

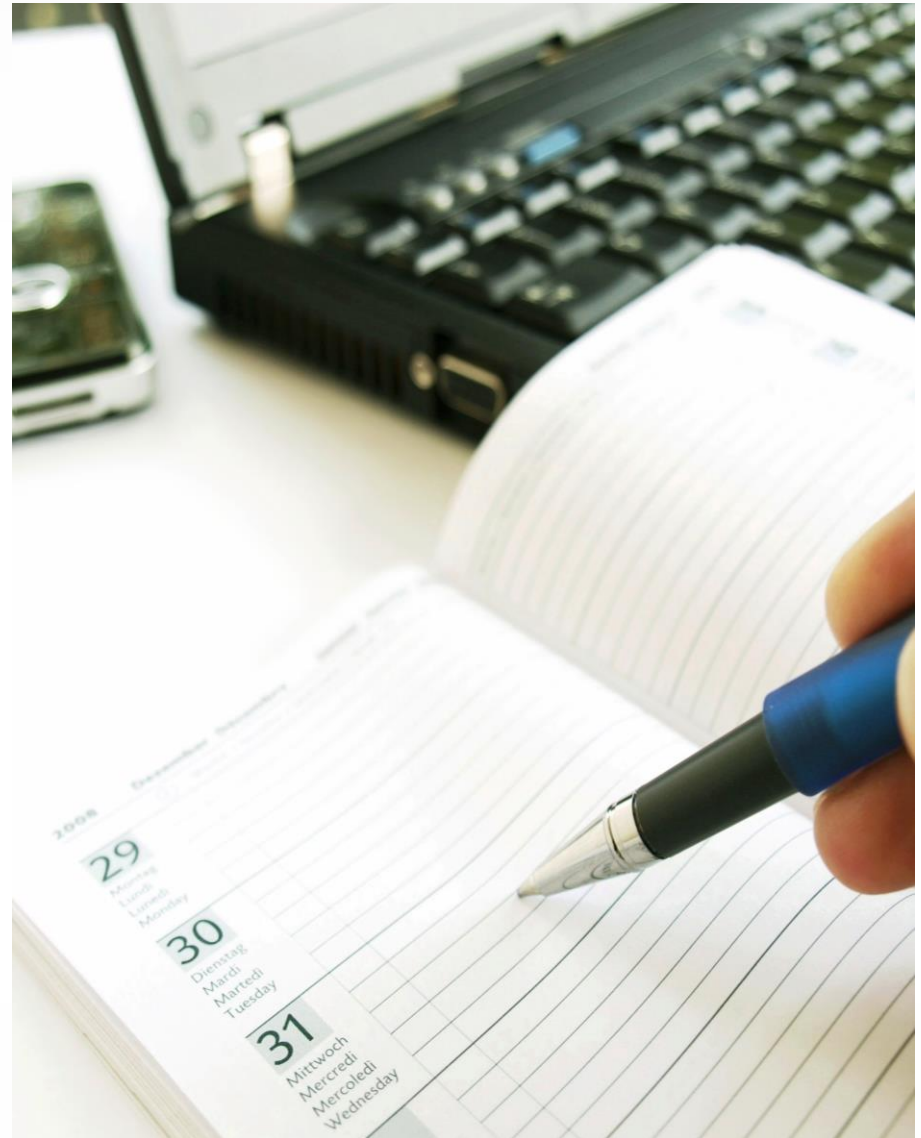
# Tennessee Opportunity Pilot Program

Grantee Training

*September 8, 2022*

# Agenda

Introductions	4
PCG Project Overview	5-7
Universal Assessment Tool	8-18
Care Coordination Model	19-30
Communications Strategy	31-62
End page	63



# PCG Introductions

# PCG Project Team



**Deb Joffe**  
*Engagement Manager*



**Tracy Bell**  
*Project Manager*



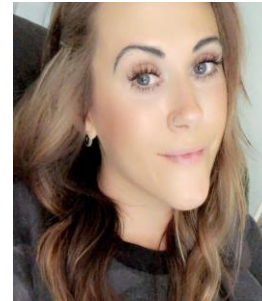
**Cristina Cruz**  
*Project Team*



**Paul Lefkowitz**  
*Project Team*



**Ashley Senoski**  
*Project Team*



**Jessica White**  
*Project Team*



**Todd Muffley**  
*Communications Lead*



# Project Overview

# Understanding of Scope of Services

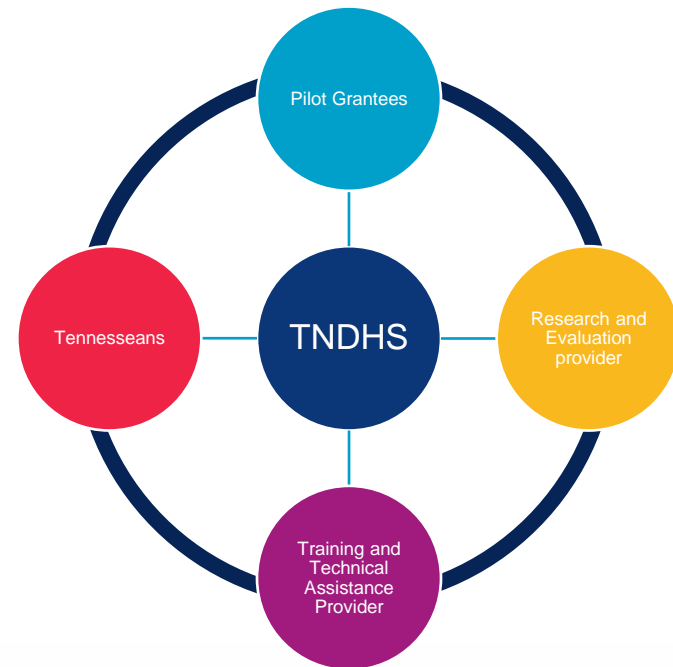


## Goals of the TANF Opportunity Act

- Build pathways to self-sufficiency
- Build partnerships and infrastructure across the state
- Invest in innovative two-generational programs

## Training & TA Scope

- Project Management and Reporting
- Universal Assessment Tool & Care Coordination Model
- Communications & Messaging
- Data & Dashboard Management



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Participant reaches out for help



Participant completes Universal Assessment to determine eligibility and identify needs



Participant is assigned a care coordinator

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Participant & care coordinator work on referrals to collaborative agencies based on needs identified in assessment and establish care plan



Participant & care coordinator work together to ensure referrals are being processed and needs are being met



Assessments are conducted at least quarterly and after a life changing event

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Participant reaches goals



Participant graduates from program



Assessments are completed at exit and 90 days after exit, if possible



# Universal Assessment Tool



## Universal Assessment Tool

### What is the Universal Assessment Tool?

- The Universal Assessment tool is an electronic system designed to capture Participant information in relation to the TANF Opportunity Pilot (TOP) Program.
  - Demographic Data
  - Financial Data
  - Education Data
  - Employment Data



