



## NCCDD Media Relations Program (Year 5)

10/1/2018 – 9/30/2023

<p><b>System Gap Addressed</b></p>	<ul style="list-style-type: none"> <li>• The North Carolina Council on Developmental Disabilities (NCCDD) is federally mandated by the Developmental Disabilities Act (DD Act) to fund initiatives that influence policy and promote independence, inclusion, and self-determination of North Carolina citizens with intellectual and other developmental disabilities (I/DD) and their families.</li> <li>• There are approximately 180,000 individuals with I/DD residing in North Carolina.</li> <li>• NCCDD is responsible for advocacy, community capacity building, and systems change achieved by sharing information learned from its funded initiatives with elected officials, state leaders, and community organizations.</li> <li>• NCCDD determines its funding priorities with significant public input from individuals with I/DD and family members across the state through its five-year state planning process.</li> </ul>
<p><b>Initiative Goals and Timeline</b></p>	<ul style="list-style-type: none"> <li>• Implement a strategic marketing plan to raise awareness of the mission of NCCDD and its resources available to elected officials, state leaders, and local organizations across the state.</li> <li>• To assist NCCDD in communicating the work of existing grant initiatives information with key decision makers at the state and local level.</li> <li>• To assist NCCDD in the communication of public policy issues that impact the independence and inclusion of individuals with I/DD and their families.</li> <li>• To assist NCCDD in community outreach and collection of public input from individuals with I/DD and their families on opportunities and barriers they face in everyday life to guide the development of funded grant initiatives, public policy goals, and systems change activities.</li> </ul>
<p><b>Description of Activities</b></p>	<ul style="list-style-type: none"> <li>• Marketed the work of the Council through social media messaging. In the first half of the year, a total of 610 social media posts were created and shared through the NCCDD online account.</li> <li>• Supported Council activities that were broadcast online in a virtual format including Self-advocate Discussion Series, Olmstead Town Hall, and other webinars.</li> <li>• Developed print materials (e.g., newsletters, Council annual report) in English and Spanish and oral presentations that Council members and the general public can use to share information about issues that impact individuals with I/DD and posted these to website.</li> <li>• Disseminated Communications Survey which yielded total of 418 responses.</li> </ul>
<p><b>Achievements and Outcomes to Date</b></p>	<ul style="list-style-type: none"> <li>• Increased public presence through local media reports, press releases, public policy input, and collaboration with communications liaisons across state government. There were 1,600 press mentions, resulting in 425,000 in reach, and \$112,000 in publicity value.</li> <li>• Improved social media and website formats to share outputs from the Council and to solicit greater input from individuals and families across the state. Launched Instagram to grow audience in new platform. Increased engagement on social media channels by 500%</li> <li>• Distributed over 300 email campaigns with a 30% open rate (above industry standard); increased list by 4,202 contacts.</li> </ul>
<p><b>Expected System Change as Result of Initiative</b></p>	<ul style="list-style-type: none"> <li>• Raise awareness of the Council across the state as a consensus-builder on the broad issues that affect people with I/DD and their families.</li> <li>• Identify strategies to raise awareness of funded initiatives and opportunities for collaboration.</li> <li>• Increase the number of people who understand and champion the removal of barriers in systems that impact independence, inclusion, and self-determination among those with I/DD.</li> </ul>