
Building Business Support for Investing in Children's Health and Well-Being

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Communicate to What End? Different Roles

- Message amplifiers
- Policy champions
- Substantive input
- Program partners
- Board members
- Funders



Framing the Message

➤ Business interests

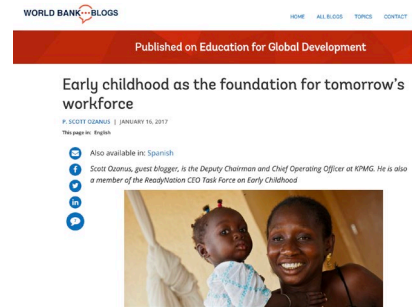
- Current workforce
- Future adults who can be employees, job-creators, neighbors
- Quality of life
- Robust economy

➤ Words and frames that fit business

- Talent magnet
- Job-ready, team-capable
- Cost-effective
- Global / national / local competitiveness
- Problem-solving
- Doing what works
- Pay now or pay later
- Economic AND moral imperative

➤ Messengers and message

- Data
- Stories to flesh out the data
- Business peers



READYNATION REPORT | JANUARY 16, 2019

Want to Grow the Economy? Fix the Child Care Crisis.

Workers and employers feel pain in pocketbooks and productivity

Finding Business Champions for Healthcare Transformation

- Businesses that draw from a local workforce
- Businesses that have a longer time horizon
- Executives who have already expressed interest in a related issue
- Executives who are involved in civic enterprises
- Business membership groups with civic purpose – Chambers, Black/African-American Chambers, Hispanic Chambers, Asian American/Pacific Islander Chambers, Rotary, other civic organizations



Building Partnerships with Business

Pushback

- Concern about the economic message reducing children to “widgets”
- Will businesspeople butt in?
- Labor-intensive partnership

Moving Forward

- Business and social service/education sectors are different
- Boil everything down more than you think
- Provide just-in-time information
- Understand their primary identity always comes first
- Support different ways of expressing the same goal
- Set up infrastructure that best uses their time/ expertise (don't just invite them to your meetings)
- Work with them to take action
- Be prepared for success!

