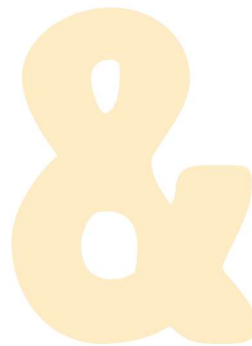




COMMUNICATIONS AND MESSAGING FOR A HIGHLY QUALIFIED AND FAIRLY COMPENSATED WORKFORCE

February 26, 2019



WHY TELL STORIES?

The Challenge: Gaining Attention for Good Ideas

- On average, we check our phones 50 times a day
- We spend about 6 hours a day consuming digital media
- As a result, the human attention span has fallen to from 12 seconds to eight seconds since 2000 (the goldfish attention span is nine seconds)



WHY TELL STORIES?

The Solution: The Science of Storytelling

- Facts delivered via stories are 22x more memorable
- The brain releases dopamine when its experiences an emotionally-charged story, making it easier to remember and with increased accuracy
- Storytelling activates parts of the brain that cause a listener to turn the story into their own idea and experience in a process called neural coupling

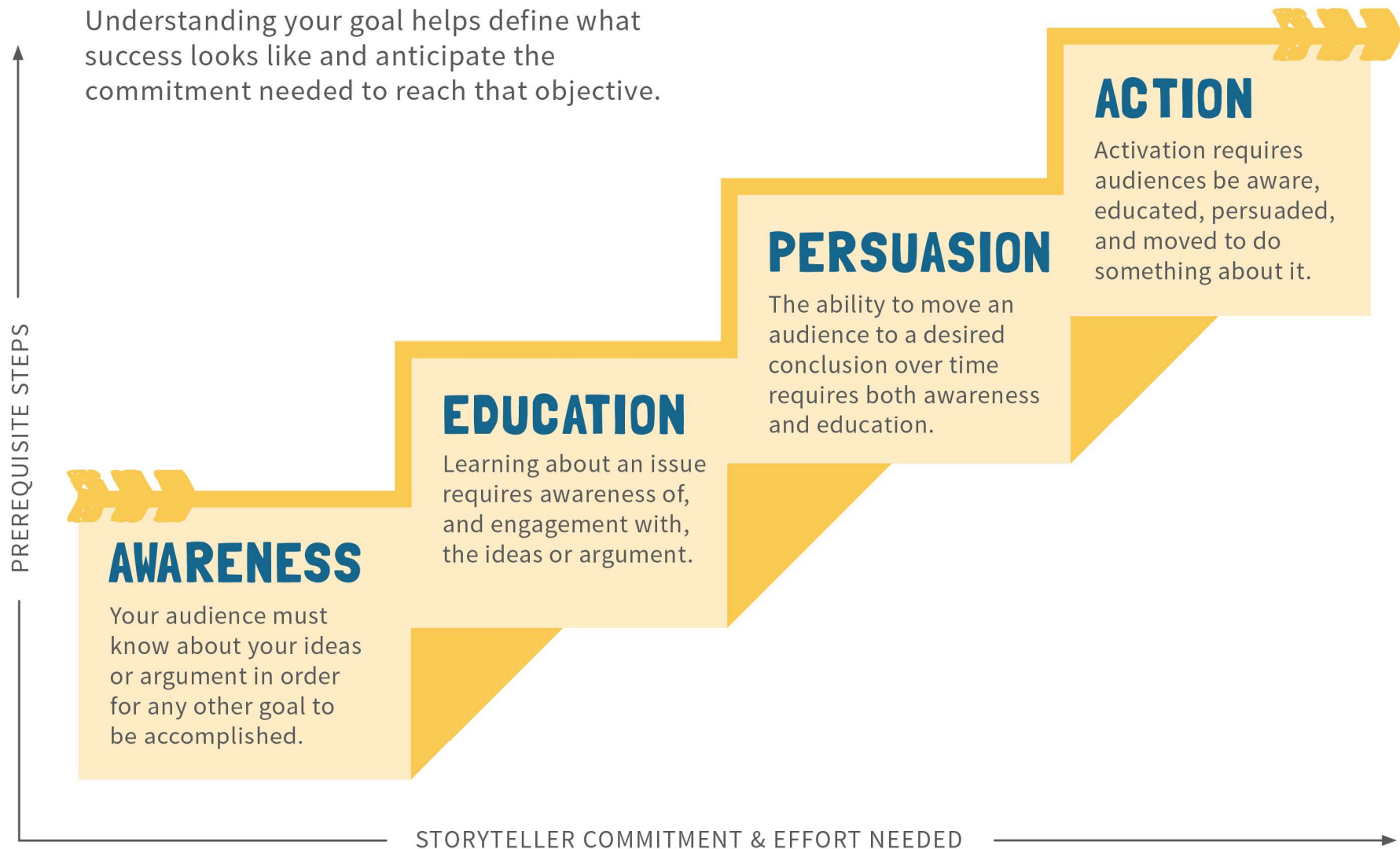


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We aren't sure what our most high impact messages are.



