

## VERMONT RESILIENCE MESSAGING GUIDE

You can use this guide to practice the messaging, to incorporate it into your own messaging, and to share with colleagues.

WHAT IS RESILIENCE?	The capacity to thrive, individually and collectively, in the face of adversity.
HOW IS VERMONT WORKING TOWARDS RESILIENCE?	We are creating an integrated statewide system where all Vermonters can find and fully utilize the resources they need to thrive, individually and collectively, in the face of adversity.
WHY DOES RESILIENCE MATTER?	When we are all able to access the psychological, social, cultural, and physical resources that support well-being, we all thrive and our communities flourish.

<b>WHY WILL VERMONT SUCCEED IN THIS WORK?</b>	
<b>STRENGTHS-BASED</b> An approach focused on mitigating or eliminating risk and promoting well-being	<b>COLLABORATIVE</b> Drawing strength and creating impact from a tightly connected web of public and private partners
<b>FORWARD-THINKING</b> Consistent with Vermont's innovative, progressive response to challenges and opportunities	<b>INCLUSIVE</b> Drawing upon the wisdom of each partner and community to establish key priorities
<b>RESPONSIVE</b> Achieving collective goals through community-specific actions	

## RESILIENCE MESSAGING IN ACTION: AS APPLIED TO COVID-19

Resilience is the capacity to thrive, individually and collectively, in the face of adversity. As we work together to recover from the impacts of COVID-19, Vermonters will need to rely on that capacity more than ever. By providing clear, compelling messaging & communications, we will engage all individuals and communities in the work of building a resilient Vermont, ultimately hastening and strengthening the state’s COVID-19 recovery efforts.

### MESSAGE BY AUDIENCE SEGMENT

<b>PARENTS</b>	The ability of children and families to be resilient—to thrive in the face of adversity— is more important than ever. You can build resilience by tapping into your unique strengths as a parent and taking advantage of resources that offer the additional skills and supports you need to make sure your child — and your family as a whole — is safe, secure and happy.
<b>BUSINESSES AND ORGANIZATIONS</b>	The ability of individuals and organizations to be resilient—to thrive in the face of adversity— is more important than ever. As we work together to recover from the impacts of COVID-19, it’s crucial to ensure that all Vermonters have access to the psychological, social, cultural, and physical resources that support individual and collective well-being.
<b>POLICY</b>	The ability to be resilient—to thrive in the face of adversity— is more important than ever. As we work together to recover from the impacts of COVID-19, we need to make policy decisions that ensure seamless statewide access to the psychological, social, cultural, and physical resources that support individual and collective well-being.
<b>FUNDERS</b>	The ability to be resilient—to thrive in the face of adversity— is more important than ever. As we work together to recover from the impacts of COVID-19, it’s crucial to prioritize resources so that all Vermonters can access the psychological, social, cultural, and physical resources that support individual and collective well-being.
<b>OLDER VERMONTERS</b> <small>(Note this is “on behalf of” older Vermonters... other messages are “to” their individual audiences)</small>	The resilience of our older Vermonters is more important than ever. In order to help them achieve their very best quality of life, we need to ensure that they have access to the psychological, social, cultural, and physical resources that support individual and collective well-being.