The Georgia Public Private Partnership (P3) Communications Guide

DELIVERING A CONSISTENT MESSAGE

It is important for the P3 members to develop a clear, concise, consistent message about the P3 collective impact model to the public. As well, it is equally important to develop a comprehensive communication protocols for the membership.

Georgia Campaign for Adolescent Power and Potential (GCAPP) as the backbone organization, will lead the communication efforts so that all P3 members and their representatives deliver a consistent message.

The following message points will be helpful as you communicate who we are and what we do, with co-workers, colleagues and members of the general public.

KEY MESSAGES

What issue does P3 address?

Georgia is paying the price for teen pregnancy. **Teen pregnancy is the number one reason girls drop out of school**, and its costs are both academic and economic.

Teen childbearing costs the Georgia $465 million dollars a year, but even that number doesn't fully gauge the academic cost of teen pregnancy for the mother and the baby.

Since **1995**, when Georgia had the highest birth rate in the US birth rate for girls 15-19 years old the birth rate has **declined more than 50%. Now Georgia ranks 17th highest in the US** with about 12,000 girls giving birth each year and the 3rd highest repeat rate with 1 in 5 of Georgia girls giving birth another time during their teen years.

P3 is accelerating the decline by working together to reduce systemic barriers, increasing the opportunities for young people to receive effective sex education, and connecting young people to teen friendly services in their community.

What is P3's Goal or Mission?

P3 is focused on the success of young people: Ensuring a future in which young people gain the knowledge and skills they need to delay early parenthood, complete their education, and enter adulthood healthy and ready for college, career and life.

Mission: The Georgia Public Private Partnership will reduce the teen births by 1/3 among 15-19 year olds in Georgia by 2020 (from 41/1000 in 2010 to 27/1000 in 2020).

We will do this by:

- Increasing the number of young people receiving age appropriate, proven effective teen pregnancy prevention programs and early intervention services.
- Strengthening the performance of leadership and staff and the sustainability of youth serving organizations through training and technical assistance.
- Increasing the number of young people receiving teen-friendly sexual and reproductive health services.
- Increasing the coordination of services, data collection and performance measurement, and funding through the collaboration of funders and providers.

P3 works on three levels:

- **Statewide** P3 aligns and implements activities that support all counties
- **Priority** P3 implements activities in the 12 counties that account for 43% of the teen births in the state. These counties are Fulton, DeKalb, Clayton, Cobb, Gwinnett, Richmond, Muscogee, Bibb, Chatham, Dougherty, Hall and Clarke.
- **Intensive** P3 implements pilot projects in smaller catchment areas to demonstrate success before scaling up through larger systems.

Vision: We envision a future in which there is a significant decrease in teen pregnancy in Georgia achieved through a strong collaborative partnership between Georgia's public agencies, non-profit and for-profit organizations, and philanthropies.

The purpose of P3 is to bring together public and private stakeholders to reduce teen pregnancy in Georgia by developing and implementing a coordinated plan to sustain evidence-based programs and practices to reduce teen pregnancy. This will lead to improved educational outcomes and the long-term well-being of families and communities in Georgia.

What is P3's Approach?
- Strengthening systems and advancing supportive conditions and best practices to prevent teen pregnancy and promote healthy youth development in Georgia.

- Increasing the number of youth being served by proven effective teen pregnancy prevention programs and practices.
- Strengthening the performance of the provider organizations, their leadership and staff through training and technical assistance.
- Increasing the coordination and collaboration of funders and providers.

Who are P3's members?

P3 works across disciplines including education, child welfare, public health, and juvenile justice to increase young people's access to integrated and coordinated programs and health care services that are responsive to their unique needs, and provides them with the necessary information and care to help them make healthy decisions for their future.

Who is the official P3 Contact Person?

P3 Coordinator: Kim M. Nolte, MPH, MCHES
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PROCEDURES AND PROTOCOL

P3 Communication Committee

GCAPP, as the backbone organization, together with the P3 Communication Work Group will assume the primary responsibility to ensure consistency in message and look of P3 in effective public relations.

The P3 Ad-Hoc Communication Committee will be led by GCAPP and made up of 3-5 P3 members or communication experts from Leadership Council member organizations/agencies. It is recognized that there are communication experts within the P3 membership with publication production and design skills and it is encouraged that the Leadership Council and Champions make good use of those skills in conjunction with the backbone organization.

The Communication Committee will be responsible to identify various means to disseminate communication regarding P3 and its work.

Publications

The P3 Communication Work Group will develop and/or review and approve all collateral materials for public consumption (brochures, special reports, newsletters, signage, flyers, monographs, post cards, etc).

The following steps can serve as guidance to take material from conceptualization to delivery. Following these steps will enhance the identity of P3, allow a competitive bidding process to conserve budget (if applicable), and command vendor accountability.

Step 1 - Conceptualization*:* Draft a proposal for collateral that identifies and defines the document's:

1. Purpose and use
2. Target audience(s)
3. Key messaging
4. Desired format
5. Copy needs
6. Time-frame and desired completion date
7. Point person(s) to work with the P3 Communications Committee

Step 2 - Development: The point person(s) will meet with the Communications Committee to review the proposal for collateral. Collectively, they will determine the need for a professional/contractor to design collateral and conduct initial meeting, negotiate the contract, determine design and printing costs, identify photography needs, and to set a production schedule.

Step 3 Design: GCAPP or another member of the Communication Committee will work with professional contractors or in-house talent to manage production of the publication and stay on schedule, manage internal control, facilitate proofing stage with all P3 Leadership Council membership and their Communication Departments, and manage the sign off process.