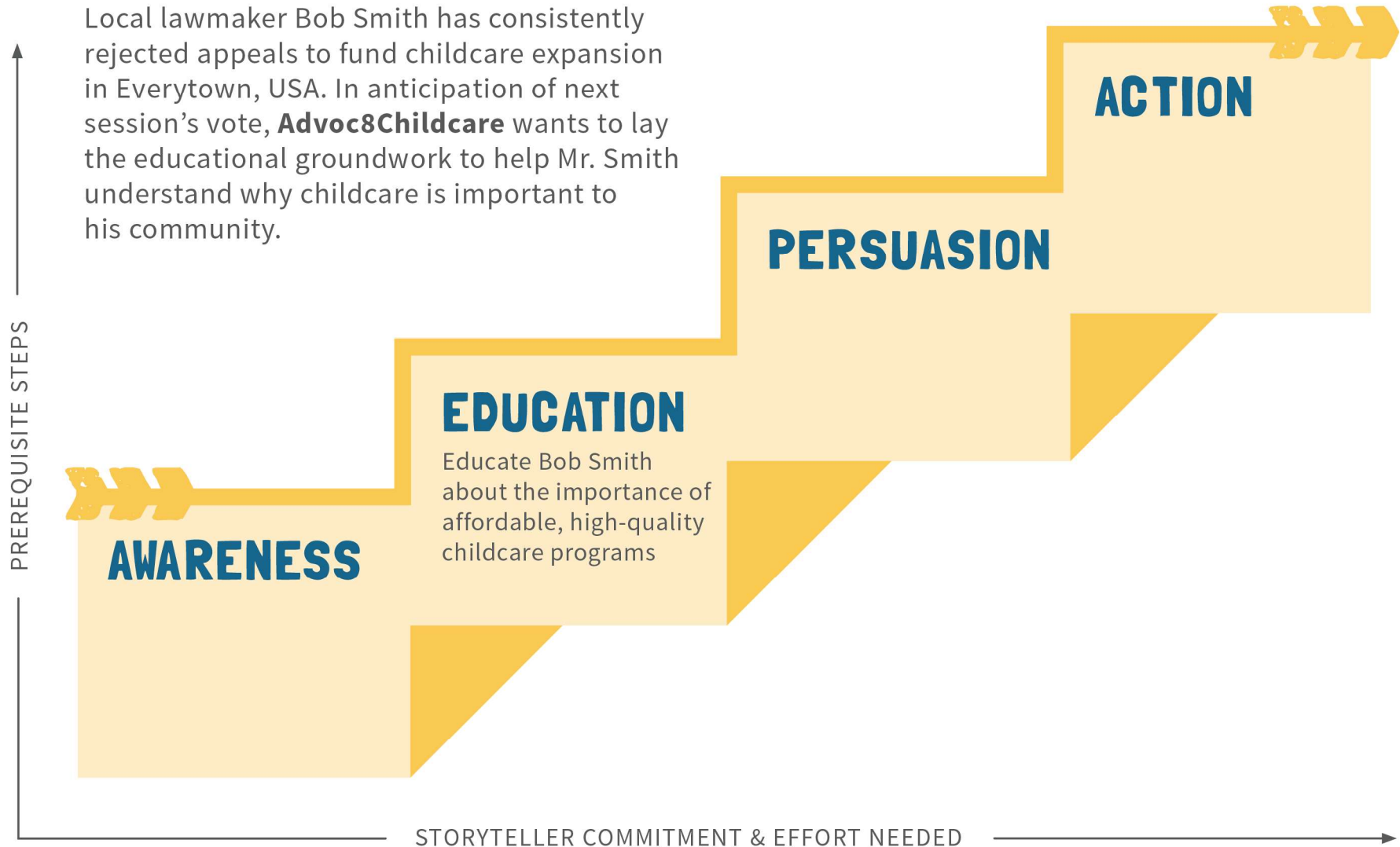
IDENTIFY YOUR STORYTELLING OBJECTIVE



EXAMPLE SCENARIO:

IDENTIFY YOUR OBJECTIVE

Local lawmaker Bob Smith has consistently rejected appeals to fund childcare expansion in Everytown, USA. In anticipation of next session's vote, **Advoc8Childcare** wants to lay the educational groundwork to help Mr. Smith understand why childcare is important to his community.