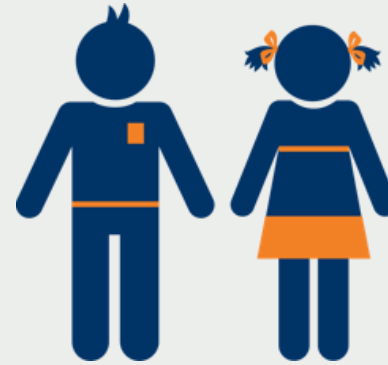
## Universal Assessment Tool



Suzie



John



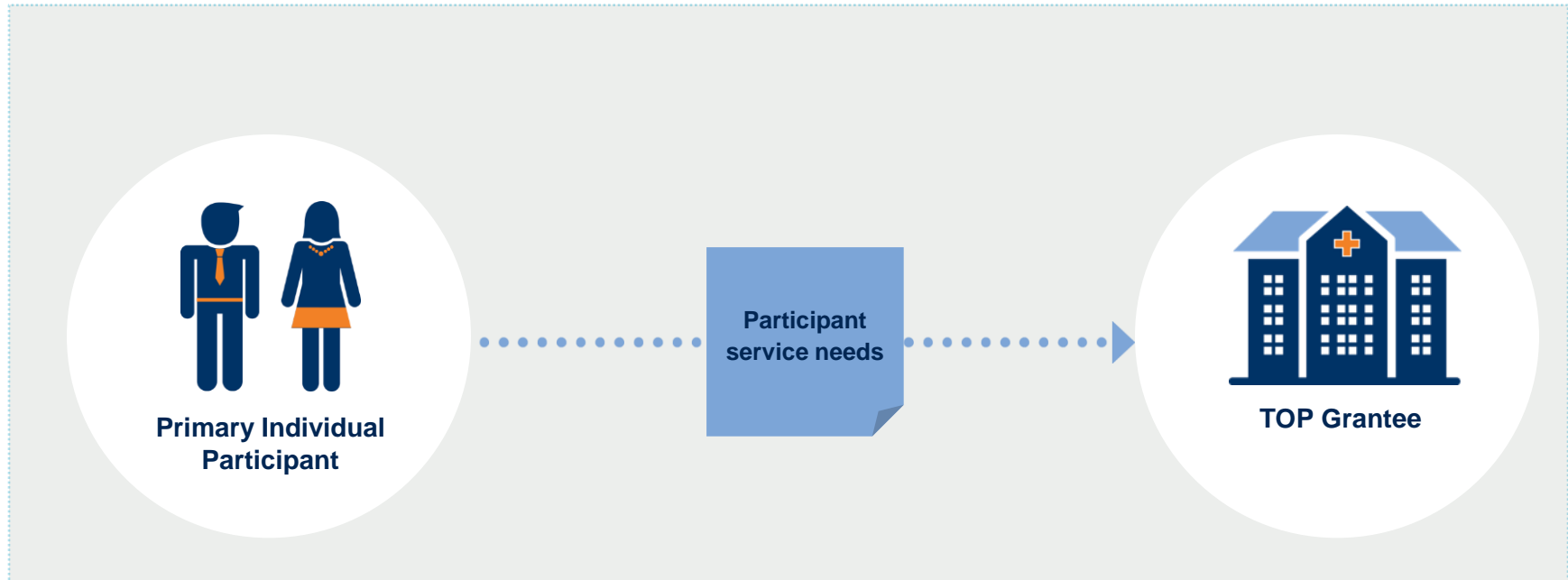
Sam  
Age 6

Sara  
Age 4

John and Suzie reside in an apartment in Knox County with their 2 children, Sam (age 6) and Sara (age 4). John recently lost his job at a factory after 15 years of employment. Suzie has been a stay-at-home mom with their children. With the loss of John's income, Suzie began a job waitressing in the evening, to help make ends meet at home. John has been looking for a new job but has been unsuccessful at gaining employment. John and Suzie lack childcare for their children during the afterschool hours and school breaks. This lack of childcare has been a barrier to employment opportunities. They also do not have reliable transportation, currently. They are looking for some help with gaining employment, overcoming their transportation barriers, and establishing safe and affordable childcare.



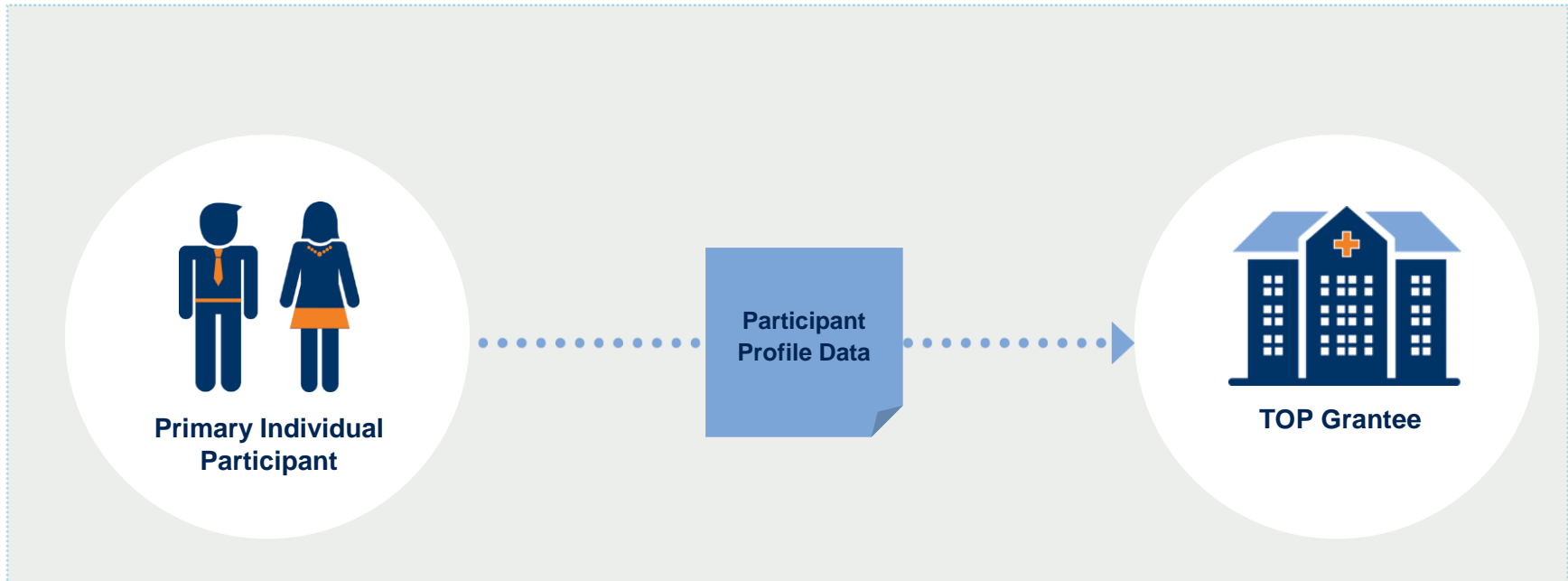
## Contacting an Agency



### GOAL

- Determine Participant's needs match the services provided by the TOP agency

## Gather Participant Profile Data

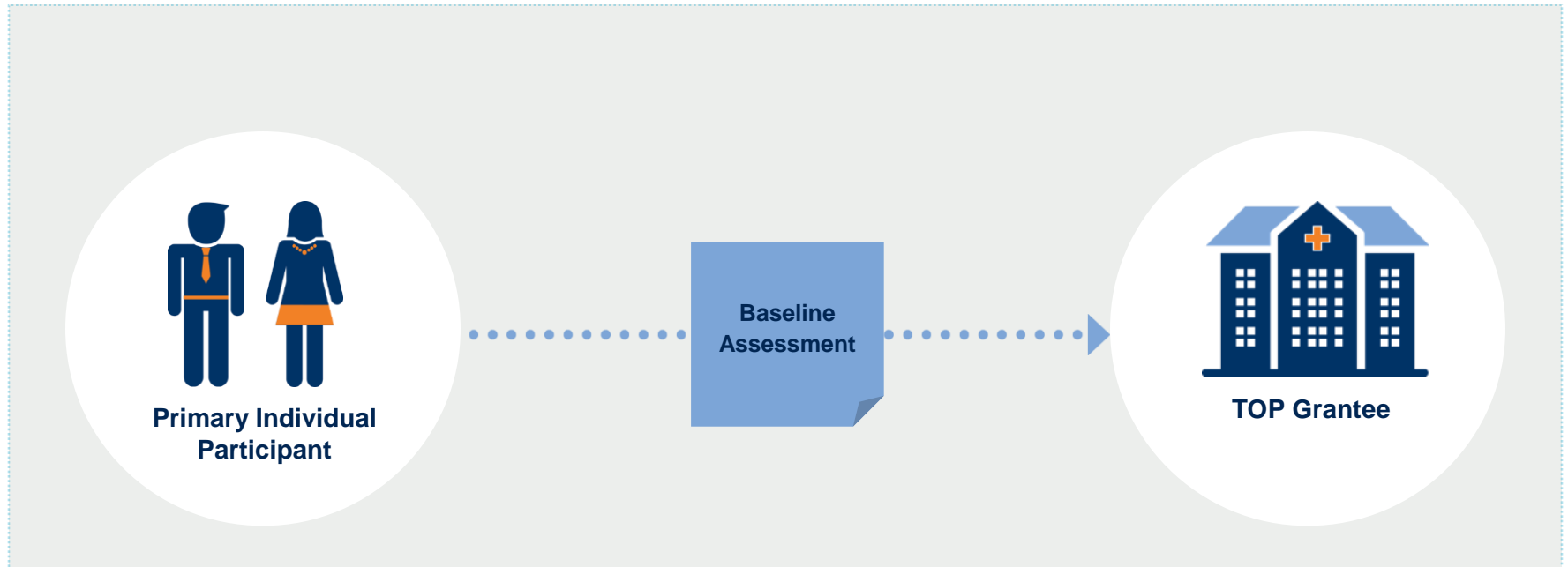


### GOAL

- Collect basic demographic data for Primary Participants
- Determine Pre-Eligibility for the TOP Program
- Collect Consent agreements for Primary Participant
- Collect referral data for Primary Participant



