

ADVANCING/LOCATING SYSTEM OF CARE GOVERNANCE STRUCTURE

1. What Is My Social Marketing Goal?

To develop/locate a System of Care Governance Structure.

2. Who Is the Primary Audience?

All child and family-serving agencies/systems Leaders.

3. Who Are the Most Influential People Within This Audience?

Erinn Kelley-Siehl/DHS.

Children's Health Policy Team.

Oregon Education Investment Board.

- Early Learning Council.
- Oregon Youth Development Council.

4. What Do You Want This Audience to Do?

Understand System of Care Concepts.

Understand what foundation for SOC has been laid in the State.

Understand the need for a broad SOC Governance Structure in the State to support and align all child and family-serving entities.

Work to locate/develop/expand upon existing structures to create a SOC Governance Structure.

5. What are the Three Most Compelling Messages for This Audience and These Individuals?

Multiple system transformation efforts are underway in the State. Integrated transformation can best serve Oregon's children and families more effectively than siloed transformation.

6. What Are the Best Ways to Reach This Audience (Channels) and Its Influential Members?

7. How Will You Use These Channels to Reach Your Audience and Its Influential Members?

8. What Are the Activities, Events, and Materials That Will Support Your Outreach?

One-pagers for each system.

Grid demonstrating how each initiative aligns with SOC Principles and Values.

SOC 101's.

Data/models for other SOC states/communities.

SCWI outcomes for youth and families.

SCWI fiscal outcomes.

9. How Will You Evaluate Your Plan? What is Your Timeline?