

Economic Summit on Early Childhood Investment

MWR Strategies

September 11, 2007



What do we know?

- Context
 - Economic slowdown
 - Difficult to compose, create new program
 - Prescription drug reform
- Generalized distrust of bureaucracy
- Traveling in the wake of NCLB
- Not a big knowledge base among voters
- Substantial problem
- Something is almost certainly better than nothing



What do we think we know?

- Extant data
- How to approach business leaders



What do we need to know?

- More data
 - Importance of sourcing
 - Clarity of relationships
 - Appreciation of competing data
 - How much better than nothing is our plan?
- Other than business leaders, who are crucial groups?
 - IDK
 - Moms
- What messages are going to work best? What messengers?
- What sorts of delivery mechanisms?
 - Soft media
 - *People*, Oprah, etc.



Thinking about messages . . .

- Development of messages
 - Shorter is better
 - Clearer is better
 - Jargon-free is better
 - Emotive

- Core of messages . . .
 - Transforming/saving children
 - Helping parents
 - Measurable results
 - Values – equity, fairness, obligation
 - Self-interest, children-children
 - Economically sensible
 - All of us



Next?

- Clearer focus on messages
- Clearer focus on target audiences
- Clearer focus on immediate ask
- Third party allies
- Testing, testing, testing . . .