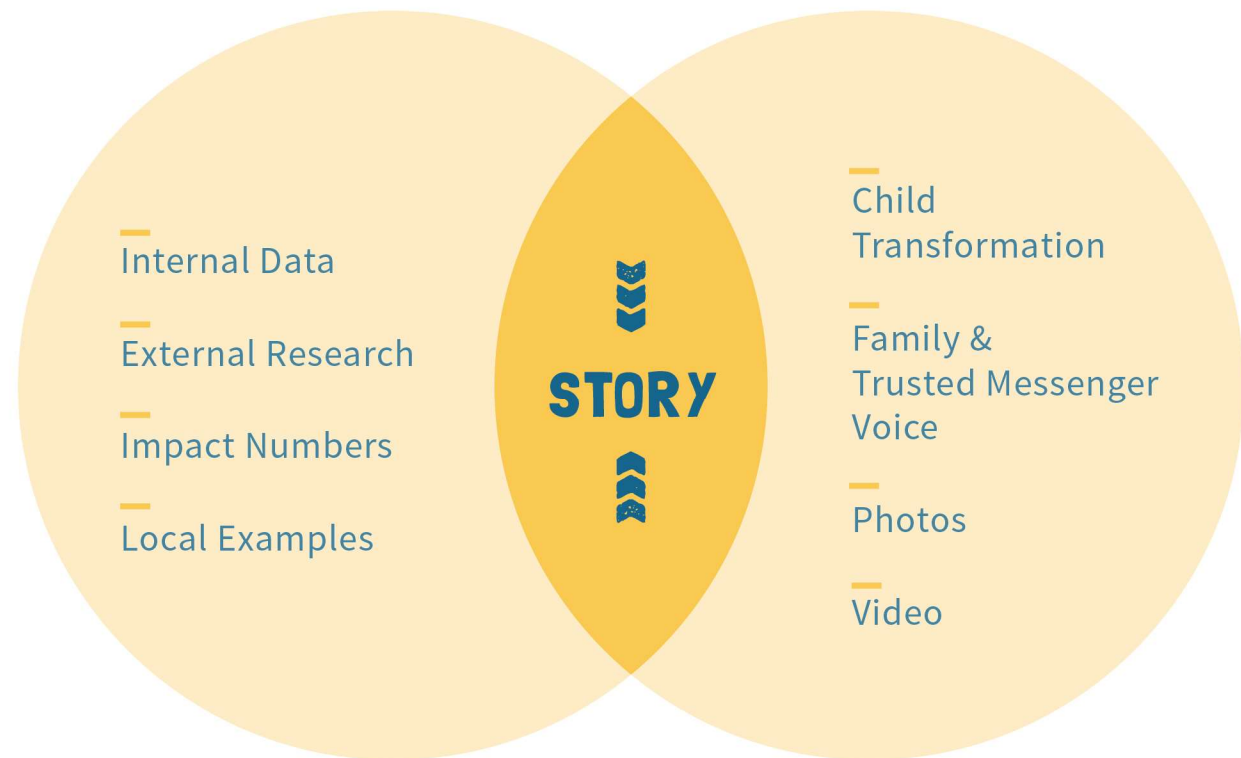


COLLECT YOUR STORYTELLING ELEMENTS

IF LOGIC LEADS TO CONCLUSION,
EMOTION LEADS TO ACTION



Use this moment to identify what storytelling elements (testimonials, data, anecdotes, etc.) will make up the foundation of your story.



GOOD STORIES BLEND LOGIC AND EMOTION
TO ACHIEVE RESULTS

EXAMPLE SCENARIO:

COLLECT YOUR STORYTELLING ELEMENTS



To build the logical foundation for the story, Advoc8Childcare gathers internal data on the ROI of locally invested childcare dollars, external data on the average national cost of childcare and stats on brain development.

For the emotional elements, Advoc8-Childcare gathers a parent testimonial and pictures of children in childcare programs.

LOGIC

Childcare now costs more annually than college tuition or rent in a majority of states

