



YOU SAY YOU HAVE AN ISSUE...

NATIONAL WIC ASSOCIATION
FEBRUARY 29, 2016





Issues surround us.

The noise can be overwhelming.



Issues versus crises

Can your work move ahead without impediment?



An issue..

A bump not a crater, but it must be addressed.



A Crisis...

Your ability to do your work is compromised.



You tell me.

Funding cuts, qualified coverage, politics, fraud,
public health crisis, violence...



What is in your control?

Your voice. Your planning. Your training. Your
commitment. Your team connection.

 Planning is a
good thing.
Take time.

To learn, drill, update, anticipate and train.



Plans are essential.

Unique collaborations to drive impact



Essential ingredients.

Landscape assessment, materials development,
voices, media, time.



Landscape.

Knowledge and assessment. What is happening and why?



Materials.

Statement, FAQs, scenarios, press
release/advisory.



Voices.

Team. Authoritative voices. Make your friends ahead of time. Know your critics...perhaps better



Media.

Voices in place. Timing. Strategy critical.



Transparency with Purpose

Have a clearly articulated - and agreed upon -
message.



Time.

I know you're busy and doing amazing work.



Assessment.

What was effective? What not so much? Take the time - you and your team ultimately will



Communicate!

The landscape continues to shift - politics,
friends, naysayers, WIC recipients, team, you...pay



Knowledge is comfort.


Take the time to revisit your plan and
materials.



Practice makes
better.

Staff meetings, happy hour...create the time.



 Thank you!

Mary Christ-Erwin
Director, Global Food, Nutrition and Policy
Porter Novelli
202.973-3601
Mary.christ-erwin@porternovelli.com