Find today’s music on Spotify!

Trauma-Informed Soundtrack
#TransformTrauma

Some of the Campaign for Trauma-Informed Policy & Practice’s favorite songs to help inspire and propel the trauma-informed movement so we can build resilience and healing nationwide. Learn more at CTIPP.org. Have a suggestion? Email laura@traumacampaign.org.

Laura Braden • 13 likes • 43 songs, about 2 hr 30 min

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Album</th>
<th>Date added</th>
<th>Genre</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>This Joy</td>
<td>This Joy</td>
<td>Jun 1, 2023</td>
<td>3:24</td>
</tr>
<tr>
<td>2</td>
<td>A Change Is Gonna Come</td>
<td>Ain’t That Good News</td>
<td>Jun 1, 2023</td>
<td>3:11</td>
</tr>
<tr>
<td>3</td>
<td>This Is Me (The Reimagined Re...</td>
<td>The Greatest Showman: Reima...</td>
<td>Jun 1, 2023</td>
<td>4:25</td>
</tr>
<tr>
<td>4</td>
<td>I Am Enough</td>
<td>Awake Now</td>
<td>Jun 1, 2023</td>
<td>3:17</td>
</tr>
<tr>
<td>5</td>
<td>Worthy</td>
<td>Worthy</td>
<td>Jun 1, 2023</td>
<td>2:36</td>
</tr>
<tr>
<td>6</td>
<td>Resilient</td>
<td>Resilient</td>
<td>Jun 1, 2023</td>
<td>4:10</td>
</tr>
</tbody>
</table>

bit.ly/ctipp-playlist
Today's agenda

• **LEGISLATIVE UPDATES**

• **COMMUNICATION ROADMAP**
  1) DEFINE SUCCESS
  2) ID TARGETED AUDIENCES
  3) DEVELOP CALLS TO ACTION
  4) DETERMINE PLATFORM & RESPONSIBILITIES

• **BREAKOUT ACTIVITY & REPORT BACKS**
Resilience Investment, Support, & Expansion (RISE) from Trauma Act (S.1426 & H.R. 4541)

- Expand the trauma-informed workforce in schools, healthcare settings, social services, first responders, and the justice system and increase community resources to address the impact of trauma.

Community Mental Wellness and Resilience Act (CMWRA) (S. 1452 and H.R. 3073)

- Help communities proactively develop local strategies to build population-level resilience by planning for and responding to the mental health challenges caused by disasters and toxic stress.
COMMUNICATIONS Roadmap for Trauma-Informed Efforts CTIPP CAN FEBRUARY 2024
Communications roadmap

- What does success look like?
- Who are your audiences?
- What's your call to action?
- Who is responsible for what?
1) Define Success

- **WHAT IS YOUR ULTIMATE GOAL?**
  - Visualization exercise

- **HOW WILL YOUR MEASURE?**

- **ARE GOALS ALIGNED WITH YOUR MISSION? TRAUMA-INFORMED PRINCIPLES?**

- **RESOURCE/SWOT ANALYSIS**
Trauma-informed storytelling principles

- ENGAGING & CONNECTING
- FACTUAL & HONEST
- SUCCINCT/DISTILLED
- UPLIFTING DIVERSE LIVED EXPERIENCES & COMMUNITY CONTEXT
- SYSTEMS-FOCUSED
- HEROES > VILLIANS
- CALL TO ACTION
1) Define Success

EXAMPLE: Secure donations to expand a community program serving foster youth. We must raise $18,000 in six months to secure construction permits for an after-school program.

EXAMPLE: Pass AB123, which mandates trauma-informed education and training for teachers statewide. We have three months to educate the committee chair before a key vote.
2) ID targeted audiences

• **WHO ARE YOU TRYING TO REACH?**

• **WHERE DO THESE AUDIENCES “LIVE” ONLINE & IN THE COMMUNITY?**

• **HOW DO WE SEGMENT INTO CURRENT/POTENTIAL SUPPORTERS?**
2) ID targeted audiences

EXAMPLE: The small business community is an untapped segment of our donor outreach. They are most active on Facebook and likely consume news from the local business journal and business talk radio show.

EXAMPLE: Our target is the committee chair, who is very active on Twitter and supports the local rotary. Her partner is also on the local chamber board and a former teacher. She is a weekly guest on a local political podcast.
Sample tools to help

- **semrush.com** helps you see what people are searching for online and who those people are.

