

January 2015



Champions

Thematic areas	Champions
Saving babies through birth defects prevention and research	Diane Wilkinson, March of Dimes DWilkinson@marchofdimes.org Kerri Wade, Association of Women's Health, Obstetric and Neonatal Nurses kwade@awhonn.org
Helping children live to the fullest by understanding autism and other developmental disabilities	Pat Johnson, American Academy of Pediatrics PJohnson@aap.org Adriane Griffen, Association of University Centers on Disabilities agriffen@aucd.org
Protecting people and preventing complications of blood disorders	Katie Verb, Hemophilia Federation of America k.verb@hemophiliafed.org Randy Fenninger, National Blood Clot Alliance rfenninger@stoptheclot.org
Improving the health of people with disabilities	Roberta Carlin, American Association on Health and Disability rcarlin@aahd.us Sara Struwe, Spina Bifida Association SStruwe@sbaa.org

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2015 Overarching Strategy

Audience: <input type="checkbox"/> Policymakers <input type="checkbox"/> Families <input type="checkbox"/> NGOs	Friends Leadership Partner: <input type="checkbox"/> Advocacy Coalition <input type="checkbox"/> Family Voices <input type="checkbox"/> EC/Champions	Long Term Goal	Short Term Win SMART	Supporting Friends Activities/Timelines
Policymakers (main audience)	EC/Champions Advocacy Coalition	Increase awareness and value of NCBDDD at CDC and public health agencies Increase recognition of the importance of NCBDDD programs among Congressional and Executive Branch leadership and opinion leaders by finding Congressional champions	Facilitate 10-15 Hill and state visits by May 2015	Integrate Advocacy Coalition talking points into existing member policy efforts and “asks” by March 2015 Develop visual collaterals by March 2015
Families and people with a disability (Secondary Target Audience)	Family Voices EC/Champions	Increase communication with families and people with a disability or blood disorder and others beyond members of Friends	Host 2-3 twitter chats and Google Hangouts by March/April 2015 and invite other partners	Create shared calendar of events by February 2015 Develop 5-10 personal stories from families and people with a disability or blood disorder by March 2015 - eg. Create a blog where families and individuals with disabilities can submit/post their stories

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2015 Strategy by Thematic Areas:

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<i>Saving babies through birth defects prevention and research</i>	Policymakers	Advocacy Coalition Family Voices EC/Champions	Generate public awareness	<ul style="list-style-type: none"> • Target and involve 1-2 twitter Mom super stars and mommy bloggers by May 2 • Use “#1 in 33, This is Me” hash tag by end January • Moms Rising • Adapt March of Dimes active everyday action campaign by June • Host 1-2 Google Hangouts by April • Invite policymakers to relevant events by March 	Conference call on January 20: parent focused in conjunction with ground rounds <ul style="list-style-type: none"> - present research/informational and emotional messages from grand rounds to policy makers (with one sheeter) - Create own hashtag for twitter moms - Tweet celebrity mothers who have a child with birth defect or connection for them to retweet messages - Ask professional/families to submit letters to policymakers March 3 rd Virtual Hill Day (World Birth Defects Day)

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<i>Helping children live to the fullest by understanding Autism and other developmental disabilities</i>	Policymakers	EC/Champions Advocacy Coalition	Develop 3-4 Congressional Champions by the end of April to help increase awareness and value of NCBDDD amongst policymakers and their staff	<ol style="list-style-type: none"> 1. Improving communications among 5-10 key organizations and partners with connections to policy makers by March 2. Getting on the 'short list' of asks for 5-10 key organizations and partners by February 3. Use 2-3 personal stories from families/individuals with developmental disabilities in briefs to be developed by March 4. Friends (partner organizations) make 2-3 Hill visits together to educate staff members on NCBDDD by April 	<p>Develop list of 5-10 key organizations to target by mid-February</p> <p>Start a blog where families/individuals can submit/post stories by end of February</p> <p>Create calendar of continual touch points for key organizations and partners throughout the year, to include: phone, in-person visits with congressional champions</p> <p>Upcoming calendar dates:</p> <ul style="list-style-type: none"> • AUCD – Disability seminar – April 1 • AAP – April (Leg Con)

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<i>Protecting people and preventing complications of blood disorders</i>	NGOs	EC/Champions	Putting science into practice	Using what Centers have done for Hemophilia messaging	<ul style="list-style-type: none"> • Combined messaging during Women’s Health Week • January shared action plans
	Policymakers	Advocacy Coalition	Develop 3-4 Congressional Champions by May 2015	Conduct 2-5 visits/contacts with policymakers by April 2015 which highlight NCBDDD	<ul style="list-style-type: none"> • AMCHP – January 25-27 • March is Hemophilia month • Fragile X – March 4 • AUCD – Disability seminar – April 1 • AAP – April (Leg Con) • ACAP – April/May
	Families-	Family Voices	Engage families with social media by January 2015 -	Engage social media strategies through blogging 2-4 original Friends stories by January 2015	NBCA rotating story features on website

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<i>Improving the health of people with disabilities</i>	Policymakers	EC/Champions	Increase awareness of the Center	Identification of Strategic Health Initiative for NCBDDD in the area of improving health of people with disabilities by May	<ol style="list-style-type: none"> 1. Communication with New/old Friends 2. HELP Disability 3. People with a disability and their family members 4. ADA Families 5. JAMA commentary 6. OWH Minority Health, Disability Caucus 7. Include in our asks: To share calendars and event visits <p>Common themes: Friends Activities: schematic, Disability Awareness Month, outside networking, CHF-NHC, Google Docs sharing, Grass Roots Act, ICTA in April</p>

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	<p>Families NGOs</p>	<p>EC/Champions Family Voices</p>	<p>Increase communication with others beyond members of Friends and influence: 1. media/general public 2. Buy-in families 3. public/private partners – let them know NCBDDD exists</p>	<p>Campaign to build macro awareness of NCBDDD -Create mini campaign to include physical activity among people with disabilities by October - create hashtags for physical activity and diet challenges/tips)</p>	<ol style="list-style-type: none"> 1. Identify campaign theme <ol style="list-style-type: none"> 1. ADA 25th Anniversary 2. Commit To Inclusion 3. Congressional Briefing 4. 6by'15 5. Public Health Data/Health Care/ACA 8. Showcasing Health Disparities <p>Notes: potential access issues and need to maintain funding</p> <ol style="list-style-type: none"> 2. Develop visual collaterals 3. Partner with these CDC models/campaigns: <ol style="list-style-type: none"> 1. Pediatric Preparedness Model 2. Million Hearts Campaign 3. Physical Activity Model --Federal collaborators: <ol style="list-style-type: none"> 1. The CDC Washington 2. White House 3. CDC_Frieden (tweet) and other social media 4. CDC internal newsletters and website 4. Tweets around relevant health observance months (February: American Heart Month)
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