Learning begins at birth and the brain develops faster between birth and age 3 than any other period of life. That is why early care and education are critical to a child's development.

Kids who have high-quality early learning experiences are more likely to succeed in school and life. Not to mention that the return on investment on early learning is huge — for every \$1 invested locally in early learning there is a later return of \$8!

EMOTION



I am a mother of two and my story is about how difficult a time I had finding affordable care for my children. The cost of childcare for a toddler and a preschooler would have taken about 80% of my paychecks.

—Rachel

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We have a message, but need to work on our story.



UNDERSTAND YOUR AUDIENCE



GRASSTOPS

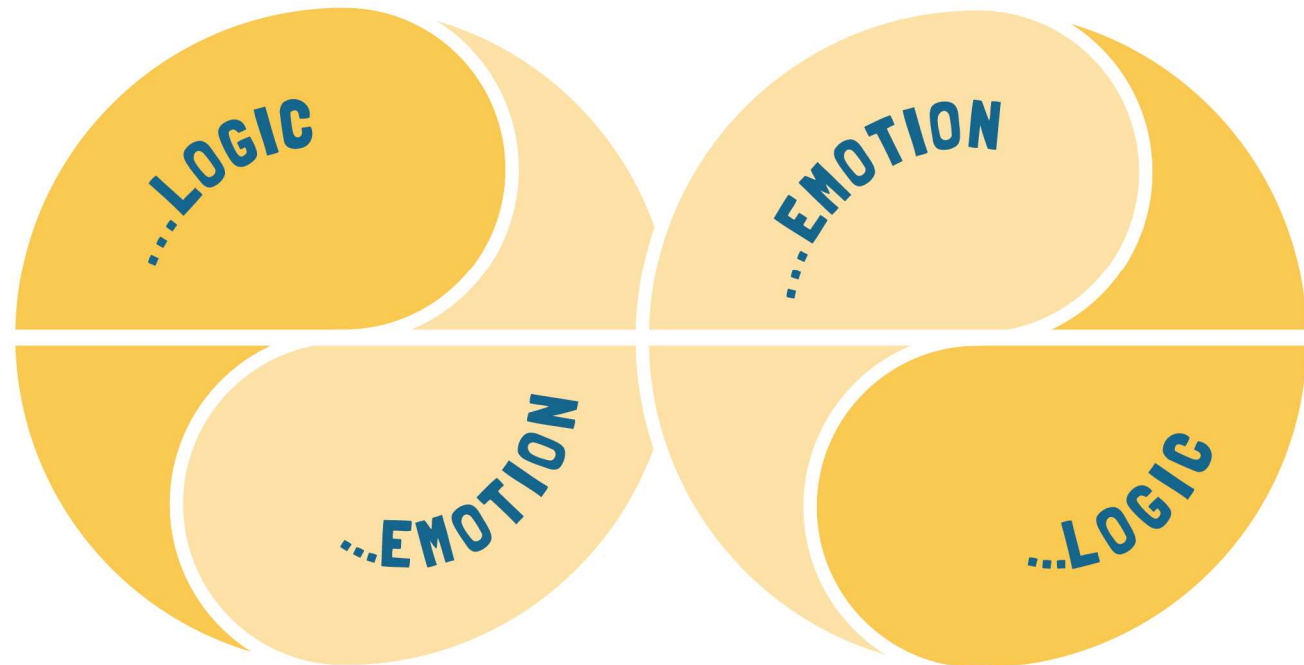
Politicians
School Boards
City Councils
Business Leaders
Funders