## Creating Baseline Assessment

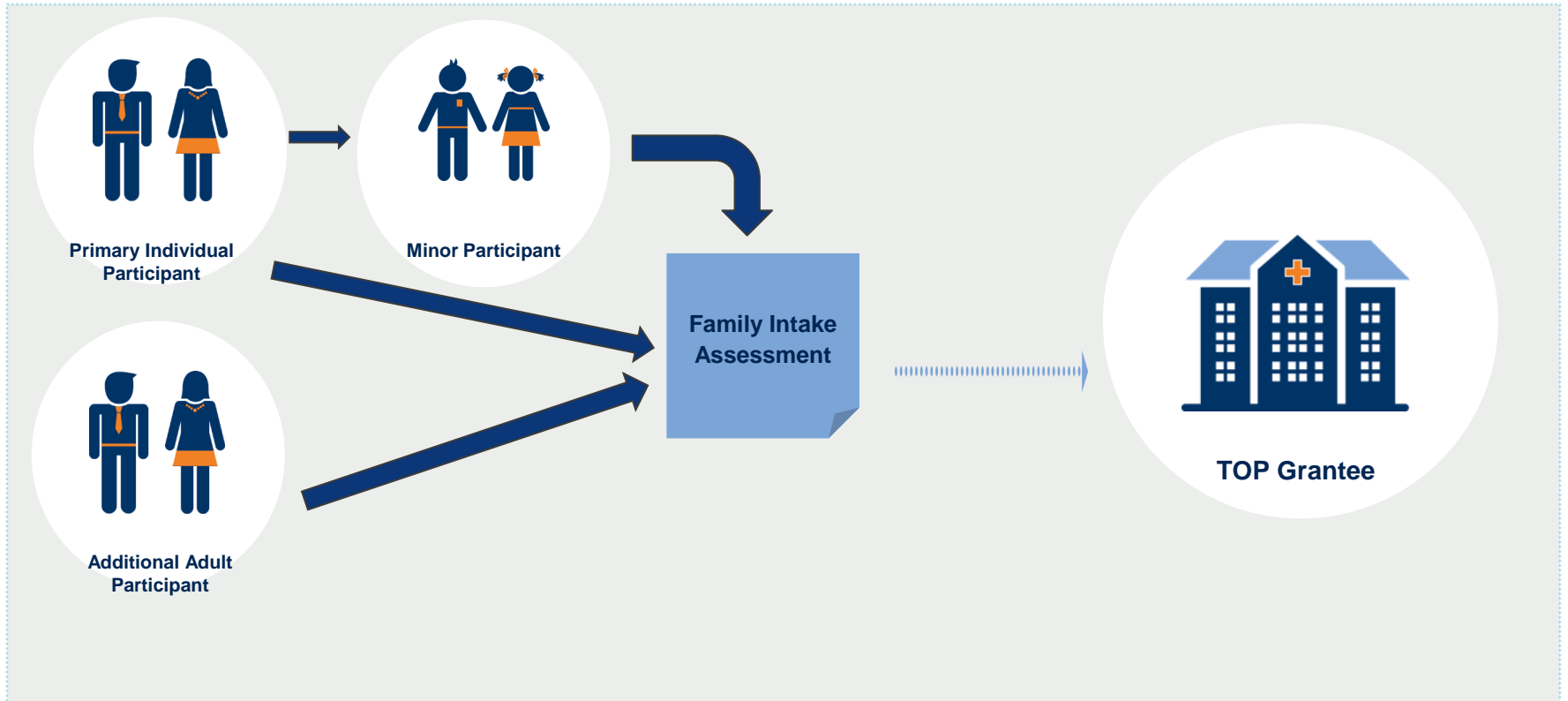


### GOAL

- Create a Baseline Assessment for the Primary Participant



## Intake Assessment



### GOAL

- Create an Intake Assessment for the Primary Participant
- Collect Intake Assessment data for all linked Adult Participants and Minor Participants



## Intake Assessment

### Primary Participant

- Education
- Current Employment
- Employment History
- Family Monthly Income
- Family Monthly Benefit Income
- Family Monthly Expenses
- Family Savings
- Payment History
- Transportation
- Health
- Insurance
- Assessment Scale
- Assessment Scale- Substance Use
- Assessment Scale- Legal
- Hope Scale

### Additional Adult

- Education
- Current Employment
- Employment History
- Health
- Insurance
- Assessment Scale
- Assessment Scale- Substance Use
- Assessment Scale- Legal
- Hope Scale

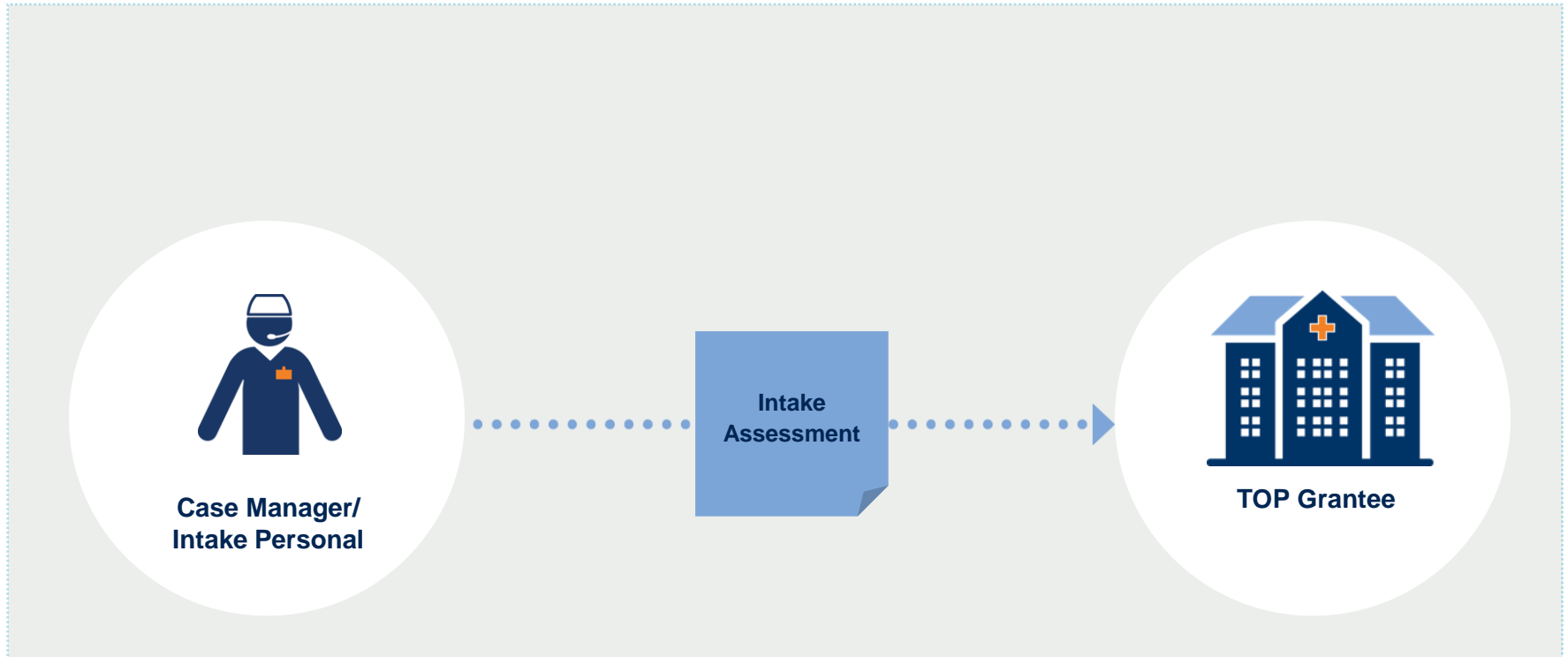
### Children

Education

Health



## Intake Assessment Submission



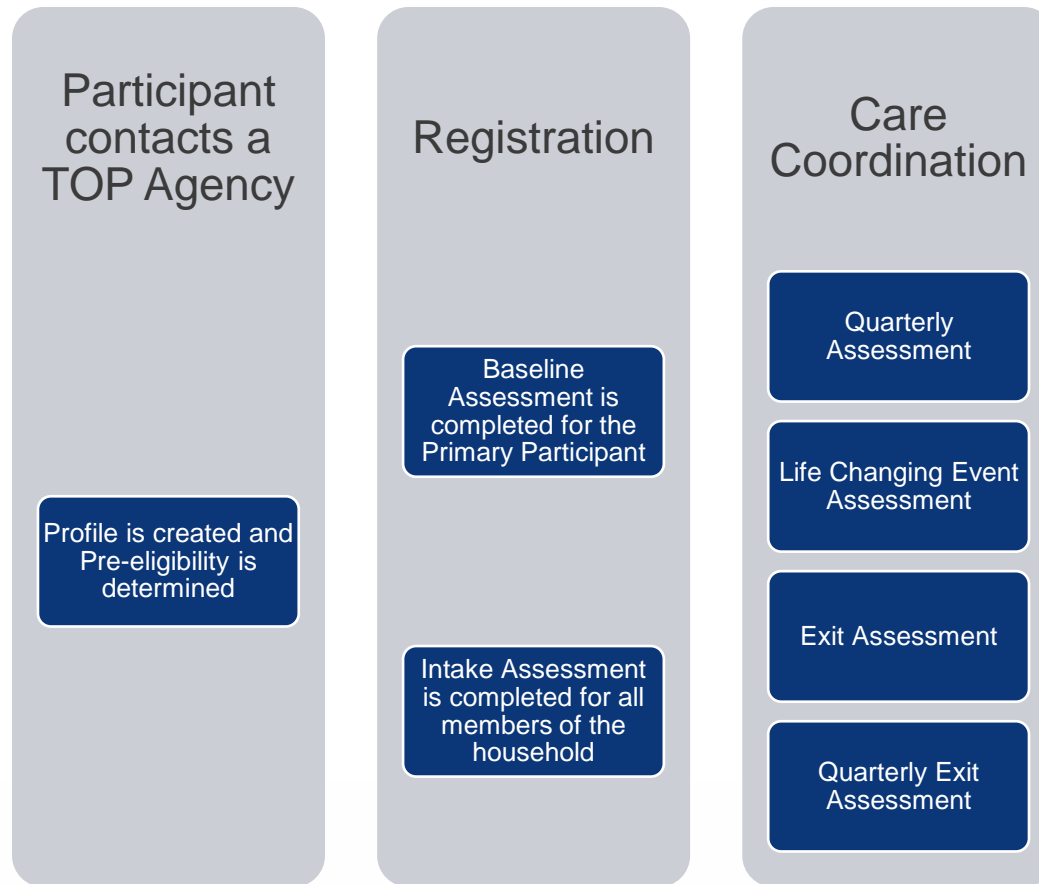
### GOAL

- Submit complete Intake Assessment for the Participating family.

