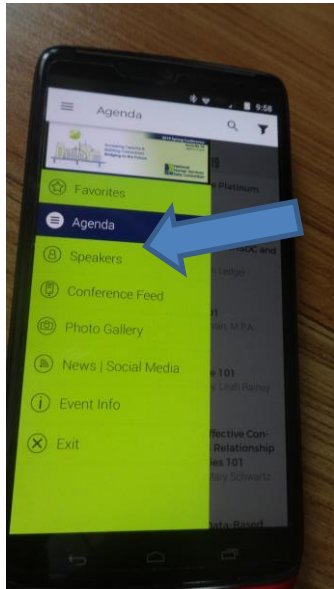
## Data Communications Plan

Comm Plan Goal:	
Date of Plan or Revision:	
Comm Plan Administrator:	

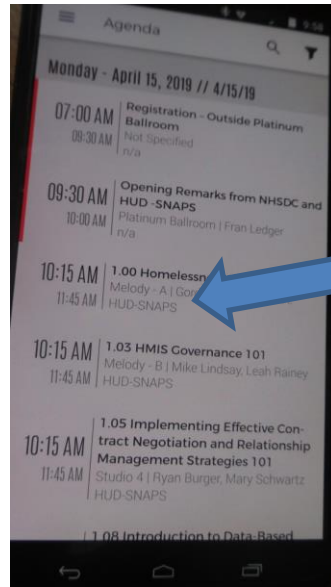
Item #	Communication Objective (Desired Impact)	Stakeholder Target (Person or Group)	Supporting Data Points and Sources	Communication Medium/s	Frequency / Schedule	Lead Person or Committee	Status / Notes
1							
2							
3							
4							
5							

# Evaluate This Session on Your Conference App! (It takes 5 minutes to complete)

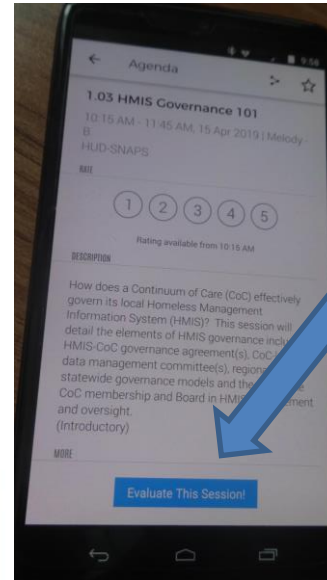
1) Select “Agenda”  
from the  
navigation menu.



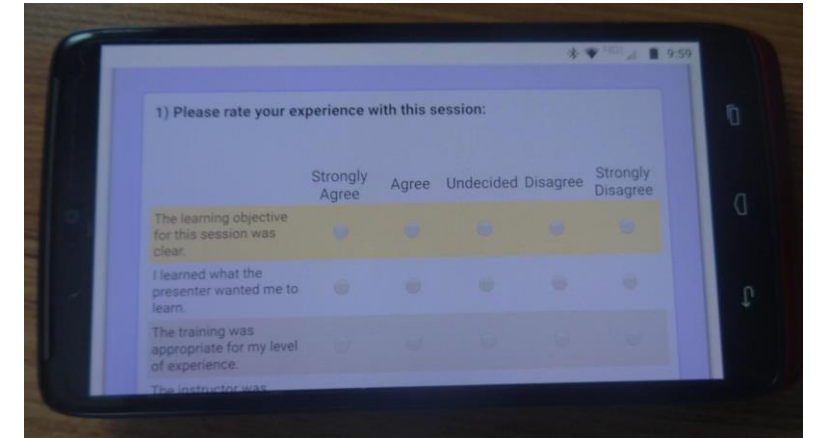
2) Select the name  
of the session.



3) Select the blue  
“Evaluate This  
Session”.



4) Complete the  
Evaluation and  
Select “Finish”.



**TIP:**

**Turn your phone horizontally to see rating options.**

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# Thank you!

Have a great conference! Feel free to contact us with questions:

- Jamie Taylor  
[jamie@lesardevelopment.com](mailto:jamie@lesardevelopment.com)
- George Martin  
[george@homebaseccc.org](mailto:george@homebaseccc.org)

