Meeting date: 10/06/2008
Revised date: 11/17/2008

Children First for Oregon "Fostering Success"
Strategic Communications DRAFT Theory of Change

2009-10

Development of Narrative Model
- Working with Spitfire
- Developing Smart Chart

Activities

2010

Website communications
- Fostering Success website
- OFYC sub site
- Publish digital stories

Media outreach
- Press releases
- Editorial board meetings
- Blog posts
- Editorials, Op / Eds, letters to the editor

Sharing consumer stories
- Website
- Event
- Testimony / legislative briefings
- Incorporate into media outreach

Publications
- Report carol
- Data book
- Policy briefs

Implementation and coordination of Narrative messages with partners
- Training / presentation
- Material distribution
- Technical assistance

Intermediate Outcomes

STRENGTHENED ALLIANCES

Increased consistency of key messages / among key partners in statewide coalition

SHIFT IN SOCIAL NORMS

- Increased sense of urgency among lawmakers and system administrators
- Increased belief among public and lawmakers that the issue is curable through public solutions
- Increased perception among lawmakers that there is public will to invest in improvement of CPS / child welfare system
- Increased sense of community responsibility
- Increased awareness and clarity about key messages among the public

STRENGTHENED BASE OF SUPPORT

- Increased echo messaging among media, partners and law makers
- Increased ownership of the issue among law makers

Long-term Outcome

POLICY CHANGE

- Changes in policy / administrative rules
- Increased investments in the child welfare system

Impact/ Goals

Oregon has a world class child abuse / neglect prevention and intervention system
- Reduced child maltreatment
- Improved outcomes for foster youth
- Increased number of youth are safe in their home

So That →

All Oregon children are safe

So That →

All Oregon children thrive