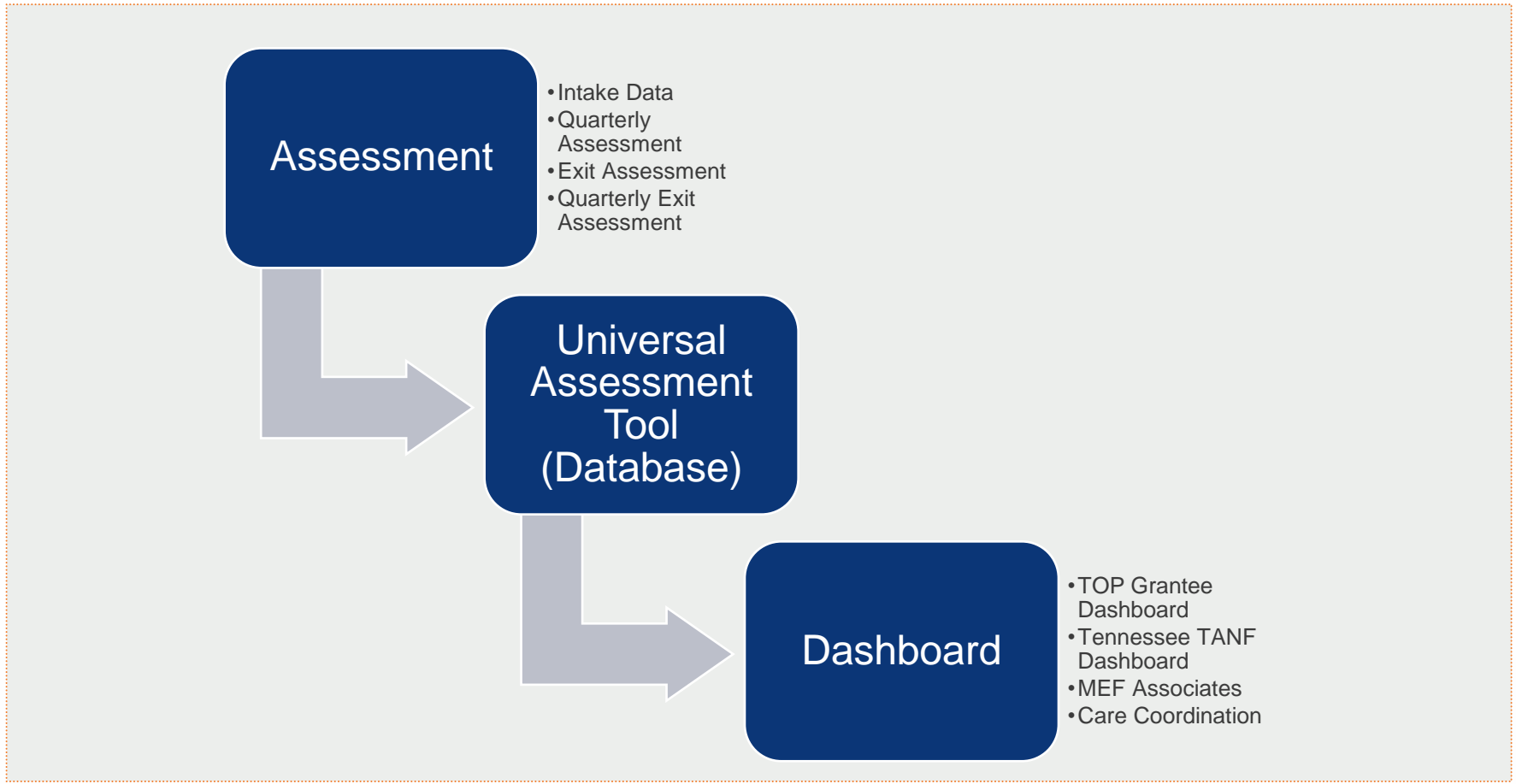




# Road Map to Success



## Data Stream



# Care Coordination Model

# Care coordination components

Universal assessment to understand family strengths and barriers

Two-generational approach to care planning

Collaborative care coordinated in a shared system

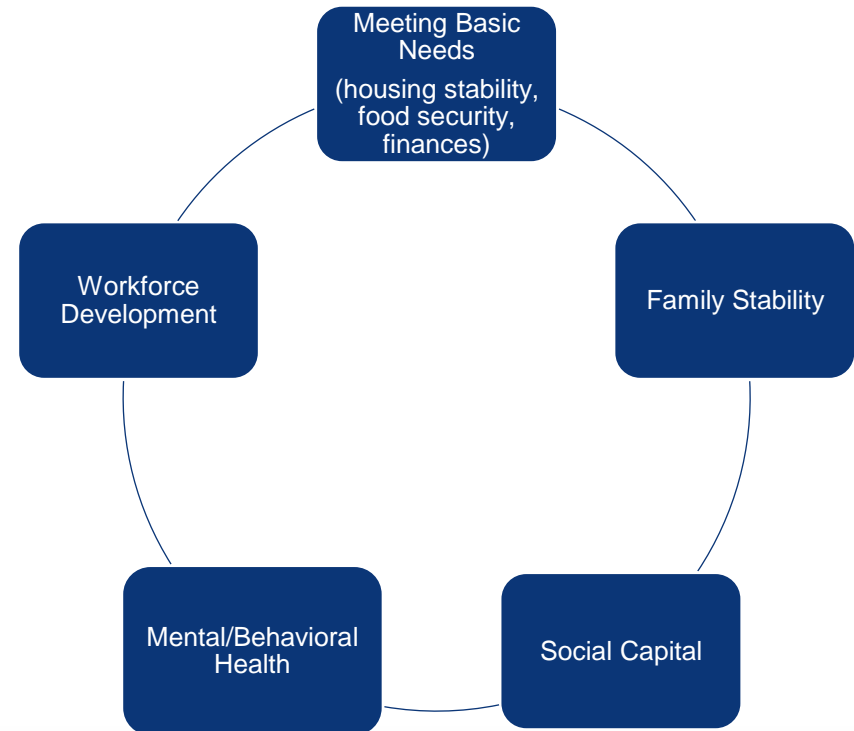
Growing the community's social capital from within





# Universal Assessment to understand family's strengths and barriers

- Participants will complete a universal assessment to help care coordinators understand their assets and challenges to achieving self-sufficiency. The assessment is designed to focus on the state's TANF priority areas<sup>1</sup>.
- Upon reviewing the assessment results, care coordinators will work with participants to help them set goals and establish realistic next steps toward achieving those goals. The care coordinator will then initiate referrals and address resource navigations needs, as appropriate.
- Assessments will be completed at least quarterly (or in response to a major life event) and upon exit from the program.