GRASSROOTS

CBOs
Colleagues
Parents/Families

LEAD WITH...
(connect)

CONCLUDE WITH...
(convince)



EXAMPLE SCENARIO:

UNDERSTAND YOUR AUDIENCE



Recognizing that Councilmember Smith thinks of his role as making the best decisions for the most people, Advoc8Childcare knows they should lead with data and logic to get buy-in, and conclude with specific emotional anecdotes to personalize the need and give him examples he can share down the road.

LEAD WITH...
(connect)



CONCLUDE WITH...
(convince)



GRASSTOPS

Politicians
School Boards
City Councils
Business Leaders

DEVELOP YOUR STORY'S NARRATIVE ARC

	LOGIC	GRASSTOPS	GRASSROOTS	EMOTION
HOOK Why should the reader pay attention?		A surprising or impressive statistic or data point A thought-provoking logical analogy	A compelling personal impact anecdote from someone in the community A thought-provoking emotional analogy	
SITUATION What is the context?		Data or anecdotes demonstrating the status quo	Description of the environment in which the subjects of your story are operating and what the best outcomes should be	
CHALLENGE What is the barrier to overcome?		Description of the factors your organization is working to overcome Data or anecdotes demonstrating the challenges you or your community face and any resulting negative outcomes	Description of the factors your organization is working to overcome Data or anecdotes demonstrating the challenges you or your community face and any resulting negative outcomes	
RESOLUTION How is the challenge being solved?		Testimonials and explanations of what is being done to overcome the challenge A clear call-to-action that guides audiences to what they can do	Data demonstrating the impact of those efforts A clear call-to-action that guides audiences to what they can do	
	↓ EMOTION			↓ LOGIC

EXAMPLE SCENARIO:

DEVELOP YOUR STORY'S NARRATIVE ARC

GRASSTOPS (local lawmaker)

LOGIC

HOOK

Why should the reader pay attention?

Childcare now costs more annually than college tuition or rent in a majority of states

SITUATION

What is the context?

Learning begins at birth and the brain develops faster between birth and age 3 than any other period of life. That is why early care and education are critical to a child's development.

Kids who have high-quality early learning experiences are more likely to succeed in school and life. Not to mention that the return on investment on early learning is huge — for every \$1 invested locally in early learning there is a later return of \$8!

CHALLENGE

What is the barrier to overcome?

Yet only 3 in 10 of working families have access to affordable high-quality preschool opportunities.

I am a mother of two toddlers and my story is about how difficult a time I had finding affordable care for my children. The cost of childcare for an infant and a two year old would have taken about 80% of my paychecks... —Rachel

RESOLUTION

How is the challenge being solved?

Affordable, high-quality early learning programs like childcare and preschool help working families and the economy. Increasing funding for these important childcare programs in this year's budget is critical to the health of your community's youngest and most vulnerable citizens.

EMOTION



We want to build capacity in our state to tell stories.



