

Implementing Successful MRC Communications & Advocacy Strategies



Beth Hess NACCHO Communications Specialist



Empowering You



Thinking Strategically



Identify a Goal: Get Specific

- Volunteer retention
- Volunteer recruitment
- Sustaining new partnerships
- Building new partnerships
- Funding
- Advocacy



Who will help you reach your goal?



Inspire Action



Share at Your Table

- Goal
- Audience
- Action



Craft a Compelling Story

- Number
- Story
- Image
- Action



Example

- Goal: Encourage investment in the MRC
- Audience: Senators for my state
- Action: Financial support for MRC in next fiscal year's budget



Example

\$132 million in
workforce savings



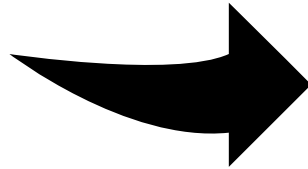
Try It Together



At Your Table

- Determine a...

- Goal
- Audience
- Action



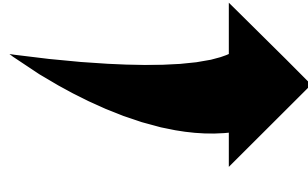
- Craft a Compelling Story

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Share

- Determine a...

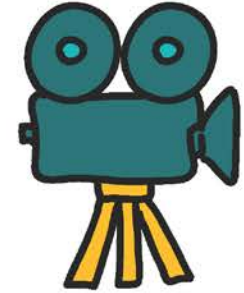
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Tools to Deliver Your Story



The Elements in Use: Newsletter

Goal: Involve MRC in planning and response to weather emergencies

Audience: Emergency management and LHD officials

Action: Meet to plan for possible deployment

Sample newsletter article:

Medical Reserve Corps Units Respond to Severe Weather

From late December 2022 into January of this year, California residents felt the impact of atmospheric rivers and “bomb cyclones” that brought heavy rains over multiple days. This resulted in mudslides, flooding, and road closures. In some areas, strong winds also brought trees down on cars, houses, and across roadways. Volunteers from seven Medical Reserve Corps (MRC) units in both Northern and Southern California responded. See how they got involved and contact Beth at bhess@naccho.org to see how your local MRC unit can be a partner in your weather emergency planning and response.



The Elements in Use: Facebook

Goal: Recruit youth into MRC

Audience: Parents and those leading youth groups

Action: Contact us to learn more about volunteering

Sample Facebook post:

Did you know high school students can volunteer with the Medical Reserve Corps? While only a handful are involved currently, with your help we can engage the next generation. As an MRC unit leader in Albuquerque said: “I’m so inspired by my students and their excitement for medicine and community health.”

Find out how individual youth ages 14-17 or student groups can get involved. Contact Beth at bhess@naccho.org



Next Steps—Check the Back of Your Worksheet for Suggestions

- Identify what you have already, what's missing, and how you will collect new information in a systematic way.
- How can you repurpose your story?
- How can you use your story in advocacy?



Wish List

What communications tools, resources, trainings, or other support would help to accomplish your goal?



Celebrate Your Unit

Share your unit's successes and accomplishments— “big” and “small.”



Thank You!

Questions? Stories to share?

Let's connect!

Beth Hess

bhess@naccho.org