# Assessing Progress

Domain	Activities for the participant(s)	Short term outcomes: Assessed quarterly	Long term outcome: Assessed upon/after exit
<b>Workforce Development</b>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Job readiness trainings</li> <li>• Job placement</li> <li>• Entrepreneurial training</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in household earnings</li> <li>• Employment status</li> <li>• Enrollment in post-secondary educational activities</li> </ul>	<ul style="list-style-type: none"> <li>• Economic mobility</li> <li>• Certifications</li> <li>• Diplomas</li> <li>• Participants exiting workforce development program</li> </ul>
<b>Basic Needs</b>	<ul style="list-style-type: none"> <li>• Financial literacy workshops</li> <li>• Household budget planning</li> <li>• Housing navigation support</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly balance of household income</li> <li>• Access to safe, reliable transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in household's dispensable income, savings</li> <li>• Fewer families experiencing negative impact of benefits cliff</li> <li>• Increase in families living in stable, affordable housing</li> </ul>
<b>Social Capital</b>	<ul style="list-style-type: none"> <li>• Eco-mapping</li> <li>• Crisis planning</li> <li>• Peer support groups</li> </ul>	<ul style="list-style-type: none"> <li>• Community events attended</li> <li>• Knowledge of available resources</li> </ul>	<ul style="list-style-type: none"> <li>• Community engagement</li> <li>• No. of participants' reporting reliable social support</li> </ul>
<b>Family Stability</b>	<ul style="list-style-type: none"> <li>• Parenting skills development- Fatherhood skills, Co-parenting workshops</li> <li>• Youth supports- Parent involvement in education planning</li> </ul>	<ul style="list-style-type: none"> <li>• Parenting class participation</li> <li>• Engagement in after-school activities</li> </ul>	<ul style="list-style-type: none"> <li>• Increased capacity for healthy parenting</li> <li>• Reduction in truancy</li> <li>• Reduction in barriers to attend extra-curricular activities, childcare</li> </ul>
<b>Mental/Behavioral Health</b>	<ul style="list-style-type: none"> <li>• Participants connected to mental health resources</li> <li>• Participants attend counseling</li> </ul>	<ul style="list-style-type: none"> <li>• Completed referrals to mental health supports</li> </ul>	<ul style="list-style-type: none"> <li>• Participants' wellness* (feeling less stressed, less isolated/alone, empowered)</li> <li>• Families utilizing mental health supports/Families reporting mental health needs</li> </ul>



DOMAIN	ELEMENT	1 This is a huge problem for me/my family	2 This is a bit of a problem for me/my family	3 This could be better for me/my family	4 I am not worried about this	5 I feel good about this	N/A	Comments/Next Steps
Workforce Development	I am currently employed							
	I am interested in job readiness training							
	I am currently employed part time but would like to increase to full time							
	I have a high school diploma/GED							
	I am interested in obtaining a high school diploma/GED							
	I am interested in a job placement program/apprenticeship							



# Case Plan Example

## **Overarching Goal- I want to be financially independent**

Barriers- lack of employment, lack of childcare, afraid to lose benefits

Strengths- motivated, has supports, history of positive employment

## **Goal 1- I want to find stable employment.**

Barriers- lack of reliable transportation, unsuccessful with locating job opportunities

Strengths- motivated to work, history of positive work experiences, skilled

Objective- Over the next 30 days, John will work with his care coordinator to research job opportunities and apply for appropriate openings

Objective- Over the next 60 days, John will review the transportation resources in his area to assist him with transportation to work.

## **Goal 2- I need to find safe and affordable childcare**

Barriers- lack of reliable transportation, lack of finances to afford childcare, unaware of childcare options

Strengths- family supports,

Objective- Over the next 30 days, Suzie will work with her care coordinator to explore childcare providers that also offer transportation for Sam and Sara

Objective- Within the next 30 days, John and Suzie will apply for childcare subsidy programs with assistance from their care coordinator

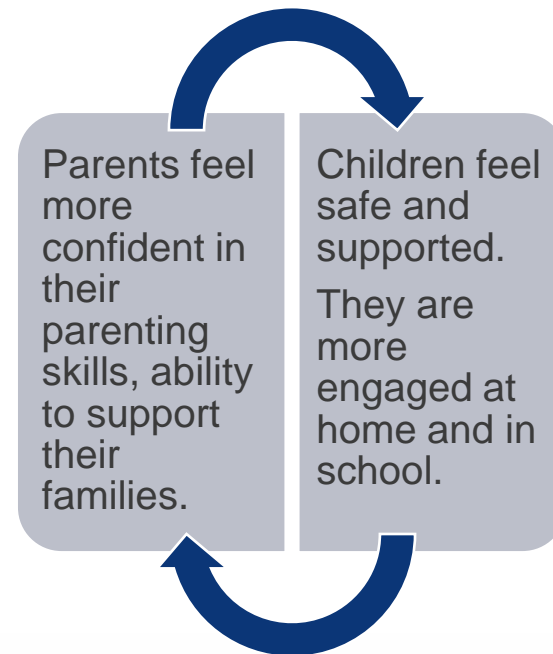






## Two generational approach to care planning

- Family supports will be coordinated using the two-generation approach. For example, childcare support would be identified as arrangements are made for parents to attend workforce development programs during the day<sup>2</sup>.
- Parents' and children's improvement in self-sufficiency will be mutually supporting<sup>3</sup>.
  - When parents advance themselves professionally and are better able to support their families, their family stability improves.
  - When children feel comfortable in a stable home environment and are engaged in positive developmental activities, parents feel more confident in their ability to parent, support their children through any challenges.

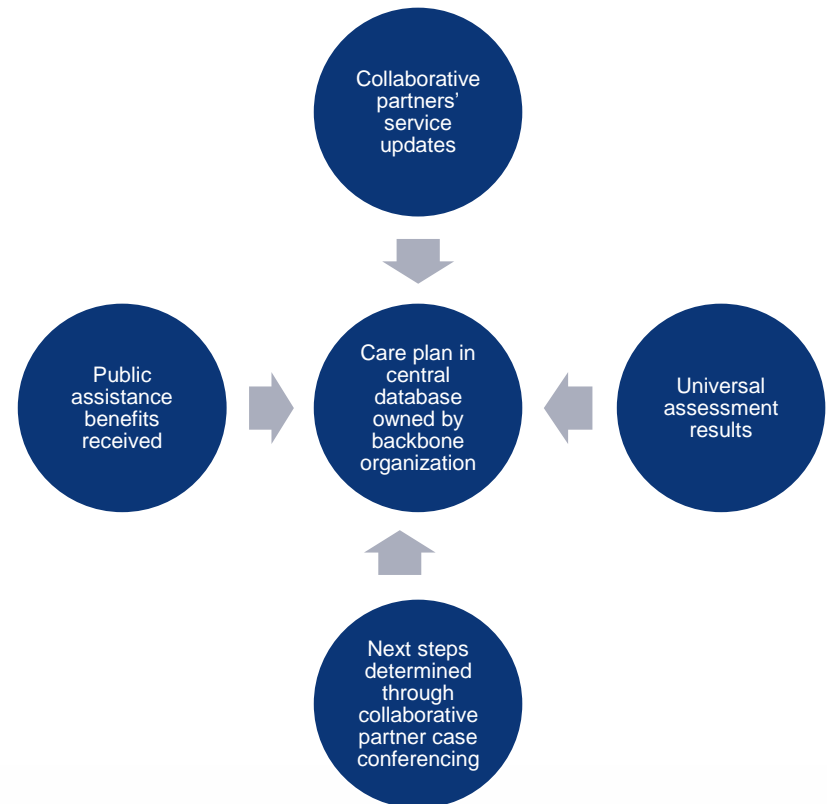




# Collaborative care coordinated in a shared system

Collaborative partners coordinate, communicate families' needs in a shared platform to avoid duplication of services, celebrate achievements and save families' time<sup>4</sup>. These communications could occur at the point of referral or on an on-going basis through regular case conferencing where providers convene to review progress, challenges with shared clients.

The Care Coordinator in the collaboratives' backbone organization is accountable for overseeing referrals and making updates to the family's care plan.



# Referrals to collaborative partners

## Goal 2- I need to find safe and affordable childcare

Barriers- lack of reliable transportation, lack of finances to afford childcare, unaware of childcare options

Strengths- family supports,

Objective- Over the next 30 days, Suzie will work with her care coordinator to explore childcare providers that also offer transportation for Sam and Sara

- **Care coordinator assists Suzie with locating childcare providers in the area and completing referrals to providers**

Objective- Within the next 30 days, John and Suzie will apply for childcare subsidy programs with assistance from their care coordinator

- **Care coordinator refers John and Suzie to local agencies that assist with childcare subsidies**