Step 4 - Printing: GCAPP or another member of the Communication Committee will work with the designated printer to manage production of the publication and stay on schedule, manage internal control, facilitate proofing stage with all P3 Leadership Council membership and their Communication Departments, and manage the signing off process.

Step 5 - Delivery & Distribution: GCAPP or another member of the Communication Committee will ensure that the product is delivered on time to the specified location and will work with the full P3 membership to execute the dissemination portion of the production schedule. All

documents will be added to the Dropbox folder for easy access by members. When appropriate, documents will also be added to the website/learning community.

WEB CHANGES/UPDATES

GCAPP will host the P3 website at www.gcapp.org/P3 . GCAPP's Communications Director and the P3 Coordinator have overall responsibility for managing the content and aesthetics of P3's website and on-line learning community.

For simple, non-emergency text and design changes, print out the web page and make edits on the page, then fax or scan them to the P3 Coordinator. Members can expect a quick turn-around, usually within 48 business hours, for most simple text changes. GCAPP realizes that some changes might require unusual urgency. In this case, please contact the P3 Coordinator directly.

To add a document to a website page, please write the document and get proper sign off from the P3 Leadership Council prior to submitting to the P3 Coordinator. Submit drafts to the P3 Coordinator if editing is required. For web site placement, please submit the final approved version as a PDF file. Indicate specifically where on the site the document is to be placed.

LOGO USAGE

Use of P3 Logo: P3 members are encouraged to speak about P3 and use the P3 logo as often as they can to further the brand and recognition of P3.

The logo can be found on Dropbox at: P3 Description, P3 Logo

The logo can only be used without approval when publicizing P3 Membership on organization materials, websites, presentations and reports. Any accompanying narrative descriptions must be pre-approved before use.

If possible, P3 members should include the P3 logo on their website with a link to www.gcapp.org/P3 and a statement "XXX organization is a member of the Georgia Public Private Partnership."

To use the logo for any other purpose, the P3 member will need to inform and receive approval from the P3 Communication Committee.

Use of Member Logos: Before placing any logos of P3 Member Organizations/Agencies on the P3 website, member organization websites or within collateral materials, requests for logo usage must be approved internally by P3 member, the member's Communications Department, CEO or Chief Communications Officer.

Media Relations: Media Relations is an important component of P3's overall PR strategy. Through the media we are able to present a positive image and contribute to public discourse about community initiatives for teen pregnancy prevention and the collective impact model. Media relations and free media represent opportunities further our strategic objectives. As such, GCAPP will manage the relationships and seek opportunities to disseminate information regarding P3 and teen pregnancy prevention. The GCAPP Director of Communications handles media relations – contacting the media, responding to media inquiries and requests, arranging interviews, declining interviews, pitching stories, op-eds, staff expertise, writing and distributing news releases, PSAs, media alerts/advisories and releasing information to media about P3 projects and initiatives.

As part of P3's overall PR strategy, it is the backbone organization's responsibility to build trustworthy, credible, responsive relationships with media outlets throughout Georgia. The backbone does (when appropriate) represent P3 in routine interviews; The GAPP CEO and P3 Coordinator will serve as the primary spokespersons for P3. Additional spokespersons from the executive leadership of P3 member organizations/agencies may also be designated or called upon when necessary.

Handling/Routing the media call: Should you receive a media call, please explain that you will have to put them in touch with GCAPP as the initiative's backbone organization and then provide the Director of Communication's contact information (see below). If the Director misses the call or is out of the office, the reporter will be instructed by voicemail to call the Director's cell (if they are on deadline and need to speak right away). Otherwise, they will just leave a message. The Director will return the call promptly.

> Ms. Bev Jones, GCAPP Director of Communications/Business Affairs
> Office: 404-475-6051; Email: bev@gcapp.org

*I*nterviewing the Interviewer: A reporter's call/request does not mean that the collaborative has to oblige. It is standard for the backbone's Director of Communications to "interview the interviewer" before agreeing to have the reporter conduct an interview with a P3 spokesperson. The Communications Director will:
- Research the reporter and/or media outlet if not already familiar;
- Determine the nature of information needed, deadlines and type of interview (phone, sit-down, one-on-one, live, taped, etc.);
- Find out who else is being interviewed for the story and what/who led the reporter to P3;
- Determine if it would be a notable omission of we decline; or,
- Agree to the interview or decline and perhaps suggest an alternate source.

Relations with Contractors/Vendors (graphic artists, web designers, printers, etc.): The backbone organization has established trusting relationships with graphic artists, printers, mail houses, public relations and marketing firms, and others who understand what is expected in terms of quality and turning jobs around on deadline, within budget. GCAPP's Director of Communications serves as a conduit with P3 membership in working with contractors and vendors (specifically graphic artists, web designers and printers) from start to completion of the product. If there are graphic artists, web designers, or printers that you would like the P3 membership to consider, the Director of Communications will contact the vendor, meet with them and review their portfolio to determine if the individual or company will be a good fit for P3. Part of the backbone organization's responsibility is to build a small cadre of diverse contractors that P3 will be able to tap on very short notice.

Videos, Displays, Posters, Banners, etc.: P3 members needing displays, posters, banners, premium items, etc. for should inform P3 Coordinator and Communications Committee at the conceptual stage to ensure consistency in branding (logo, colors, message) and so GCAPP can arrange an appropriate individual or company to develop the product (in consultation with the Champion or project leader). It is the backbone's responsibility to protect the P3 brand and relay important copyright information such as no redistribution, dubbing, or editing of P3's video properties.