

Public Awareness & Messaging: Working at Two Levels



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“Selling” Our Clients Can Be A Challenge



- Stigma attaches to people with...
 - Corrections history
 - Mental illness
 - Substance abuse history
 - Little income
 - Limited employment history
 - Limited education
 - Few effective friend & family connections
- ***Developing the right message & staying on it can make a difference***

Level One Message (Global): These Services Support The Greater Public Good



- Investing in people with tough histories can be a great social good
 1. It is cost effective and saves money in these difficult economic times
 2. It reduces re-arrest/re-incarceration rates and, in turn, improves communities & public safety
 3. It rebuilds lives and helps people become contributing members of society
- Who could be against all of that good stuff!

Public Good vs. My Own Life



- I am happy to support the greater good... as long as it does cost me anything
- I am thrilled to give people a chance to succeed... as long as it not in my neighborhood
- I embrace tolerance and inclusiveness... of everyone that is like me
- I like change... as long as I don't have to do anything different
- I believe in investing in our future... as long as someone else is paying the bill
- I want to go to heaven... just not today

Level Two Messages (Personal): It Is A Safe and Good To Do Here



- There is a skilled organization backing this project
- It has sponsors that I respect
- It has been done before and succeeded
- I may know someone who could use this program
- I get to know and appreciate people who will live there
- I will have some involvement in the development of the project
- I feel respected by the project managers

A Few Strategies To Consider For The Afternoon Discussion



- Anticipate and respect community concerns
- Line up good sponsors early. Include State officials. Respected elected officials are a big plus.
- Talk to neighbors a lot... and in lots of different ways
- Make consumers a part of every presentation. Look for local personal stories
- Simple, clear materials help
- Courage, patience, persistence, humor are required
- ***And more strategies to be suggested, discussed, and included in the afternoon session!***