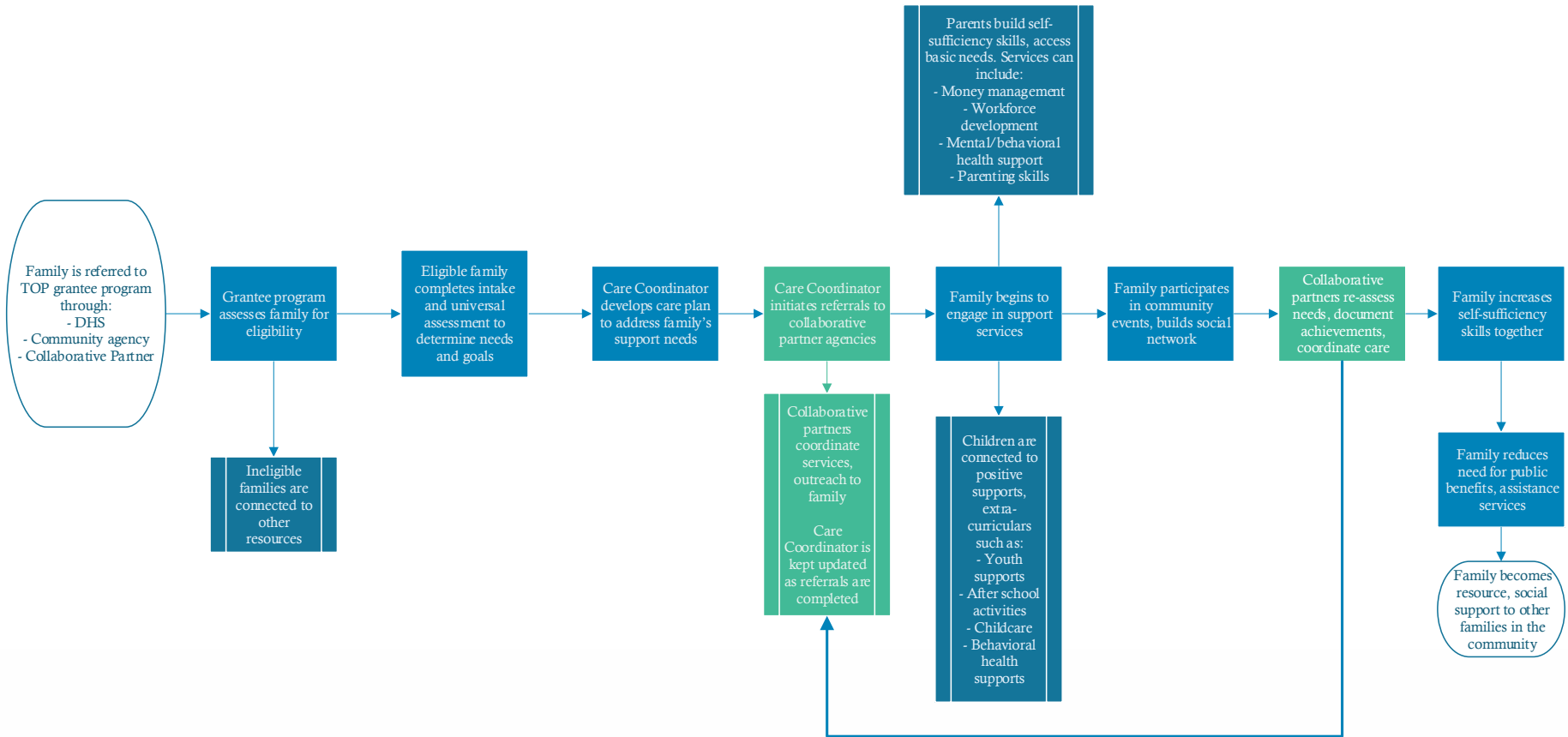


# Growing the community's social capital from within

As families advance in their goals, they become a source of social support, empowerment to other families in the community mutually supporting the social capital eco-system of TOP program participants<sup>5</sup>.



# Care Coordination Overview



# Endnotes

<sup>1</sup> TANF Priorities. TN Dept. of Human Services. <https://www.tn.gov/humanservices/tanf-opportunity-act/tanf-priorities.html>

<sup>2</sup> Two Generation Approaches to Addressing Poverty. National Conference of State Legislatures (NCSL). [https://www.ncsl.org/Portals/1/Documents/cyf/2Gen\\_toolkit\\_f04\\_1.pdf](https://www.ncsl.org/Portals/1/Documents/cyf/2Gen_toolkit_f04_1.pdf)

<sup>3</sup> The 2Gen Approach. Ascend at the Aspen Institute. <https://ascend.aspeninstitute.org/2gen-approach/>

<sup>4</sup> Data Sharing in Public Benefit Programs: An Action Agenda for Removing Barriers. Center for Law and Social Policy (CLASP). <https://www.clasp.org/sites/default/files/publications/2017/04/Data-Sharing-in-Public-Benefit-Programs.pdf>

<sup>5</sup> Social Capital Initiatives to Achieve Employment Goals. Utah: Use of Community Volunteers to Support TANF Participants. ACF: Office of Family Assistance. [https://www.circlesusa.org/wp-content/uploads/2020/03/IIIESS-Emerging-Practice\\_Utah\\_Final\\_508.pdf](https://www.circlesusa.org/wp-content/uploads/2020/03/IIIESS-Emerging-Practice_Utah_Final_508.pdf)



# Communications Strategy

# ***Connect:***

***To join, link, or fasten together; unite or bind***





# ***Transform:***

***Make a thorough or dramatic change in the form, appearance, or character of.***



# ***Empower:***

***Make (someone) stronger and more confident***



**Are you ready to start  
Transforming Tennessee  
Together?**





*Transforming Tennessee*  
**TOGETHER**



TYPEFACE SUGGESTION

# OPEN SANS

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%)[#]{@}/&\<-++x=>@@\$€£¥¢;,:\*

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%)[#]{@}/&\<-++x=>@@\$€£¥¢;,:\*

OPEN SANS EXTRA BOLD  
HEADERS AND TITLES

## Transforming Tennessee Together

OPEN SANS SEMIBOLD  
SUBHEADER

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OPEN SANS REGULAR  
PARAGRAPHS

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*Regy regular*  
PULL QUOTES

*Lorem ipsum dolor sit amet consectetur.*

COLOR PALETTE



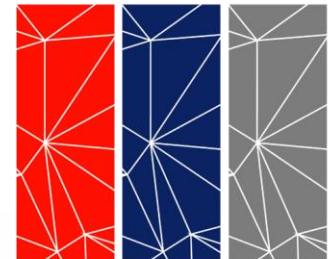
PANTONE 69C WHITE  
CMYK: 0/0/0/0

PANTONE 1795C  
CMYK: 0/94/100/0

PANTONE 288C  
CMYK: 100/88/27/18

PANTONE COOL GRAY 9C  
CMYK: 0/11/0/51

PHOTOGRAPHY





View this email in your browser

JULY 2023 NEWSLETTER

### Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim in minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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#### Latest News

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[Learn more](#)

#### Partner Highlight

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[Learn more](#)

#### Did You Know?

In 2020  
**14.6%**  
of Tennessee's population  
lived below the poverty line.

#### Aliquam tempor nisi sed hendrerit pellentesque.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquam pulvinar malesuada. Pellentesque ultrices metus quam, eget hendrerit quam condimentum eget. Vivamus eleifend lacina ullamcorper. Morbi euismod ullamcorper egestas. Suspendisse in leo lacus, consequat purus ac. posuere neque. Aliquam sapien ipsum, tincidunt congue pretium quis, sagittis et acc. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aenean porta erat id eros elementum. tristique.

[Read more](#)

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# GROWING TENNESSEANS PAST THEIR VULNERABILITIES



# Boilerplate

**To be used when describing the T3 initiative and as the overall key message in communications and marketing materials such as press releases, brochures, and the like.**





**Transforming Tennessee Together (T3) is an initiative brought forth by the TANF Opportunity Act. This initiative will help individuals, families, and the state of Tennessee by creating a new vision for the Tennessee social safety net and is dedicated to growing people beyond their vulnerabilities. T3 empowers all Tennesseans by partnering with local organizations to reach deep into their communities and work shoulder to shoulder with individuals and families to grow their capacity which will reduce their dependency.**



# Grantee Communications



- **Raising awareness: Building general awareness about T3**
- **Changing attitudes: Shifting perception from “Just another government program” to real transformation**
- **Motivating to action: Encouraging participation by all groups and individuals.**



# Initiative Reference Guide

Quick Reference to the Transforming Tennessee Together Brand



## Brand Design:

Visual identity is one of the most direct and frequent ways to experience and interact with a brand. Our brand is a direct source of our brand core and its character traits. All of our brand design elements from logo, colors, typography, layout, and imagery give our brand a strong visual identity.

## Consistency Builds Trust and Confidence

Consistency makes people trust our brand and that leads to more positive feelings toward our brand. People should know what to expect and what the outcome will be. Consistency allows our audience and stakeholders to recognize the brand – but it is also building trust and ultimately brand value.

## Transforming Tennessee Together (T3) Vision and Mission Statement

**Vision:** Transform and reinvigorate the pathway to success.

**Mission:** The Transforming Tennessee Together (T3) initiative is committed to modernizing policies, partnerships, and programs to increase self-sufficiency and build pathways to prosperity for families.

## Logo Variations



## Logo Color and Usage



## Color Palette

Our initiative's primary colors are red, navy and gray.

## Color Usage

The colors below are to be used for the brand. Defined values of color for print (CMYK) and digital (RGB) assets, ensure accurate representation across various mediums.

<p>100% 75% 50% 25%</p>	<p>100% 75% 50% 25%</p>	<p>100% 75% 50% 25%</p>
<p><b>PANTONE 288C</b> CMYK: 100/88/27/18 RGB: 10/16/81 WEB: #0A1051</p>	<p><b>PANTONE 1795C</b> CMYK: 0/94/100/0 RGB: 255/10/1 WEB: #FF1301</p>	<p><b>PANTONE COOL GRAY 9C</b> CMYK: 0/11/0/51 RGB: 125/124/124 WEB: #7D7C7C</p>

## Icons

Our icons are strictly for Transforming Tennessee Together. Other icons may not be used. If required, you can icons should be requested from Marketing for the correct branding.



