

Coordinated Communications: What's In It for Me?

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2023 ALL-GRANTEE MEETING

CULTIVATING COMMUNITY GROWING COLLABORATION

Speaker Disclosure

We have no financial interest or relationships to disclose.



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Objectives for this Session

1. Be able to identify three reasons why coordinated communications are important
2. Understand three strategies to improve your specific grant's communications
3. Understand three ways coordinated communications EMSC-wide can impact your community



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Does Storytelling Matter? Why?



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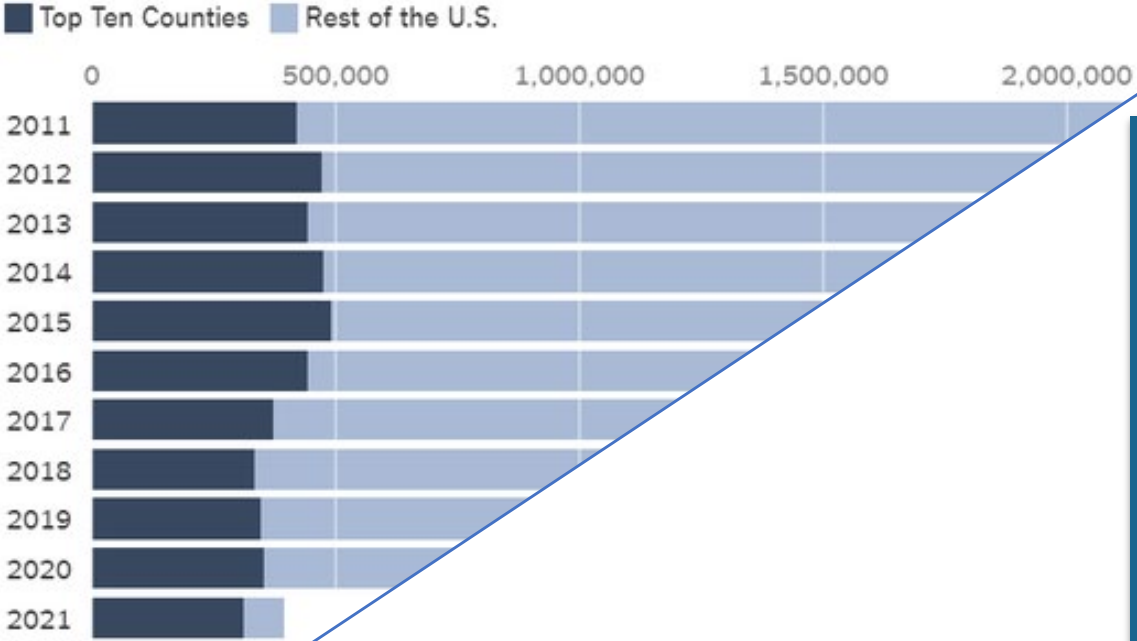
The Science Behind Storytelling



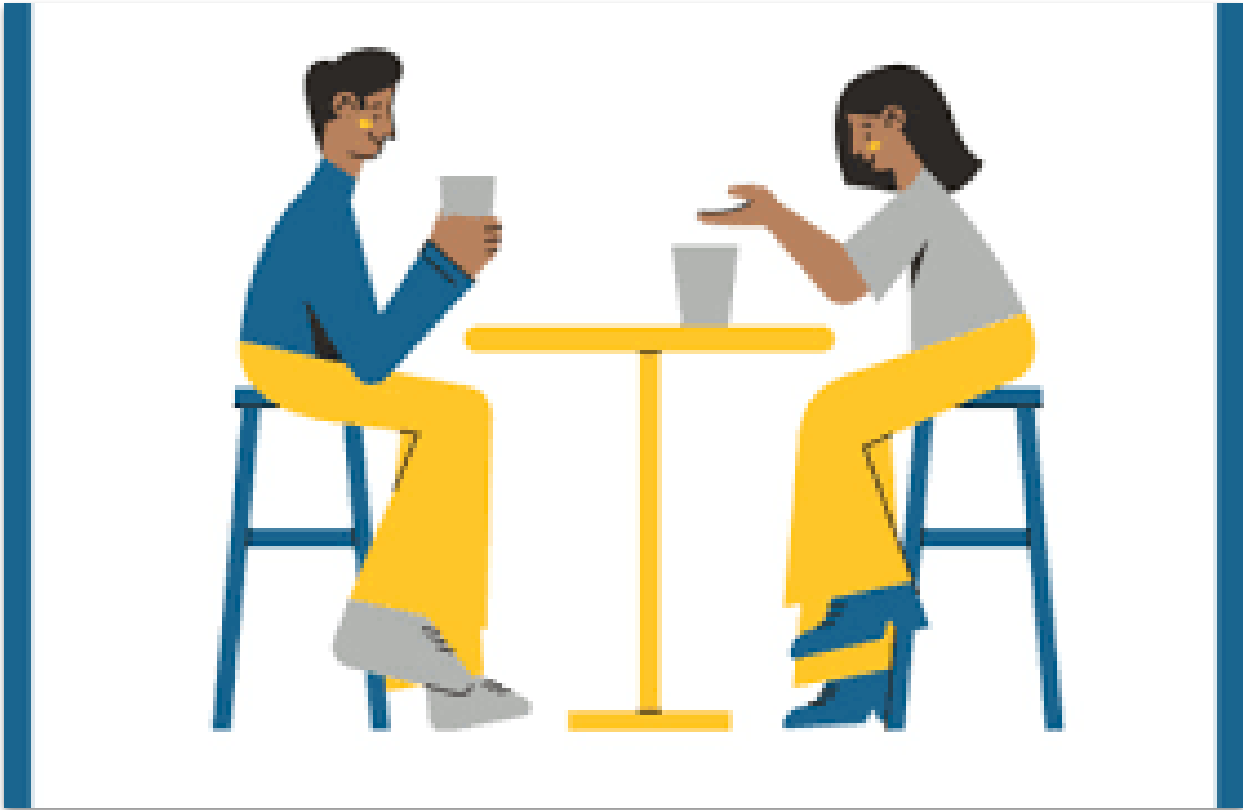
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Abstract Info vs. Storytelling

Annual population change



Source: U.S. Census



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Stories: Innately Human



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Why Consistent Messaging? → Social Proof



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Why Consistent Messaging?



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Panel Discussion



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