NCCDD INITIATIVE 2019

NCCDD Media Relations Program
Year 2 (of 5)

Purpose of the NCCDD Media Relations

• To assist the NCCDD in community outreach and collection of public input from individuals with intellectual and other developmental disabilities (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.

• To assist NCCDD in communicating the work of existing initiatives with key decision makers at the state and local level.

• Assist NCCDD in the communication of public policy issues that impact the independence and inclusion of individuals with I/DD and their families.

• Continue raising awareness of NCCDD’s mission and its resources available to elected officials, state leaders, and local organizations across the state.

• Continue to develop online publications including Highlights & Hot Topics (HHT) newsletters and videos including Conversations with the Council to share information about issues that impact individuals with I/DD in “People-First” and easy-to-read narratives.

• Enhance outreach through new channels such as Facebook Live events, Twitter chats and Public Policy podcasts

• Support staff and Council in the development of the next Five-Year Plan through strategies for recruitment and involvement of broader audiences to participate in public listening sessions and online surveys.

• Develop a statewide NC ABLE ambassador program in partnership with the Office of State Treasurer to encourage self-advocates to become community liaisons and host information sessions in line with current Five-Year Plan goals

• Plan a Media Campaign around promoting NC ABLE and the benefits of ABLE accounts in Financial Asset Development.

• Manage and support development of 30th Anniversary Campaign for the ADA, the Advocacy & Leadership awards and additional events as requested.

• Provide Council member social media training during a quarterly meeting

• Increase public presence through local media reports, press releases, public policy input, and collaboration with communications liaisons across state government.

• Continue enhancing social media, email and website to share outputs from the Council and to solicit greater input from individuals and families across the state.

• Provide a thorough content audit of the website including updating photos and copy and continue site refresh monthly to remain current

• Continue to make resources available to help stakeholder groups and the general public understand the work of the Council in effecting systems change.

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NCCDD Media Relations Program
(continued)

Achievements and Outcomes to Date (Year 1)

- Continue to 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 increase awareness of funded initiatives and opportunities to increase sustainability in the community.
- Increase the number of people who understand and champion the removal of barriers in the system that impact independence, inclusion, and self-determination among those with I/DD.
- Continued efforts to raise awareness of NCCDD across the state through publication of updated HHT newsletter, initiative announcements in Constant Contact and press relations.
- Increased accessibility and reach of NCCDD by adding Spanish translations of HHT newsletters, forms for Advocacy and Leadership Awards and important web banners. Also provided HHT newsletters as audio recordings.
- Enhanced the awareness of the Council, advocates, individuals with I/DD and their families through the organization and implementation of the NCCDD Annual Awards, including a creating a new award honoring self-advocacy leadership (NC Leadership Achievement Award) and videos for all three award winners.
- Created and distributed articles to the press, top stories were the Accessible Icon Event, Employment First and the Annual Advocacy Awards. Overall reach - 8.4 million Unique Visitors Per Month, Overall mentions - 13,000, Ad value - $10,500
- Launched monthly video series, “Conversations with the Council”
- Enhanced website content with a new Public Policy Update feed, updated Council Member page to include map of member locations, updated calendar of events page to include map of event locations and added Action Alerts
- Created, posted and evaluated an average of over 20 social media posts to Facebook and Twitter each month, resulting in a 20% increase in followers to Facebook (average reach 260,000 people) and a 14% increase in followers to Twitter (average engagement 16,529 - 14% increase)
- Increased engagement across target audiences with a new regional approach to the NCCDD’s calendar of events and Council Membership listing(s), as well as through News, Action and Event alerts, all with over a 23% open rate.
- Launched a video series of the Employment Lookbook “One Workforce: Inclusive Employment in North Carolina” and expanded to include employer stories
- Outlined and initiated DD Awareness Month and ADA Awareness Month social media campaigns and supported event planning efforts for DD Awareness Month

Planned Activities in Year 2 (of 5) (continued)

- Increase individual, family, public, and system knowledge and engagement to provide system advocacy for the financial security and community living opportunities of individuals with I/DD, with additional specific emphasis to increase the knowledge and engagement of members of the NC Hispanic/Latino/Latinx community.