## CTAs

There should be one call-to-action (CTA) on a communication's piece or back page. The text of the call-to-action can be adapted based on the context.

### Example:

Learn more at [www.T3Tennessee.com](http://www.T3Tennessee.com)

## Boilerplate Statement

This statement appears at the end of press releases and other official documents.

*Transforming Tennessee Together (T3) is a initiative brought forth by the TANF Opportunity Act. This initiative will help individuals, families, and the state of Tennessee by creating a new vision for the Tennessee social safety net and is dedicated to growing people beyond their vulnerabilities. The T3 initiative empowers all Tennesseans by partnering with local organizations to reach deep into their communities and work shoulder to shoulder with individuals and families to grow their capacity which will reduce their dependence on the social safety net.*

## Typography

**Primary Fonts:** Open Sans Extra Bold [headlines], Open Sans Semibold [subheaders], Open Sans Regular [body], and Reey Regular [pull quotes].

**Secondary Fonts:** Segoe UI is the standard font for our emails and email signatures, as well as for our external and internal newsletters and emails.

## Primary/Preferred Fonts:

<p><b>Headlines</b> Open Sans Bold</p> <p>ABCDEFGHIJKLMNPOQRST UVWXYZabcdefghijklmnopqrstuvwxyz pqrstuvwxyz1234567890?!"#\$%&amp;'()*+,-./:;&lt;=&gt;@#\$%^&amp;*~</p>	<p>Body Open Sans Regular</p> <p>ABCDEFGHIJKLMNPOQRST UVWXYZabcdefghijklmnopqrstuvwxyz pqrstuvwxyz1234567890?!"#\$%&amp;'()*+,-./:;&lt;=&gt;@#\$%^&amp;*~</p>
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<p><b>Subheadlines</b> Open Sans Semibold</p> <p>ABCDEFGHIJKLMNPOQRST UVWXYZabcdefghijklmnopqrstuvwxyz pqrstuvwxyz1234567890?!"#\$%&amp;'()*+,-./:;&lt;=&gt;@#\$%^&amp;*~</p>	<p><i>Ball Quotes</i> <i>Reey Regular</i></p> <p><i>ABCDEFGHIJKL</i> <i>MNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>pqrstuvwxyz1234567890?!"#\$%&amp;'()*+,-./:;&lt;=&gt;@#\$%^&amp;*~</i></p>
---	--

## Alternate/Secondary Web Fonts:

<p><b>Headlines Segoe UI</b></p> <p>ABCDEFGHIJKLMNPOQRST UVWXYZabcdefghijklmnopqrstuvwxyz pqrstuvwxyz1234567890?!"#\$%&amp;'()*+,-./:;&lt;=&gt;@#\$%^&amp;*~</p>	<p>Segoe UI Body Copy</p> <p>ABCDEFGHIJKLMNPOQRST UVWXYZabcdefghijklmnopqrstuvwxyz pqrstuvwxyz1234567890?!"#\$%&amp;'()*+,-./:;&lt;=&gt;@#\$%^&amp;*~</p>
--	---

- Explains brand and provides variations
- Provides campaigns colors, core message, CTA's and fonts



# Fact Sheet

Reference to the Transforming Tennessee Together Initiative



## Transforming Tennessee Together (T3) Vision and Mission Statement

**Vision:** Transform and reinvigorate the pathway to success.

**Mission:** The Transforming Tennessee Together (T3) initiative is committed to modernizing policies, partnerships, and programs to increase self-sufficiency and build pathways to prosperity for families.

## Boilerplate Statement

This statement appears at the end of press releases and other official documents.

*Transforming Tennessee Together (T3) is a initiative brought forth by the TANF Opportunity Act. This initiative will help individuals, families, and the state of Tennessee by creating a new vision for the Tennessee social safety net and is dedicated to growing people beyond their vulnerabilities. The T3 initiative empowers all Tennesseans by partnering with local organizations to reach deep into their communities and work shoulder to shoulder with individuals and families to grow their capacity which will reduce their dependence on the social safety net.*

## The communication core messaging presented below all relates to one of the 3 main goals for the T3 initiative:

- Raise awareness - Build general awareness to the T3 initiative, its benefits, and importance
- **Change attitudes** - Shift perception from "just another government program"
- **Motivate action** - Encourage participation by all groups and individuals

## Brand Essence and Core Program Messaging

Brand essence is the soul of a brand and acts as a foundation so the brand appears consistent and authentic, through images and writing. Brand Essence defines what a brand stands for, shapes the overall identity, and aims to invoke a particular thought, feeling, or emotion in people.

### Connect

To join, link, or fasten together; unite or bind.

### Transform

Make a thorough or dramatic change in the form, appearance, or character of.

### Empower

Make (someone) stronger and more confident, especially in controlling their life.

#### Main Message 1 Transforming the Tennessee safety net

A core pillar of the T3 initiative, TRANSFORMATION, is not a shift or a pivot, but it is a dramatic change. Content that should accompany this message will be related to how Tennessee is accomplishing this through the introduction of and partnership with the grantees as well as the 3-year investment in each grantee's goal and region.

#### Main Message 2 Growing Tennessee families' capacity to reduce their dependencies

This is a holistic message that aligns perfectly with the entirety of the T3 initiative. The purpose of the initiative's existence is to help individuals and families grow beyond their vulnerabilities and become empowered to improve their lives, from a financial, educational, and a personal growth perspective. The T3 initiative addresses these and more.

#### Main Message 3 Growing Tennesseans past their vulnerabilities

This is the heart of T3's goal. While the existing safety net is a transactional process, the T3 initiative is a relationship-based initiative, fostering growth and reducing the need for individuals and families to rely on the government for ongoing funding, support, and other resources. Providing a pathway to prosperity and self-sufficiency is the ultimate goal of T3.

## Key Partners

- Families Matter (West TN)  
[www.familiesmattermemphis.org](http://www.familiesmattermemphis.org)
- University of Memphis (West TN)  
[www.memphis.edu](http://www.memphis.edu)
- Family & Children's Service (Middle TN)  
[www.fcsnashville.org](http://www.fcsnashville.org)
- Upper Cumberland Human Resource Agency (Middle TN)  
[www.uchra.org](http://www.uchra.org)
- First Tennessee Development District Foundation (East TN)  
[www.ftdd.org](http://www.ftdd.org)
- United Way of Greater Knoxville (East TN)  
[www.uwgk.org](http://www.uwgk.org)
- Martha O'Bryan Center (TDHS selected, serving Middle TN)  
[www.marthaobryan.org](http://www.marthaobryan.org)

## Calls To Action (CTAs)

There should be one call-to-action (CTA) on a communication's piece or back page. The text of the call-to-action can be adapted based on the context.

### Examples:

- Learn more at [www.T3Tennessee.com](http://www.T3Tennessee.com).
- Join us in helping Tennesseans grow past their vulnerabilities. Call (XXX) XXX-XXXX for more.
- Spread the word about the T3 initiative. Forward this message to a friend!
- Follow us to keep up on how we're transforming the Tennessee safety net!

## Key Takeaways

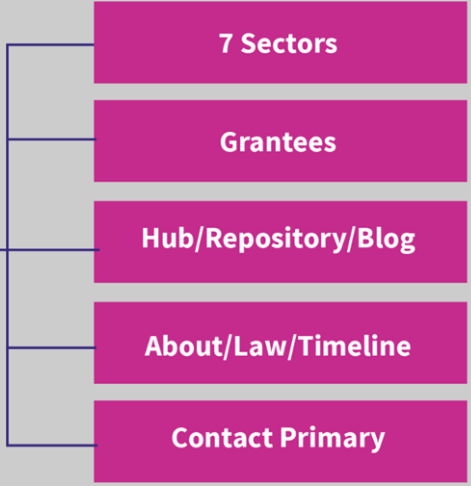
- Follow the state on its social media channels  
Facebook: [www.facebook.com/TNHumanServices](http://www.facebook.com/TNHumanServices)  
LinkedIn: [www.linkedin.com/company/tnhumanservices/](http://www.linkedin.com/company/tnhumanservices/)  
Twitter: @TNHumanServices  
YouTube: @Tennessee Department of Human Services
- Join our email list to see the latest program updates
- Make sure you provide the state with your program social media channels so we can follow you.
- Refer to the brand guide for overall T3 branding, messaging, and tone
- Email Devin Stone ([devin.stone@tn.gov](mailto:devin.stone@tn.gov)) if you have any questions on communication and marketing messaging

- Initiative goals
- Boilerplate statement
- Main messages explained
- Key partner list and CTA's
- What next - key takeaways



# Foundational Marketing

The background is a solid blue color. It features several decorative elements: a large white outline of a rounded rectangle in the top-left corner; a smaller white outline of a rounded rectangle in the middle-left; a white outline of a rounded rectangle in the bottom-left; a white outline of a rounded rectangle in the middle-right; a white outline of a rounded rectangle in the bottom-right; and several solid blue squares of various sizes scattered across the page, some overlapping the white outlines.