GATHERING YOUR STORIES

- Identifying local stakeholders
- Building relationships and buy-in for the importance of storytelling
- Vehicles for story collection



GATHERING YOUR STORIES

Pennsylvania's Office of Childhood Development and Early Learning Storytelling Webpage

Check it out!
<http://bit.ly/ece-stories>



STORYTELLING IS A POWERFUL TOOL

It can be used to share information, raise awareness, promote effective practices, empower stakeholders to advocate, and contribute to sustainability efforts. And when groups of people are able to narrate a shared experience – the collective impact of that message is amplified.

The PA Office of Child Development and Early Learning (OCDEL) is committed to supporting grantees in strategically communicating among each other and with a broader audience the impact of the PA Community Innovation Zones (CIZ). This space was created for grantees to document and share their stories of implementing this major initiative.

Think about what story you would like to tell. What accomplishment would you like to share? Is there a lesson learned that would be beneficial for others to hear? How has your work impacted children, families and the larger community?



STORYTELLING TIPS

- > STORYTELLING TOOLKIT
- > FAMILY NARRATIVE TOOLKIT
- > WEBINARS

SHARING STORIES ON SOCIAL MEDIA?

Use #CIZstories

SHARE YOUR STORY

READ OTHER STORIES

TOPIC

LOCATION

MEDIA TYPE



QUESTIONS?

Please feel free to reach out to Nicole Sharpe at sharpe@schoolreadinessconsulting.com.

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We need to disseminate a message, what's next?



What is the best way to reach your audience?

- News Media
- Social Media
fb, Twitter, Instagram
- Professional Association
- Host an Event
- Personal Contact
- Correspondence
letter/email
- Widespread/*unpredictable*
- Message control/*limited content and reach*
- Relevant audience/*unpredictable*
- Message control/*time suck*
- Builds relationships/*time*
- Message control
/unreliable open rate



We have opportunities to talk with the media about this work – help!



“Good Cop/Bad Cop” Messaging

- **“Increased public investment in early learning is a pro-growth strategy that can reduce overall government expenditures.”**

-- [W. Steven Barnett](#), *Board of Governor’s Scholar and founder, National Institute of Early Education Research, Rutgers University*

- **“The earliest years are the most promising for brain and skill development, yet it is when the U.S. invests the least.”**

-- [Hirokazu Yoshikawa](#), *The Courtney Sale Ross Professor of Globalization and Education, NYU*



Did you know... *(pre-K benefits)*

- High-quality early education is one of the best investments we can make with public dollars: an effective weapon against academic failure, high school dropout, crime and poverty and for a shared future that is healthier, more academically, socially, and economically successful.
- Access to high-quality early education remains scarce. Even many middle-income families can't find or afford such an education before their children start kindergarten.
- The benefits of preschool—for children, families, and society at large—only accrue if preschool education truly is high-quality.
- Poor quality early childhood programs may actually widen the achievement gap.

Did you know... (*workforce*)

- Good preschool teachers don't just focus on academics, but support each child's physical, cognitive, social, emotional, and moral development in partnership with parents.
- According to U.S. Department of Labor (2016), the median hourly wage for preschool teachers is less than \$14.
- Low wages and limited opportunity for professional development and support often leads to high rates of teacher turnover.
- High teacher turnover has been found to negatively affect children's social, emotional, and language development.

Suggested Talking Points (teachers)

- Teaching pre-K *is* “rocket science”—complex, nuanced, dynamic
- The foundation for good teaching is a well-prepared teacher with a reasonably small class and strong supports in and out of the classroom
- Recent research shows coaching focused on improving interactions with children can both improve teaching practices and ensure high-quality classroom environments
- Poor pay and higher levels of teacher stress are associated with lower observed classroom quality in early childhood programs
- Experiences children have within classrooms-- primarily interactions with teachers and peers--are significantly linked with their development.
- At its core, high quality is great teaching—teachers who understand the unique needs of each young child in their care and tailor their teaching to each individual child, day by day.

QUESTIONS & REFLECTIONS



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THANK YOU!



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