



Help Me Grow Messaging in Response to COVID-19

May 4, 2020



Housekeeping

To make this space as conducive to productive conversation as possible:

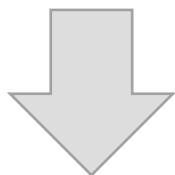
- Please mute yourself if not speaking
- Raise hand, we will call on you, then unmute yourself to speak
- Skipping introductions to make the most effective use of our time together
- Feel free to use the chat feature!
- All thoughts and questions are encouraged

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HMG Messaging Needs to Respond to Changing Conditions

Communications take on a bigger role when audiences expand and the accuracy of information is shifting quickly

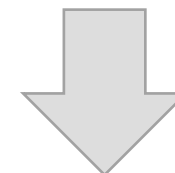
Priority 1: Ensure families are aware of HMG CAP services available (inviting an increase in callers)



- Reaching people who may not know about HMG
- Reaching those who know about HMG but with information about help during COVID crisis

AND

Priority 2: Adjust to altered service offering capacity as agencies close or change their services



- Messaging to identify new COVID-related resources and build partnerships
- Redefining the HMG Community Outreach role

HMG Messaging Concerns Right Now

1. What types of communications and messages are most pressing for you right now, in the context of COVID?
2. What type of support do you need in order to meet those new messaging challenges?
3. Are you doing any new messaging activities now during COVID that have worked well?
4. How can any steps we take work to prevent/respond to inequities?