



NCCDD Media Relations Program - Year 5

10/1/2018 - 9/30/2023

System Gap Addressed

- 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.
- There are approximately 180,000 individuals with I/DD residing in North Carolina.
- 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.
- 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.

Initiative Goals and Timeline

- 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.
- To assist NCCDD in communicating the work of existing grant initiatives information with key decision makers at the state and local level.
- To assist NCCDD in the communication of public policy issues that impact the independence and inclusion of individuals with I/DD and their families.
- 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.

Description of Activities

- Marketed the work of the Council through social media messaging. In the first half of the year, a total of 147 social media posts were created and shared through the NCCDD online account.
- Marketed the work of the Council through email marketing. In the second quarter of the year, a total of 29 email announcements were shared with 8,426 subscribers.
- Supported Council activities that were broadcast online in a virtual format including Self-advocate Discussion Series, Olmstead Town Hall, White House Olmstead celebration including Council Chair Bryon Dooley as a speaker, and more.
- Developed newsletters and other material in English and Spanish and accessible audio 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.

Achievements and Outcomes to Date

- Increased public presence through local media reports, press releases, public policy input, and collaboration with communications liaisons across state government. There were 3 press mentions, resulting in 15,200 in reach, and \$1.00 in publicity value.
- Improved social media and website formats to share outputs from the Council and to solicit greater input from individuals and families across the state.
- Distributed over 50 email campaigns with a 38% open rate (above industry standard).

Expected System Change as a Result of Initiative

- 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.
- Identify strategies to raise awareness of funded initiatives and opportunities for collaboration.
- 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.