



10-YEAR PLAN TO DISMANTLE POVERTY RELEASE COMMUNICATIONS TOOLKIT

Thank you for being a part of this journey. We are thrilled the time has arrived to release the final plan to Governor Inslee. We could not have gotten here today without your engagement and dedication to the Work Group and passion for programs and services that reduce poverty.

We are providing this communications toolkit before our release day to help you prepare to share this exciting news with your professional networks and local media. We are working on some items up until the day of submitting the plan, so we will send more images and links as they are ready.

Please note that the materials enclosed in this toolkit are embargoed until January 7, 2021. Please do not communicate publicly about the final 10-year Plan until then.

In this toolkit

- [An Overview of the Dismantle Poverty Initiative](#)
- [Key Messages for the release of the 10-year Plan and poverty reduction in general](#)
- [Ways to amplify the Plan and your organization's role in it](#)
- [Social Media Messages and Graphics](#)
- [Release Timeline](#)

Links (the final items will be there in early January, placeholder content is there now):

- Final 10-year Plan: <https://dismantlepovertyinwa.com/final10yearplan/>
- Final Executive Summary: <https://dismantlepovertyinwa.com/finalexecsummary/>
- Action Toolkit: <https://dismantlepovertyinwa.com/actiontoolkit/>



Dismantle Poverty Initiative

Governor Inslee created the [Poverty Reduction Work Group](#) (PRWG) in 2017, tasking the group to create a comprehensive, 10-year plan to reduce poverty and inequality in Washington state. For the last two years, a diverse and dedicated group of 45 stakeholders, informed by a 22-member Steering Committee of people experiencing poverty, met monthly to ultimately craft eight strategies containing more than 50 recommendations that serve as a blueprint for a just and equitable future. Our joint website with more information is at [Dismantle Poverty in WA](#).

Key Messages

For the Release of the Final 10-year Plan

- We have a plan to meet the moment and build a just and equitable future for all.
- This is a blueprint for Washington's economic recovery from COVID-19.
- This work aims to help all Washingtonians have the dignity of their foundational needs met.

Five immediate actions anyone can do to help:

1. Visit www.dismantlepovertyinwa.com to learn more about PRWG and the Steering Committee, hear from agency leadership on their support for the plan, and sign up to stay connected to the work.
2. [Read the Plan](#) to review the full set of strategies and recommendations.
3. Use the [Action Toolkit](#) to identify ways you and your organization can contribute to implementation of the plan.
4. Follow us on social media to engage in the work and share our posts with your networks.
5. Invite the PRWG Steering Committee and members to your events to learn more about the plan from the people who led its development.

For poverty reduction in Washington state

- **People with lived experience were at the center of creating the plan.** Twenty-two people experiencing poverty formed the Steering Committee and informed the process. They have experience navigating public services and insight into opportunities for our state. They had final decision-making authority on the 10-year Plan.
- **Poverty reduction has broad support.** A statewide multi-agency work group made up of community organizations, racial and ethnic commissions and others, met for two years. It gathered a great deal of research and data, and used a racial-equity consultant and toolkit to look at poverty holistically.
- **If we want better results, we need a better system.** And we need to work with and change the system we have to get the system we need.
- **The research is clear** — reducing poverty will improve the well-being of children, families, and communities. In Washington state, 1.8 million people struggle to make ends meet — enough people to fill Lumen Field nearly 25 times.

- **Washington state will not reach its full potential until its residents can.** Reducing poverty and inequality is an essential investment in the collective well-being of our communities and economy.
- **Reducing poverty benefits everyone in the state.** It gives our state's economy the stability to endure economic downturns.
- **When poverty and inequality decreases, Washington's economy benefits.** For every \$1 invested in poverty reduction there is a \$7 return to the economy.

Ways to amplify the 10-year Plan and your organization's role in it

Email announcement. Send an email to your organization's key audiences and advocates letting them know the plan has been submitted to the Governor and use any of these key messages and actions above.

Employee Communications. Share the Plan through leaders, your intranet, newsletters, website and social media. Hold webinars so employees can learn more details and ask questions so they better understand the strategies and the path ahead.

Social Media. Use the information provided in this toolkit to share the Plan on social media through your organization's channels — Facebook, Twitter, LinkedIn, and consider placing digital ads to drive people to the Dismantle Poverty site.

Blog. Write a blog or record a brief video sharing what the Plan means to you and your organization, why being on the Work Group was impactful, and what actions you're taking now to build a just and equitable future. We're always looking for great content for the new [Dismantle Poverty in WA](#) blog.

Media messages and ideas

We encourage you to reach out to your local media. Here are some lead messages you could use.

For Multicultural Media - Lead with Equity

- How COVID-19 Economic Recovery Can Help Close Equity Gap in (Black/Latinx/Native/etc.) Communities
- (Black/Latinx/Native/etc.) Communities/Communities of Color Are Central to Washington State's Economic Recovery

With Constituents – Lead with Hyper-local Challenges/Concerns

- 8 Strategies for *Spokane's* (<insert your community>) Economic Recovery from COVID-19
- Tie Recommendations from the Plan to legislative actions; maybe a simple graphic checklist to visually demonstrate how it aligns with Plan recommendations

Social Media

Ways to engage during release week and beyond:

- Sample content is below that you may post to your personal/organizational Facebook, Twitter, LinkedIn, Instagram, or other social networks.
- Customize the messages and post to your social networks.

