

LTF 4: Awareness and Messaging – Outline

Task Force Introduction

- Co-Chairs Introductions
- Task Force Purpose and Description:
- Purpose of this Breakout Session
- How the LTF Co-Chairs added to the Task Force
- Community Engagement / Integration

Process

- 1. Strategic Action Planning Process Overview**
- 2. Inventory Assessment**
- 3. Priority Setting**

Past Focuses in Messaging / Awareness: Looking for funding, attempting to promote client voices, etc.

Past Messages: Equal justice is a right and not a privilege, statistics on represented litigants, classic Law & Order Miranda Rights point of context for access-to-justice, funding levels, awareness through story-telling about individual client experiences and use of legal services

Awareness Levels (results of previous messages / awareness campaigns): Generally, not great. People tend not to think they have no right to an attorney, and tend not to understand their problems to be legal problems, or that there are resources available.

Potential Messages: Call 2-1-1, Go to [website], volunteer for us, file pro bono with us, use our data portal, donate to us, report a local problem, providing rights awareness, etc.

Potential Points of Distribution: Hand-to-hand / word of mouth, social media print and video, local TV and print news media, libraries schools, places of worship, housing groups, government services, government officials / representatives, healthcare, legal and other service providers, transportation hubs, and misc. others.

Because this Task Force largely depends on the priorities of other Task Forces (in order to know what to message and promote, the task force must to some extent work in response to their plans), we must brainstorm ways to message and promote likely aspects of the JFA strategic action plan.

Feedback / Open Discussion

Specific Questions

- Has anyone seen a community based outreach / messaging campaign designed to engage communities members in need of help – including legal help
- If our goal is to make sure all residents know that if they need help there is something they can do, what are the key elements of the message we should consider?
 - Simplicity? A single easy to remember phone number? An app they can use? A website they can go to? A physical location they can go to?
- Where should that messaging be placed? The courts, DSS, bus stops, train stations, laundromats, libraries, health clinics, apartment complexes, employers, county offices, etc.?
 - What about creative concepts? What should we be considering?
- LTF will be discussing fear as an issue of accessibility – how do we use messaging to demonstrate that this system is not intimidating or scary? Have people seen creative that is easy to understand and engage with?

Solicit general reactions from participants

Solicit specific reactions from the participants

- What are we missing in our priorities list? Whose perspective are we missing? Are there problems we're not addressing? Are there any innovative (anywhere from developing small efficiencies to the field, to systemic-scope renovations of service delivery models) ways of addressing these problems without resorting to pleas for higher funding?