

# Complex Care Startup Toolkit

[nationalcomplex.care/startup-toolkit](https://nationalcomplex.care/startup-toolkit) | August 2022

## Communications and growth of success: **Communications**

This document is part of the Complex Care Startup Toolkit, a practical collection of guides, templates, and other tools to launch and grow a new complex care program. Find the full toolkit at [www.nationalcomplex.care/startup-toolkit](https://nationalcomplex.care/startup-toolkit).

Dissemination and communication of complex care initiatives serves to strengthen the programs, further develop the emerging field of complex care and broaden our collective impact. These resources will help your program communicate your story and impact to a variety of stakeholders from a variety of perspectives, including ways to use the perspectives and experiences of the participants to highlight successes and challenges and to advocate for resources.

### Key considerations

1. Complex care core competencies are an accessible and applicable framework when Do you have a communication strategy for your key stakeholders?
2. Effectively communicating the business case of your complex care program is key to sustaining and growing the initiative over time.
3. Incorporating the voices of individuals and communities with lived experience in your communication strategy fosters inclusivity and adds depth and power to your argument.

Below, find resources you can use as you work through each of these key considerations.



## Resources

**Key consideration # 1:** Do you have a communication strategy for your key stakeholders?

- **Non-profit communications toolkit**

These interactive tools help you to inform your strategic organizational communication and campaign building.

- **Communications network**

This network of resources help you to build and strengthen your communications capabilities and plan.

- **Project Restoration newsletter**

This example helps you to draft your newsletter to community partners.

- **Talking about complex care: A guide for clear and effective communications** **New!**

This messaging guide provides standard terms and definitions to use when speaking and writing about complex care.

**Key consideration # 2:** Effectively communicating the business case of your complex care program is key to sustaining and growing the initiative over time.

- **Sample pitch deck** **New!**

Use this pitch deck template to help you communicate your complex care program to key stakeholders and funders.

- **Demonstrating value in population health projects** **New!**

This guide from The Practical Playbook provides strategies and tools to help you communicate the value of your complex care program to key stakeholders.

- For more, see **Strategy and business** or **Growth and sustainability**.

**Key consideration # 3:** Incorporating the voices of individuals and communities with lived experience in your communication strategy fosters inclusivity and adds depth and power to your argument.

- **Who tells the story? A guide to empathetic social change storytelling where nonprofit organizations, clients, & communities are partners in shaping narratives**

This guide helps you to incorporate a variety of voices into the narrative of your organization to improve empathy and the potential for social change.



- **Storytelling framework**

This how-to guide helps you to understand the key components of powerful storytelling.

- **Storytelling facilitator hub**

This guide helps you to gain familiarity with a variety of types of storytelling.

- **Storytelling template**

This template helps you to frame and collect stories.

- **AV consent form template**

This example helps you to create your consent form to use with participants to capture and share their stories and experience.

- **Alexandra's digital story**

This example of a county health department partnering with a consumer to tell a story about complex care helps you to create or improve your storytelling strategy and process.

## About the Camden Coalition

We are a multidisciplinary nonprofit working to improve care for people with complex health and social needs in Camden, NJ, and across the country. The Camden Coalition works to advance the field of **complex care** by implementing person-centered programs and piloting new models that address chronic illness and social barriers to health and well-being. Supported by a robust data infrastructure, cross-sector convening, and shared learning, our community-based pro-grams deliver better care to the most vulnerable individuals **in Camden and regionally**.

The **National Center for Complex Health and Social Needs** (National Center), an initiative of the Camden Coalition, connects complex care practitioners with each other and supports the field with tools and resources that move complex care forward. The National Center's founding sponsors are the Atlantic Philanthropies, the Robert Wood Johnson Foundation, and AARP.