



Robert Wood Johnson Foundation

Strategic Communications

Quality/Equality

Aligning Forces for Quality



Our job is to help you use communications to reach your project goals.

- **Folding communications into your work**
- **More than media outreach**
- **Helping you ‘Tell your story’**
 - Tools and templates
 - Strategies
 - Technical Assistance



RWJF takes a coordinated approach to communications.

Quality/Equality is a new portfolio

- **AF4Q is flagship program**
- **Coordinated communications management**
 - GYMR
 - GMMB
 - Manning Selvage & Lee



Our immediate plans for moving forward with communications ...

- **Nov. 8-9 meeting in Washington, DC**
- **Develop core materials**
- **Web site that services as central repository of all quality/equality information and tools**



First step: Developing and testing messages that resonate with consumers ...

- **Assess current research**
- **Identify motivating factors and emotions**
- **Develop messages**
- **Conduct focus groups**
- **Test messages**



Other communications resources are on the way.

- **Assess current AF4Q tools**
- **Share materials across communities**
- **Pinpoint additional needs**
- **Provide technical assistance**
- **Identify trends across communities**

Additional communications support is available.

- **Money available for local support**
- **Demonstrate specific needs**
- **Determine source for communications support**
 - One of the national agencies?
 - Specialist in a given topic?
 - Expert working in your locality?