

SCOPE OF WORK

Act 185 Communications RFP / January 2019

OVERVIEW

At Kane Communications Group, we believe that strong communities are made up of strong individuals who lead the way and give back. For this reason, Kane works on projects that enable our team to give back to the communities in which we live and work. For the past three years, Kane has worked with Milwaukee County and the Milwaukee County Department of Health & Human Services (DHHS) on a wide variety of meaningful projects, including:

- Building the internal communications program for DHHS; working onsite in the communications manager function; and, eventually, defining, helping to hire, and training the current full-time communications manager for the organization
- Developing an employee survey and an award-winning employee engagement program (now known as the “Do the Right Thing” program) for DHHS
- Participating in strategic planning sessions with the DHHS leadership team when developing the organization’s new mission and vision
- Developing the communications guidelines for DHHS
- Writing and designing the DHHS annual report
- Developing a comprehensive communication plan for Housing First
- Promoting the Energy Assistance Program to new audiences with an award-winning, multi-lingual, advertising campaign
- Researching and defining the Behavioral Health Division (BHD) brand
- Planning communications for BHD’s northside facility
- Designing a multiple-award-winning nurse recruitment marketing communications program that addressed the nursing shortage at BHD and lack of incoming leads and false rumors of the hospital’s closure
- Communicating the transition for the BHD hospital to the community and key stakeholders
- Creating and executing a community outreach plan for the Temporary Assistance for Needy Families grant for those with AODA treatment needs
- Research, planning and execution of communications, PR and marketing surrounding first-episode psychosis
- Researching and developing a plan for the future of the Milwaukee County intranet

Moreover, Kane has been an integral part of the DHHS and DYFS teams helping to communicate the efforts behind youth justice reform in Milwaukee County. Our team has been instrumental in the development of research, strategy and implementation of communications to support the efforts of the DHHS Department of Youth and Family Services, including:

- Strategic communications plan development
- Creation of Project Rise concept/theme and creative materials



- Creation of Project Rise content, including email communications, key message development and more
- Community engagement consultation and support of community briefings

Since 2011, the Division of Youth and Family Services has spearheaded numerous initiatives to transform Milwaukee County's approach to youth justice. This model aims to improve outcomes for youth and improve public safety by changing the focus of the system from punishment to rehabilitation. Milwaukee's model recognizes that many youth in the system have experienced trauma, even from very early ages. When youth experience further trauma in the justice system, brain development can be impacted for life, youth are less likely to graduate from high school and gain meaningful employment and are more likely to continue committing crimes into adulthood.

Milwaukee County's youth justice reforms incorporate data to inform youth placement decisions, reduce racial disparities in the system and provide alternatives to detention and wraparound services for youth. Programs provide youth in the system with education, structure, and mentorship close to home versus locking them up and deferring their risk to re-offend, and they involve the family. These proactive measures improve outcomes while helping keep the community safe. In fact, since these reforms began, Milwaukee County has sent 56.5% fewer youth to state correctional facilities and law enforcement have referred 19.7% fewer youth to DYFS.

In 2017, research was conducted with key stakeholder groups to establish a baseline of each group's awareness of Milwaukee County's juvenile justice approach. The research also included evaluating stakeholder perceptions about youth crime in Milwaukee and what they believed to be both challenges and opportunities for long term change. Using an email survey, in-depth interviews and content analysis of recent media coverage, the research found that despite years of work, many key stakeholders were not aware of the County's youth justice reforms, their perceptions of youth crime in Milwaukee were not aligned with the facts and they believed there was a lack of local and state political will to bring about major, sustainable, reform. Findings and recommendations were outlined in a findings report delivered in September 2017. These issues created challenges for Milwaukee County's youth justice reform work including resistance to the development of community-based programs and treatment centers, misunderstandings from the highest levels of government all the way to grass roots organizations about the positive reforms at work and underway, the mischaracterization of Milwaukee County's youth justice system and they reinforced the stigma of youth in the system.

The lack of awareness and misperceptions also create significant opportunity for Milwaukee County to educate and engage stakeholders in the progressive, proactive, collaborative and best-practice reform work underway. The timing for this public education is more important than ever as major developments in Wisconsin's juvenile corrections system provide new opportunities for Milwaukee County to expand its transformative work.

Under Act 185, passed by the Wisconsin legislature in March 2018, Milwaukee County is taking steps to develop a Secure Residential Care Center for Children and Youth (SRCCCY) with the vision of establishing "a safe, positive, sustainable and developmentally appropriate treatment environment for youth committed to Milwaukee County under Wisconsin statute Section 938.34(4m) that effectively promotes accountability, protects the community, reduces recidivism, and returns youth to our community with the skills needed to become



successful and productive citizens.” The County is finalizing the location for its SRCCCY as part of its full Act 185 proposal due March 31, 2018. At the same time, state Department of Corrections (DOC) is also developing a Type-1 treatment facility in Milwaukee. There is confusion among Milwaukee residents about the differences between these two efforts and what they mean for youth and there are community concerns about how a youth treatment facility could impact public safety in the neighborhoods closeby.

Today, Kane Communications Group is supporting Milwaukee County’s Act 185 efforts with public and community relations.

Raising awareness, educating and engaging the community to support Milwaukee County’s work to develop a SRCCCY will require ongoing communications including creative communications ideas and strategies, rolled out consistently and in collaboration with Milwaukee County and key stakeholder groups.

As part of the Act 185 communications proposal, Kane Communications Group will deploy tools created with Project Rise to support Milwaukee County DYFS’ Act 185 business and communications goals and objectives.

DELIVERABLES & TIMELINE

Phase	Deliverable	Timing
Ongoing support	<p>Public relations support, where deliverables may include:</p> <ul style="list-style-type: none"> Talking points, emails, media releases, media relations, FAQ updates, updates to fact sheets, etc. <p>Monthly activity report including</p> <ul style="list-style-type: none"> Accomplishments / activities for the previous month Media coverage report Social listening reports & recommendations Updated timelines as required 	<p>February - December 2019</p> <p>Monthly February - December 2019</p>
Research	<p>Interviews with SMEs. One summary report, containing findings from interviews with SMEs.</p> <p>Touchpoint or customer experience map that shows how our communications will be delivered to our audiences throughout the various phases.</p>	<p>February to March 2019</p> <p>February to March 2019</p>



<p>Communications and marketing planning</p>	<p>A communications and marketing plan that may include:</p> <ul style="list-style-type: none"> ● Education and awareness campaigns ● Public and media relations ● SRCCCY Project Informational Events ● SRCCCY Project Workgroups and Coordination with Act 185 Steering Committee ● Updates to content for web page and social media 	<p>April 2019</p>
<p>Implementation of communication/ marketing plans</p>	<p>Creative materials as outlined in the marketing communications plan</p>	<p>May-June 2019</p>
<p>Message / creative testing</p>	<p>Written discussion guide that can be used by interviewers to test messages.</p> <p>Printed survey for participants, measuring increases in understanding of key messages, willingness to share information with others and interest in participating in future events.</p> <p>Analysis report with suggestions for design or copy adjustments.</p>	<p>June 2019</p>
<p>Deployment of plan</p>	<p>Revised, final files of all written and creative materials</p> <p>Continued monthly coverage reports (as specified above)</p>	<p>July-December 2019</p>

CONTRACT LENGTH: FEBRUARY 1, 2019 - DECEMBER 31, 2019
TOTAL COST: \$199,950.00

