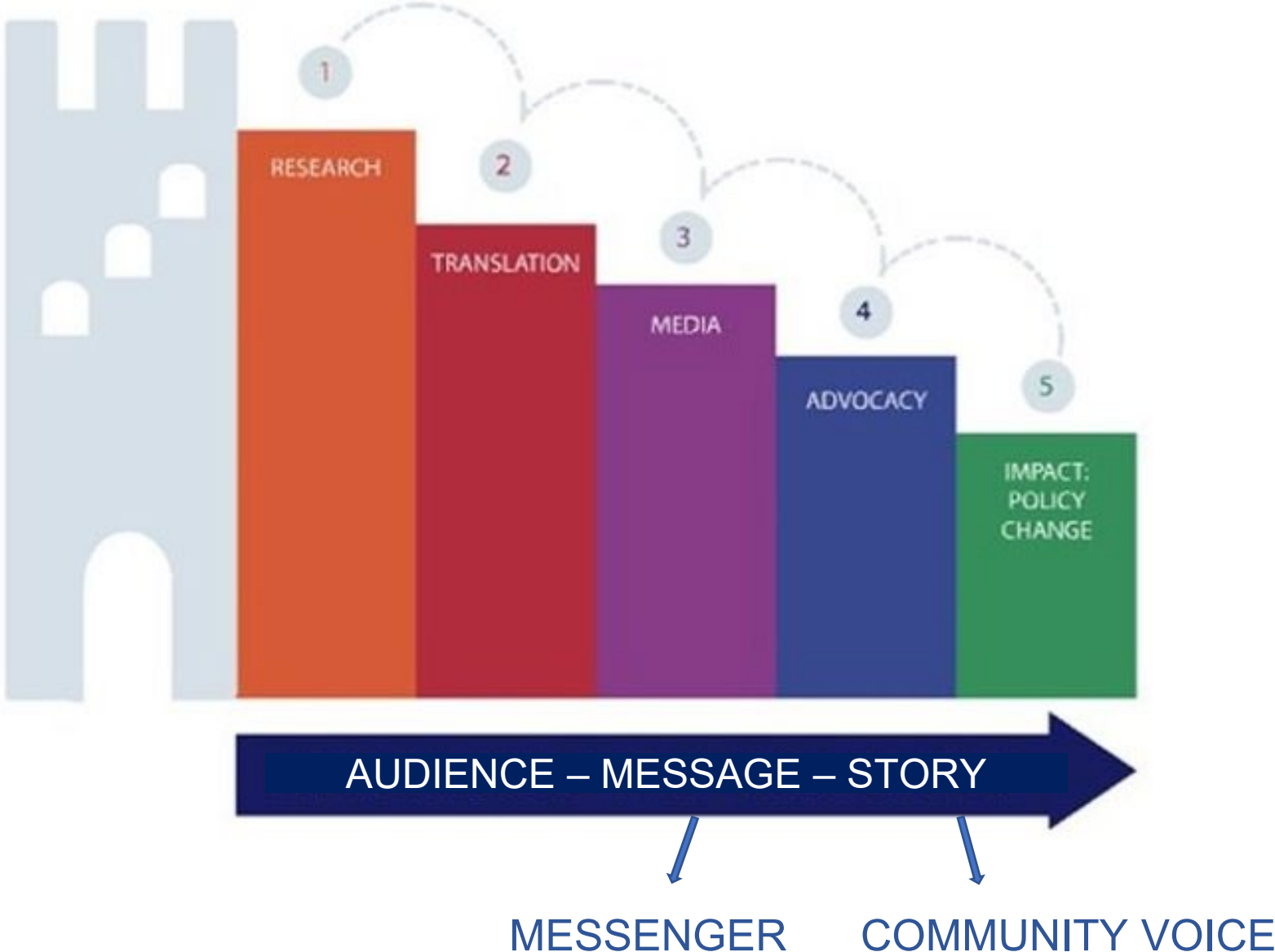


The 2021 Self-Direction Virtual Conference Series

#SDseries2021



Public Interest Communications: A Theory of Change



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3LPlace

Celebrate neurodiversity.
Grow your abilities.
Choose your path with us.

3LPlace, in Somerville, MA, provides **lifelong learning and support** to individuals with autism and other developmental challenges.

State funding for our members comes through a **self-direction** program of the **Department of Developmental Services**.

www.3LPlace.org

Theory of Change Model in action for FMS Providers

Self-Direction is based on what we know: people who experience self-direction have better lives.

“Actionable and achievable calls to action.”

- 1. Research** – We know self-direction leads to better lives, and research provides the evidence. Financial Management Services (FMS) providers can provide valuable and significant data to impact and support research efforts.
- 2. Translation** – The research needs to be translated into a brief, easy to understand summary (article, personal story, infographic, etc.). Avoid jargon that FMS providers can so easily be accustomed to use. Utilize strong elements of messaging techniques.
- 3. Media** – With the research translated, you can go to the media with the research to get coverage and movement on the issue. FMS providers can impact change with media partnerships.
- 4. Advocacy** – With media coverage, you can prove what you’re doing is important. FMS providers can and should network with multiple outlets and stakeholders for the benefit of clients served.
- 5. Impact Policy Change** – Through advocacy, you can impact change! Contact your legislators, prepare your 5-minute elevator speech and speak up!

Questions?