- **cloud.google.com/natural-language** helps you understand what people are saying online. It looks at things like social media posts and comments to see if people are happy, sad, or talking about certain topics.

- **answerthepublic.com** and **alsoasked.com** provides insights into Google search results. For example, you could take the best responses and develop a searchable FAQ on your website that will also organically boost your SEO (because it reflects what folks are already searching for online).

- **sparktoro.com** shows you the websites your targeted audiences visit, social accounts they follow, and hashtags they use better to inform decision-making, including content creation and advertising budgets.
3) Develop calls to action

• **HOW DO YOU WANT YOUR TARGETED AUDIENCES TO THINK, FEEL, OR ACT?**

• **WHY IS THIS IMPORTANT?**
  ○ Maximizes their attention
  ○ Capitalizes on opportunities for impact
  ○ Drives & mobilizes participation
  ○ Harnesses momentum & engagement
  ○ Measures impact & effectiveness
3) Develop calls to action

EXAMPLE: We will create a “round up” campaign where patrons at partnering businesses can round up their bill to donate towards our goal. We will ID former foster youth already working at our partnering businesses to serve as spokespeople/ambassadors for marketing/social media.

EXAMPLE: We will sponsor a policy breakfast with the local rotary and chamber of commerce. We will invite local media and stakeholders/partners to participate on the panel and distribute fact sheets and talking points to attendees. We will also see if anyone on our board has a relationship with their partner, and we will brief the podcast hosts (and pitch a story!).
4) Determine platform & responsibilities

- WHAT CHANNELS ARE MOST EFFECTIVE FOR REACH AND ENGAGEMENT?
  - e.g., earned media, your website/newsletter, or social media

- NO STAFF? NO PROBLEM
  - College interns
  - Local freelancers
  - Local firms interested in pro bono work
    - make your ask as specific as possible
    - be realistic
    - how can you reciprocate?
4) Determine platform & responsibilities

EXAMPLE: We will assign one staff person to execute the campaign. They will rely on volunteers and board member participation to recruit participating businesses, ID former foster youth interested in sharing their experience, and develop a fact sheet, talking points, and press release for media outreach.

EXAMPLE: We will utilize a board member’s nephew interested in donating their services pro bono, and they will handle all logistics and execution. Our executive director will serve as a liaison and project manager to ensure the project is on track and the board receives timely updates and requests for assistance.
Key takeaways

● Define Success and Align Goals
● Know Your Audiences
● Craft Compelling Calls to Action
● Leverage Communication Platforms Strategically
● Empower Collaboration and Reciprocity
BREAKOUT ACTIVITY
(15 minutes)
“A journey of a thousand miles begins with a single step.”
Chinese proverb

1) BRAINSTORM AROUND A SPECIFIC COMMUNICATIONS NEED:
- What is your ultimate goal?
- How will you measure?
- SWOT/resource analysis (e.g., what do you already have? What do you need?)

2) GENERAL DISCUSSION AROUND SUCCESSFUL TACTICS, CHALLENGES, AND TAKEAWAYS?
- What communications strategies and tactics have worked well in your experience?
- What communications challenges have you most commonly had to overcome?
Community agreements

**WE WILL COMMIT TO**

- Inviting everyone to participate while allowing everyone the right to pass
- Demonstrating respect by:
  - Giving our attention to the person who has the floor
  - Creating space for others’ perspectives, experiences, ideas, and contributions
  - Prioritizing impact over the intention
  - Preserving confidentiality and privacy
- Choosing and using our words with the intention
- Engaging with curiosity and compassion rather than shaming others or making assumptions by “calling people in” rather than “calling people out”
- Using inclusive language that is accessible to people with varying levels of knowledge and familiarity with the topics being discussed
- Taking/making space by paying attention to how frequently, how long, and how quickly we participate
- Speaking from our own experiences by using “I” statements rather than generalizations
- Engaging in ongoing self-reflection/taking care of ourselves in whatever way makes sense for each of us
CTIPP resources

Communications roadmap discovery questions
bit.ly/ctipp-roadmap

Advocacy series module on storytelling
bit.ly/advocacy7

Guide to Trauma-Informed Meetings, Discussions & Conversations
bit.ly/ti-discussion

Guide to Trauma-Informed Journalism
bit.ly/ti-journalism
REGISTER: 2024 CTIPP CAN calls

- April 18: Trauma-Informed Workplaces
- May 15: National Foster Care Month

ctípp.org/calendar
QUESTIONS
laura@ctipp.org

can feedback

bit.ly/ctipp-can-feedback