# National Marketing Campaign



# Target Audience

- **Congressional Members (535)**
- **State Governors (49)**
- **Leaders of Departments of Human Services (49)**
- **National News Outlets, Media, and Youtube Personalities (20)**
  - **MainStream:** Fox News, CNN, MSNBC, NPR, Reuters, NY Times, Bloomberg, Washington Post, USA Today, and Newsweek
  - **YouTube:** Tim Pool, Matt Walsh, Sky News AU, Joe Rogan, NewsMax, Jimmy Dore, Facts Matter, Russell Brand, Isaac Smith, Ben Shapiro, and Dave Rubin



# Phase 1

**Purpose** - To clearly articulate the problems with the current system and how TN decided to rectify these issues.

<b>Core Messaging: The Safety Net Is Flawed</b> <b>Supporting Message: <i>Follow Tennessee to the Top!</i></b>	
<b>Objective:</b> Communicate the reasons why a change to the social safety net is needed. Discuss how Tennessee plans to transform the safety net.	<b>Timeframe of Phase 1:</b> Nov 1st 2022 - July 31st, 2023 9 months
<b>Topics:</b> <ul style="list-style-type: none"><li>● Program-centric</li><li>● Transactional, not relational</li><li>● Siloed and fragmented</li><li>● No intention to grow consumers beyond it</li><li>● Government-centric</li><li>● Lack of a shared vision</li><li>● Goal of Grantees</li></ul>	<b>Suggested Tactic(s):</b> <ul style="list-style-type: none"><li>● Email</li><li>● Powerpoint presentation</li><li>● One page fact sheet(s)</li><li>● Recorded video messages</li><li>● Social Media posts</li></ul>



# Phase 2

**Purpose** - To migrate messaging from “The problem” and move to the “Solutions.” Dive deeper into Grantees, their success stories, and communicate any new initiative developments.

<b>Core Messaging: Bridging the gap means everyone wins</b> <b>Supporting Message: <i>Success started here.</i></b>	
<b>Objective:</b> Communicate success stories of each pilot and their participants as well as quantifiable data that relays overall initiative success.	<b>Timeframe of Phase 2:</b> August 1st, 2023 - January 31st, 2025 18 months
<b>Topics:</b> <ul style="list-style-type: none"><li>● Background on each pilot, their goals and why they were specifically chosen.</li><li>● Initiative worker highlight</li><li>● Participant success stories</li><li>● Quantifiable Data - Impact to Tennessee</li></ul>	<b>Suggested Tactic(s):</b> <ul style="list-style-type: none"><li>● Email</li><li>● Social Media Posts</li><li>● YouTube shorts</li><li>● Branded merchandise</li><li>● Infographics</li></ul>



# Phase 3

**Purpose** - Continuation of the solutions message above, but drawing more hard numbers/data into the messaging. Followed by “What’s next Tennessee?” which is where the next steps of the initiative will be communicated.

<b>Core Messaging: Measured Transformation</b> <b>Supporting Message: <i>What’s next Tennessee?</i></b>	
<b>Objective:</b> Continue communicating the success of the T3 initiative, including more data. Transitioning from anecdotal stories to narrative supported by initiative data. Deliver next steps as the initiative winds down.	<b>Timeframe for Phase 3:</b> February 1st, 2025 - October 31st, 2025 9 months
<b>Topics:</b> <ul style="list-style-type: none"><li>● Quantifiable Data - Impact to Tennessee</li><li>● Hypotheses on display - By the numbers</li><li>● Success Stories</li><li>● Lessons Learned</li></ul>	<b>Suggested Tactic(s):</b> <ul style="list-style-type: none"><li>● Email</li><li>● Social Media Posts</li><li>● Data sheets / Impact paragraphs</li><li>● Infographics</li><li>● SM posts</li></ul>



# Communications Plan to Practitioners & Partners

# 7 Sectors Communication Plan

**This communication/social media strategy will ensure the state has a strategic and comprehensive plan to clearly communicate T3's message to each sector in order to:**

- **Provide general awareness of the T3 initiative**
- **Relay the benefits of the T3 initiative**
- **Inspire participation in the T3 initiative**



The background is a solid blue color. It features several abstract geometric shapes, including squares and rectangles, some of which are outlined in white and others are filled with a lighter shade of blue. These shapes are scattered across the page, with a higher concentration on the left side. The word "Business" is written in a bold, yellow, sans-serif font, positioned in the middle-left area of the image.

**Business**

# Each sector includes the following sections:

- Positioning paragraph
- Website site map structure
- Sample email communications
- Social media communication sample
- Repurposing examples
- Where applicable, extra content for blog or other channels.





***Regional and local businesses play a vital role in the T3 initiative, because they provide the economic engine that helps propel individuals and families forward. Messaging about T3 to businesses is important, but it's also important to provide the tools and resources they need in order to educate employees about the available programs and to encourage participation.***



# Website - [www.T3Tennessee.com/business](http://www.T3Tennessee.com/business)

## Header Image of “Business” in Tennessee - Action, Colorful, and Energetic

### Main callouts include:

- T3 initiative description in relation to business
  - Get involved! CTA boxes for businesses to join, subscribe to a newsletter, or receive updated initiative info
  - CTA box for enquiry on eligibility for an employee
  - Story on how T3 has impacted a respective employee who has participated in the T3 initiative, along with the results

### Secondary callouts include:

- Success! - Blog or Hub for capturing and housing all content
- Email signup to keep businesses informed about T3
- Social media icons - Connection points to follow T3 socially
- Connect locally: Link directly to 7 Grantees



**Email 1 - Subject Line: Did you know? T3 edition** 🍷

**Supporting goal** - How Businesses Benefit from knowing about and getting involved with T3

Dear Friend,

Have you heard that we're transforming Tennessee's social safety net with the help of public and private partners? Together, we're providing much needed education, support, and wrap-around services to families and individuals who want to make better lives for themselves and for the next generation of their family.

You can help by spreading the word about this vital initiative. Transforming Tennessee Together (T3) can positively impact the entire state, especially regional businesses. If you know of someone who has been looking for resources like this, please tell them about the Tennessee Opportunity Pilot Initiative: Transforming Tennessee Together (T3). This is a pathway to prosperity, affecting the entire state, and leads to reduced dependence on state funding.

Share our website for more information about resources and community partners:

[www.T3Tennessee.com/business](http://www.T3Tennessee.com/business)

Thank you,

[contact / closing info]

T3 branding and tagline



Facebook post interface showing a post from Tennessee Department of Human Services. The post title is "Avis Car Rental Says Yes to the T3 Program!". The text describes the hiring of 3 new employees by Avis Car Rental in Franklin, TN, as part of the "T3 First" initiative. It includes a link to the full story and several hashtags: #Avis, #MarthaOBryanCenter, #T3Tennessee, #TNproud, #TNgrowth, and #TN. Below the text is a photo of two men in suits shaking hands. The post has 55 comments and is liked by 291 others.

**TN** Tennessee Department of Human Services  
Monday at 11:00 AM

**Avis Car Rental Says Yes to the T3 Program!**

Working alongside our local pilot partner, The Martha O'Bryan Center, Avis Car Rental in Franklin TN hired 3 new employees last month from their "T3 First" jobs initiative. Thank you Avis for your support of Tennessee! Read the full story here - [www.T3Tennessee.com/hub/-business](http://www.T3Tennessee.com/hub/-business) #Avis #MarthaOBryanCenter #T3Tennessee #TNproud #TNgrowth #TN



Like Comment Share

Like Comment Share



Tweets

Tweets & replied

Media

Likes



Tennessee Department of Human Services

@TNHumanServices

Did you see the news? Avis Car Rental said yes to the T3 initiative and hired 3 new employees under the "T3 First" jobs initiative #AvisCarRental #MarthaObryanCenter #TN #TNProud



5:34 PM · Aug 24, 2022 · Twitter Web App





**Tennessee Department of Human Services**

6,666 followers

21h · 🌐

+ Follow ...

? 📣 Did you know we're transforming the lives of Tennesseans and providing a pathway to prosperity? The Benefits Cliff can be a devastating consequence for someone receiving state benefits after accepting a promotion or a wage increase. Many times, this results in the loss of childcare and other benefits, leaving workers with a net income loss and making their financial/family situation even worse than before the promotion/raise.

🔗 Our newly launched Tennessee Opportunity Pilot Initiative (T3) is bridging the gaps for individuals and families experiencing hardship due to the Benefits Cliff. We're connecting families to the resources they need in their region, giving them the confidence to accept promotions and higher paid positions without the consequences of childcare loss or a net income loss. 😊

This pathway to prosperity is making Tennessee even stronger! ✅  
Find out more at: [www.T3Tennessee.com](http://www.T3Tennessee.com) #T3 #pathwaytoprosperity #tn



**Did you Know?**

loremipsum news

👍 📢 69

420 Comments



Like



Comment



Share





**Solutions that Matter**