



Messaging Example: Making the Case for Family Engagement

Framing

Investing in family engagement is a smart strategy for better health outcomes and workforce well-being.

Main Message & Why it Matters

In today's pediatric care landscape, engaging families as partners is a strategic imperative. By investing more meaningfully in family engagement, we can fuel a high impact level that improves health outcomes, alleviates pressure on an overstretched healthcare workforce, and promotes better care for all.

Three Proof Points

Why family engagement matters to our clinic/hospital:

Improved Health Outcomes: Research shows that partnering with families leads to better care adherence and fewer unneeded hospital visits. When 9-year-old Sofia arrived at our pediatric unit with her third asthma attack in six months, her mother Ana was lost with complicated medical terms and discharge forms. Inviting Ana into our family advisory council made a big difference. She helped co-create a Spanish-language care plan and participated in meetings with nurses to make sure instructions were easy to understand for others. Over the past year, Sofia has used her medication regularly, and she has not had another asthma attack since.

Workforce Resilience: Care teams that have the training and tools to meaningfully engage families report higher job satisfaction, less burnout, and clearer communication. A recent study found that when care teams are trained in these models, they report 35 percent higher job satisfaction and 20 percent lower turnover within a year. Family-centered care supports a better work environment that can ease staff recruitment and retention pressures.

Better Care for All: Family engagement is essential to building care that respects all. An in-house survey done at a clinic showed that when care was co-designed with the support of family advisors, patient satisfaction scores rose by 40 percent. Advancing responsive, trust-based care builds lasting partnerships with the families we serve.

The Ask

With your support and approval of modest investments, we could:

- Hire a 0.5 FTE family engagement leader to:
 - Design and lead yearly family engagement workshops and regular refreshers for frontline and clinical staff
 - Help embed family engagement metrics into annual performance reviews
 - Run and support the family advisory council
- Reserve quarterly 60-minute nursing-huddle slots with the family engagement leader and members of the family advisory council to regularly co-review and refine care plans and discharge materials.
- Incorporate family satisfaction survey data into the clinic's quarterly quality dashboard, starting with the next quarter.

The return on investment is clear: family engagement improves care delivery and health outcomes, higher staff satisfaction and lower turnover, and measurable gains in patient experience.

Your Team's Messaging Template to Pitch to Leadership

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Main Message & Why it Matters

Three Proof Points

The Ask

OPTIONAL:
Messaging Template to Pitch to Another Audience

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Main Message & Why it Matters

Three Proof Points

The Ask

Making the Case for Family Engagement

Work Plan Template With Mock Info Added

KEY ACTION STEP	EXPECTED OUTCOME	LEAD PERSON	DUE DATE	NOTES
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GOAL 1: Develop messaging to make the case for family engagement

Identify the objectives, target audiences, evidence, and potential asks	Co-brainstormed content to use for messaging	Elsa	June 27	Pull data from in-house surveys
Co-create and finalize your messaging with your team	Messaging document approved by stakeholders	John	August 1	Hold a Zoom call to align on and finalize the document
Co-create and finalize a presentation or communications product for making your case	Slide deck and one-pager approved by stakeholders	Miguel	August 29	Use branding guidelines, ensure accessibility
Practice your pitch, get peer feedback, and make final revisions	2 dry-runs, pitch revised with feedback	Elsa	Sept. 15	Schedule a rehearsal session with family advisory council

GOAL 2: Pitch the case to leadership

Confirm target audience, messenger, and target time frame	List of leadership; assigned presenter; agreed target time frame for pitch	Kiara	Sept. 20	Cross-check leadership calendars and priorities
Schedule a date and time to meet with target audience	Meeting date/time on all calendars; rooms/virtual room booked; slide deck and one-pager approved; Q&A prep sheet completed	Miguel	Oct. 10	Send Outlook invite with clear agenda and prep materials
Make the pitch	Presentation delivered to leadership; meeting minutes and action items noted	Elsa	TBD	Capture real-time feedback; record decisions
Follow up on the pitch	Thank you email sent; decision timeline confirmed	Elsa	TBD	Send summary of ask, benefits, and next steps

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Optional Goal 3: Pitch the case to another audience (e.g., funders)

Confirm target audience, messenger, and target time frame				
Schedule a date and time to meet with target audience				
Make the pitch				
Follow up on the pitch				

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