- Follow [@dismantlepowa](#) on Twitter to get additional news, updates, and content that you can retweet to your followers.
- Follow [Dismantle Poverty in WA](#) on Facebook to get additional news, updates, and content that you can share with your followers
- Incorporate our hashtags into your tweets and Facebook posts so they can be tracked and shared by others: #DismantlePovertyinWA, #Blueprint4theFuture

Sample Messages

- 8 Strategies for Washington's Economic Recovery from COVID-19 is available now
- Just in Time: The Plan for a Post COVID-19 Economy
- We have a plan to meet the moment and build a just and equitable future for all

Twitter

- We have a Plan to meet the moment and build a just and equitable future for all. #Blueprint4theFuture
- Wish there was a solution to poverty in Washington state? We can work together to #DismantlePovertyinWA. Check out the #Blueprint4theFuture. <link to plan>
- Poverty in Washington state doesn't mean joblessness or laziness. Millions in our state are employed but have a hard time making ends meet. Washington state's plan gives the working poor a path out. <link to plan> #DismantlePovertyinWA #Blueprint4theFuture
- Proud to be a part of PRWG! We support the #Blueprint4theFuture and an Equitable Economic Recovery for WA.

Facebook

We have a plan to meet the moment! An integrated human service continuum of care that addresses the holistic needs of children, adults, and families. Read the plan. #DismantlePovertyinWA #Blueprint4theFuture

Proud to be a part of Governor Inslee's Poverty Reduction Work Group. We created a Blueprint for economic recovery. With eight strategies and 50+ recommendations, it creates a just and equitable future in Washington and ensures social and economic opportunity passes from this generation to the next... and the next... and the next. #DismantlePovertyinWA #Blueprint4theFuture <https://dismantlepoverityinwa.com/final10yearplan/>

The goal of the 10-year Plan to Dismantle Poverty is to create a future in which *all* Washingtonians live with the dignity of having their foundational needs met and access to the building blocks of opportunity essential for reaching their full potential in life so future generations can reach theirs. Learn more and get involved: www.DismantlePovertyinWA.com #Blueprint4theFuture

"As soon as I take a breath and have a second to just sit and play with my kids on the floor and not worry about how I am going to get dinner on the table tonight or how to pay the rent...the rug gets pulled out from underneath

me. It's like a game of Chutes & Ladders...I climb up, just to fall back down repeatedly, and getting to the top seems dependent on a lucky roll of the dice.” - PRWG Steering Committee Member

The Steering Committee's role was central to the development of the #Blueprint4theFuture.

<Use Steering Committee image >

Join our movement in advocating for systemic change that ensures every Washingtonian has the tools and support they need to reach their full potential in a post-COVID world. Visit www.dismantlepovertyinwa.com to learn how you can support the implementation of the 10-year Plan to #DismantlePovertyinWA.

Reducing poverty isn't a gamble, it's a guarantee. For every \$1 invested there is a \$7 return to the economy.

<Insert economic return image>. Learn more at www.dismantlepovertyinwa.com. #Blueprint4theFuture

“For those of you with the power to now decide whether and how to act, please remember that millions of Washingtonians, just like us, will continue to struggle to keep a roof over our head, struggle to feed our children, and live without peace of mind that things will be okay. Please don't forget that we are the people behind the numbers, the lives that will benefit should you choose to act.” ~Words from our Poverty Reduction Work Group Steering Committee.

Sample actions to accompany post:

- [Watch a video](#) to learn more about them.
- Read a blog post about Co-Chairs Juanita and [Drayton](#).
- Use SC image

Learn how the #Blueprint4theFuture strategies work to undo root causes so we can #DismantlePovertyinWA. <use Root Causes image>

It takes the 4Ps working together to create change! The #Blueprint4theFuture does just that. Learn more at www.dismantlepovertyinwa.com <use 4Ps image>

Social tips and info

- Point people to the website: www.DismantlePovertyinWA.com
- Social-media handle: DismantlePovertyinWA on Facebook and @DismantlePovWA on Twitter
- Social-media channels: Twitter, Facebook

Agencies you could tag:

- @WASateCommerce
- @waDSHS
- @ESDwaWorks on Twitter, @WashingtonESD on Facebook

- @WADeptHealth
- @DismantlePovertyinWA

Leaders active on Twitter:

- Governor Inslee, @GovInslee
- Suzi Levine, Commissioner at ESD, @ESDCommish
- Lisa Brown, Director at Commerce, @WAComDirector

Hashtags:

- #DismantlePovertyinWA
- #Blueprint4theFuture

Images

8 STRATEGIES POVERTY REDUCTION

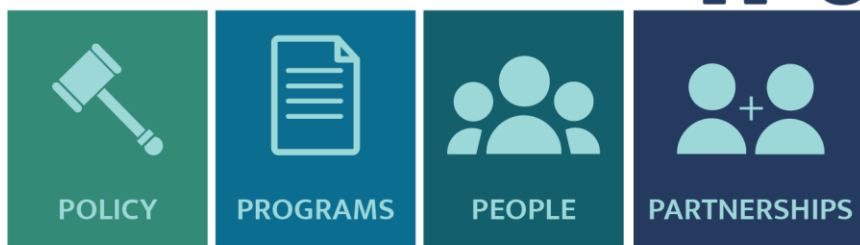
ROOT CAUSES & BEYOND



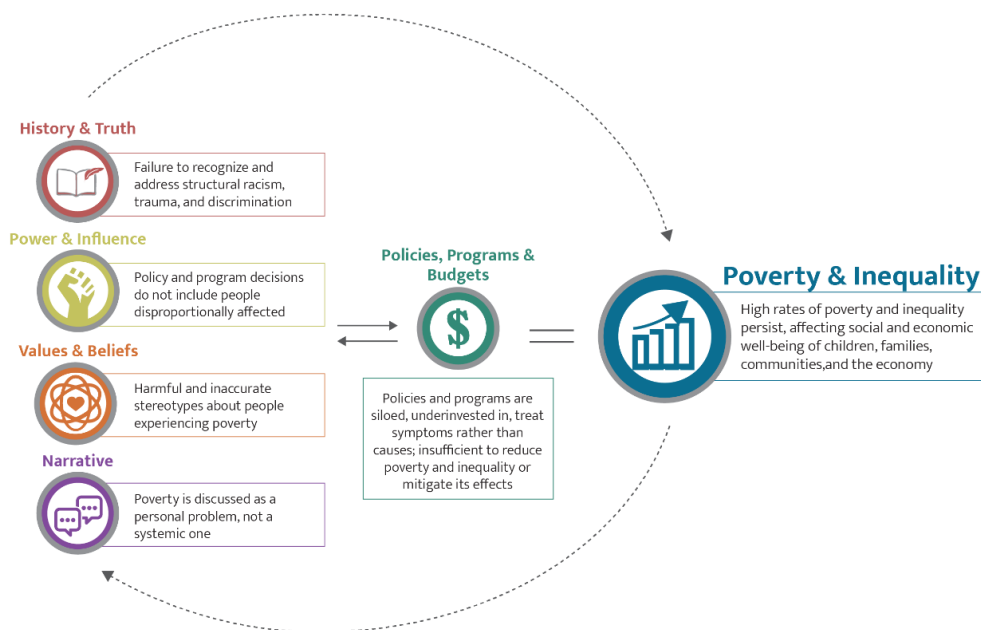
- 1 UNDO STRUCTURAL RACISM**
Understand structural racism and historical trauma and take action to undo how they manifest in state policy, program, and practice.
- 2 BALANCE POWER**
Make equal space in decision-making for people and communities most affected by poverty and inequality.
- 3 INCREASE ECONOMIC OPPORTUNITY**
Target equitable income growth and wealth- building among people with low incomes.
- 4 ENSURE FOUNDATIONAL WELL-BEING**
Strengthen health supports across the life span to promote the intergenerational well-being of families.
- 5 PRIORITIZE URGENT NEEDS**
Prioritize the urgent needs of people experiencing homelessness, mental illness, or addiction.
- 6 BUILD A HOLISTIC CONTINUUM OF CARE**
Build an integrated human service continuum of care that addresses the holistic needs of children, adults, and families.
- 7 DECRIMINALIZE POVERTY**
Decriminalize poverty and reduce reliance on the child welfare, juvenile justice, and criminal justice systems.
- 8 PREPARE FOR THE FUTURE OF WORK**
Ensure a just transition to the future of work.

POVERTY REDUCTION 4Ps

Immediate and long-term systemic actions to create a foundation of well-being and a stronger economy



ROOT CAUSES OF INTERGENERATIONAL POVERTY





POVERTYREDUCTION WORK GROUP



The Work Group included members from diverse systems and sectors and was led by a 22-person steering committee reflecting the experience of poverty in WA State

PARTICIPANTS

- ▶ Agencies
- ▶ Racial & Ethnic Commissions
- ▶ Tribal & Urban Indians
- ▶ Employers
- ▶ Community-Based Organizations
- ▶ Steering Committee
- ▶ Think Tanks
- ▶ Philanthropy
- ▶ Legislators
- ▶ Advocates



The STEERING COMMITTEE



POVERTYREDUCTION WORK GROUP



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Release Timeline

The press release plans are being finalized. We are aiming for January 7, 2021. Once that is sent social media posts will be shared.

Cabinet leader videos will be on the blog throughout release week and on social media:

- [DSHS's Cheryl Strange](#)
- [Commerce's Lisa Brown](#)
- [ESD's Suzi Levine](#)
- [DCYF's Ross Hunter](#)
- [HCA's Sue Birch](#)

There will be many social posts on Facebook and Twitter. Share them with your networks!

State Agencies: Lindy will email the Statewide Internal Comms Roundtable with announcement text they can use the day the Plan is announced.

Webinars—TBD