

VERMONT RESILIENCE: A shared messaging framework

CONVENING: August 4, 2020



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“It is the purpose of this act to ensure a consistent family support system by enhancing opportunities to build resilience among families throughout the State that are experiencing the causes or symptoms of childhood adversity. While significant efforts to provide preventative services are already well under way in many parts of the State, better coordination is necessary to ensure that gaps in services are addressed and redundancies do not occur. In this regard, this act builds on the significant work advanced in 2017 Acts and Resolves No. 43, including the principles for Vermont’s trauma-informed system of care. The General Assembly supports a public health approach to address childhood adversity wherein interventions pertaining to socioeconomic determinants of health are employed in a manner that has the broadest societal reach and in which specialized interventions are directed to individuals with the most acute need.” (Source: Act 204)

Project goals:

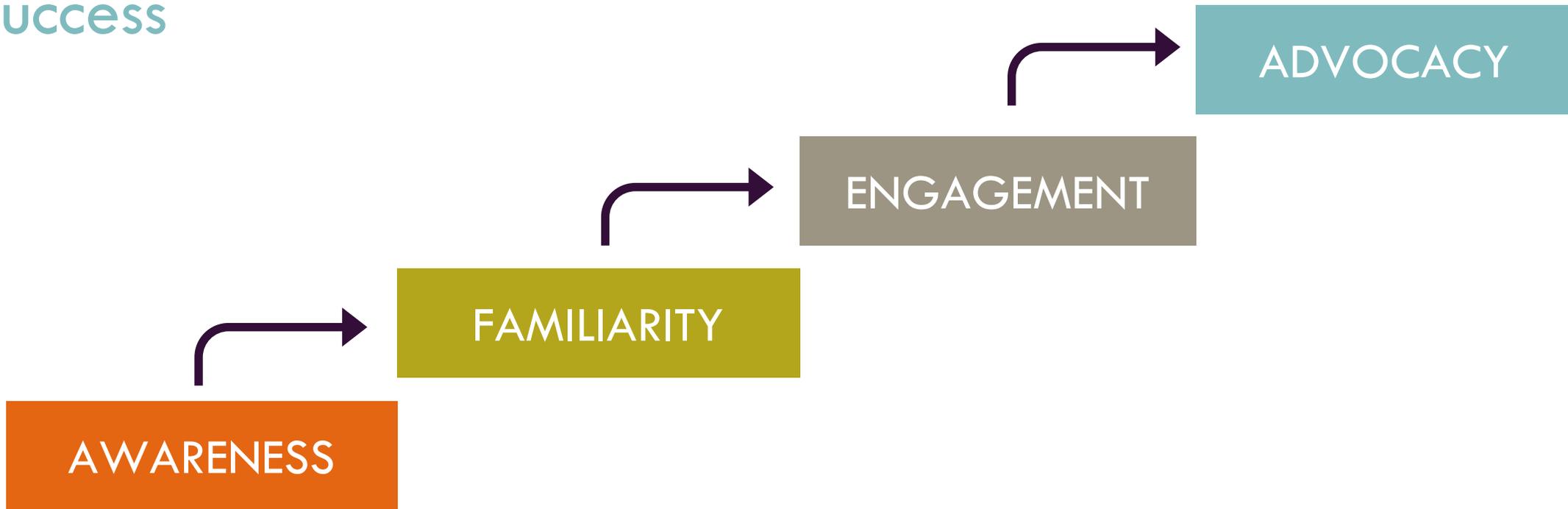
- Collectively build a shared definition and understanding of resilience that reflects current work and thinking
- Create a set of messages and common language to unite the many efforts to foster resilience and build flourishing communities across the state of Vermont
- Engage key stakeholders in the process in order to encourage adoption of the messaging

Theory of change:

