

Background

MECASA and member centers are committed to connecting survivors to services and ending sexual violence. Outreach and communications about statewide services and information on sexual violence and prevention is vital to this goal. MECASA and the Member Advisory Council identified a need for more support around these efforts and collaboration across the state, in an effort to increase the number of individuals accessing services and outreach through a broad range of communication strategies.

Group Purpose

This group will serve as a collaborative space for discussion of communication and outreach efforts across the state. Members can share knowledge, best practices, and lessons learned with others, as well as ideas, designs, and campaigns. It will be a place to coordinate and inform shared statewide messaging efforts and discuss marketing and outreach plans. It may also serve as a learning cohort, at times including trainings or webinars. MECASA's Communications Coordinator will facilitate this group.

Timeframe

Meeting frequency and length will be determined by the members. After 6 months, the meeting times and duration will be evaluated and adjusted as needed. This group is ongoing as long as deemed useful by members.

Outcome

Provide a collaborative space to discuss and share outreach and communication strategies and campaigns from across the state. Support coordinated statewide efforts on messaging and shared work, while recognizing the individual needs of centers.

Members

- Include representatives from each sexual assault support center, should they choose to participate, whose role includes responsibility for creation and implementation of outreach and communications (may also include directors).
- Join only after reaching agreement with their ED.
- Share and provide feedback, seeking additional information from their center as needed.
- Communicate about meetings and activities of the group with their ED.
- Inform the work of the group with knowledge and expertise about their communities.
- Collaborate on shared projects that reflect both centers' expertise and a statewide purpose.