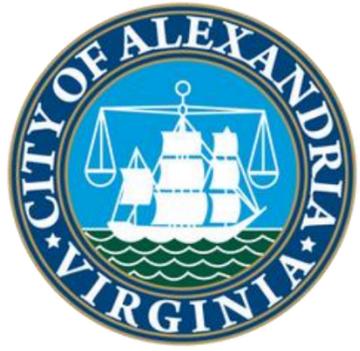


**CITY OF ALEXANDRIA**

# Acceptance of Camber Grant For Strengthened Communication Strategies for Understanding Poverty

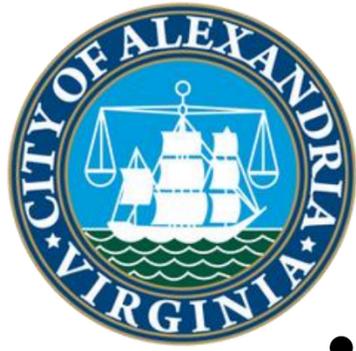
**City Council Meeting January 14, 2025**





# Background Information

- ▶ The grant supports the design, launch, measurement, and evaluation of a digital narrative change pilot to address and shift harmful and false narratives about why people experience poverty.
- ▶ The grant enables the DCHS Communications and CES program team to receive technical assistance from the Camber Collective and \$30,000 to plan and launch a digital narrative change campaign
- ▶ This funding will allow for a more strategic, inclusive communication plan.



# Phases of Grant and Technical Assistance

- *Designing a Narrative Change Pilot:* Technical assistance will be provided for building a comprehensive strategy that includes identifying key messages and stories, target audiences, and channels through which the narrative will be communicated and defining the new narrative.
- *Executing the Pilot:* the department will be assisted in implementing a narrative change strategy by creating and distributing online content that engages the target audience(s) across strategically selected digital platforms. This could involve producing audio, video, or text materials and leveraging other digital tools that strengthen the reach and accessibility of the message.
- *Measuring and Evaluating the Pilot:* the department will assess the effectiveness of the initiative by setting up key performance indicators (KPIs), collecting data on audience engagement, and measuring shifts in perceptions or behaviors. Utilize this data to refine the approach and improve the long-term narrative impact of the initiative.



# Key Elements

- Grant will help to elevate an economic mobility communication plan, make it more strategic, language inclusive, broader in reach, and distribute a more polished communication product.
- DCHS will partner with OCCE and community-based organizations to amplify messages so that community members hear them from trusted messengers in their own communities.
- This grant is consistent with two of the five City Council Priorities, including Eliminating Community Disparities and promoting Economic Strength.