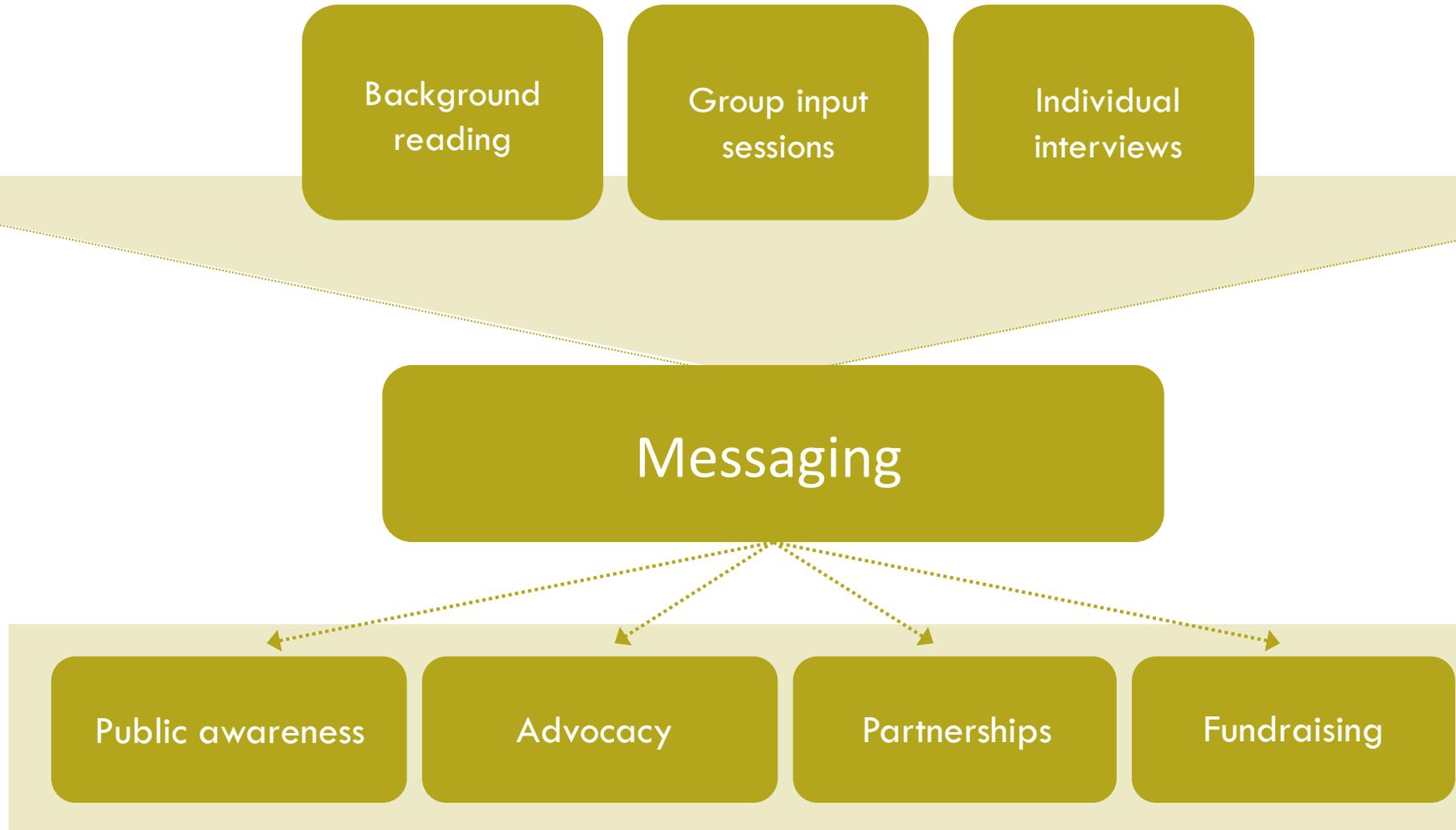
By creating a set of messages and common language that can be adopted statewide:

- efforts to build resiliency will be better coordinated;
- resources will be maximized;
- statewide support will increase for this work; and
- Vermonters will have better access to resources to build resiliency.

Clear messaging helps establish a connection, and then a relationship, with those most important to our success



An inclusive and efficient process



Group sessions and individual interviews

- Building Bright Futures
- Building Flourishing Communities
- Child and Family Trauma Work Group
- Counseling Service of Addison County
- Help Me Grow
- Let's Grow Kids
- OneCare VT
- Resilient Lamoille Workgroup
- RiseVT
- Vermont Afterschool
- Vermont Care Partners
- Vermont Head Start
- Vermont Network Against Domestic and Sexual Violence
- Voices for Vermont's Children
- VT Agency of Human Services Interdepartmental Trauma and Resilience Team
- VT Agency of Education
- VT Dept of Children and Families
- VT Dept of Health/Maternal and Child Health
- VT Dept of Mental Health
- VT State Police

Discovery Observations



Findings from Interviews – Discovering Evolution

- Stakeholders open to engaging re: messaging and communications
- No one seems to have a handle on the complete story
- Some comments that it's not clear how far the state has moved from embracing the concept of resilience to creating and implementing a plan to foster it
- Discussion and perspective clearly evolving from ACES and deficit mindset to strengths-based approach, but messaging lags overall
- Important to clearly distinguish the “what” and “why” from the many “hows”
- There is work to be done to position resilience as not “just” a mental health issue, and as something that applies to every single resident
- COVID-19 adds new urgency and universality to the need for resilience



Moving together toward an evolved definition of what it means to be resilient:

FROM

Bootstraps mentality

Deficit-based

A mental-health issue

Focused primarily on early childhood

Reliant upon individual actions

TO

Recognizes context and systems

Strengths-based

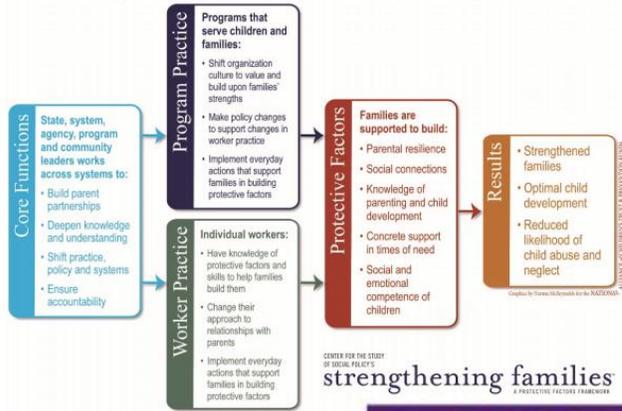
Universal concern

Inclusive across the life-span

Creating a shared imperative



The Pathway to Improved Outcomes for Children and Families
Strengthening Families™ Protective Factors Framework Logic Model



CENTER FOR THE STUDY OF SOCIAL POLICY'S
strengthening families™
A PROTECTIVE FACTORS FRAMEWORK

ASKABLE ADULT CAMPAIGN

The goal of **Help Me Grow Vermont** is to create strong families, which helps promote healthy child development, and ensure that all children reach their greatest potential. Help Me Grow is an integrated system that helps communities identify vulnerable children through routine developmental monitoring and screening for all young children.

Competing messages, campaigns, models can create confusion and barriers to engagement



7 C's of Resiliency



Building Bright Futures (BBF) is a nonprofit organization working to improve the well-being of young children and families in Vermont. We do this by monitoring Vermont's early care, health, and education systems while advising the Governor, Administration, and Legislature on policy improvements. (advise/monitor/convene) #Vermontstrongkids



NOTE: Not an exhaustive list, provided for discussion purposes only

Recommended Messaging



Framework vs. Campaign

- The content that follows is a Messaging and Communications Framework, designed to align individuals and organizations doing resilience work around a shared set of messages and communications, in order to engage a broader circle of supporters
- This is not a public health campaign, but provides the generative foundation for one

Messaging and Communications Framework	Public Health Campaign
Establishes shared language and concepts	Uses shared language and concepts to develop logo/tagline and other creative tools
Aligns internal stakeholders around consistent messaging	Develops media strategy and marketing (website, social media platforms etc.) to engage external stakeholders
Cultivates and educates messaging ambassadors	Drives new awareness, understanding and behaviors across all target audience segments

CORE DEFINITION

What is
resilience?

The capacity to thrive,
individually and collectively, in
the face of adversity.



KEY MESSAGE

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.



VALUE PROPOSITION

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.



SUPPORT MESSAGING

The answer to: Why prioritize resilience development in Vermont?

STRENGTHS-BASED

An approach focused on mitigating or eliminating risk and promoting well-being

COLLABORATIVE

Drawing strength and creating impact from a tightly connected web of public and private partners

FORWARD-THINKING

Consistent with Vermont's innovative, progressive response to challenges and opportunities

INCLUSIVE

Drawing upon the wisdom of each partner and community to establish key priorities

RESPONSIVE

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 and 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.

COVID-19 AUDIENCE MESSAGING

PARENTS

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.

BUSINESSES and ORGS

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.

POLICY

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.

FUNDERS

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.

OLDER VERMONTERS

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.

(Note this is “on behalf of” older Vermonters... other messages are “to” their individual audiences)

A PHASED APPROACH

MAY – JUNE

- Finalize messaging
- Present to key leadership
- Test with key stakeholders
- Finalize inventory of resilience projects and approaches
- Develop a listserv and email campaign to engage key stakeholders
- Finalize messaging toolkit

JULY – AUGUST

- Ongoing communications to engage key stakeholders
- Refine final messaging
- Create online space to hold messaging tool kit and other shared assets
- Plan and host August convening (message training + community of support + communications planning)

FALL 2020

- Technical Assistance with key stakeholders who are interested in integrating new messaging
- Integrate planned campaigns*
- Complete and share project evaluation

*depending on available resources and on the outcomes from the August convening, we may launch an integrated statewide communications campaign in fall/winter 2020.

VRMP Deliverables

- Messaging toolkit
- Communications plan
- Resilient Vermont community and listserv
- Communications technical assistance for stakeholders
- NEPHTC evaluation report-out



Next steps:

- Continue to share with key stakeholders
- Process convening outcomes
- Discuss integrated communications plan
- Create tool kit
- Build community listserv