



THE ESTOPINAL GROUP

A PUBLIC COMMUNICATIONS FIRM

The 2009 Stakeholders' Collaboration (The Collaboration) builds on previous efforts by the Governor's Office on Women's Policy (OWP and others to improve the quality of life of women in Louisiana. The Collaboration is designed to:

- Reactivate and reenergize *Louisiana Women Leaders*, first organized in 2004 through a series of state and regional meetings;
- Promote existing and encourage new research data in support of goals and objectives;
- Include in the Louisiana Commission on Women's Policy & Research (LCWPR), Legislative Women's Caucus, Louisiana Center for Women and Government, Coalition Against Domestic Violence, Louisiana Women's Foundation and others who share common concerns on key issues of interest to Louisiana women; and
- Focus during the current year on key issues of particular interest and concern to Louisiana women:
 - Health and safety (including domestic violence),
 - Jobs training and workforce development, and
 - Children.

The Collaboration will be coordinated by OWP through a three-phase approach that includes: research and development, publication of issue / policy papers, and public communication.

The research and development phase will be the responsibility primarily of academic institutions statewide through their associated women's centers and women's studies programs. The publication of issue / policy papers will be the responsibility primarily of the OWP with oversight from the Louisiana Commission on Women's Policy & Research. The public communication phase will include all participating groups and be directed by public communications professionals contracted through the OWP.

The purpose of the public communication is to inform and educate interested persons regarding the current status of Louisiana women in the key areas described above.



THE ESTOPINAL GROUP

A PUBLIC COMMUNICATIONS FIRM

The strategy to achieve this purpose includes:

- Well-designed content based on recent state legislation concerning women and updates on programs in state departments that provide services to women;
- Credible research regarding the status of women in each state, including Louisiana, on key issues such as health and well-being, employment, economics, elected officials, entrepreneurship, child care and more;
- Research-based and well-crafted statements for public communication by key communicators within The Collaboration;
- Regional public communications / media schedule providing key communicators opportunity to present findings and promote participation by Louisiana women in all areas of interest and concern;
- Written public communications distributed in support of key communicators information briefs;
- Download documents provided on the OWP web site for easy access and additional distribution.

A start point for developing content is provided using recent legislation, including:

Health & Safety

- (2007) ACT 421 provides unemployment compensation benefits for survivors unable to work because of domestic violence.
 - Update on the impact of this legislation and provisions, if any, for its continuation
- (2008) ACT 411 enhanced and refined current domestic violence laws under the Revised Statutes and Children's Code Articles relative to domestic violence abuse assistance.
 - Update from the Attorney General's Office on its program of safety training for employers in the work place
- (2008) ACT 163 provides for umbilical cord banking program and education and promotion of the uses of umbilical cord blood.



THE ESTOPINAL GROUP

A PUBLIC COMMUNICATIONS FIRM

- Update on the impact of this legislation including reports on funding and medical research outcomes

Jobs Training & Workforce Development

- (2008) SR33 designates an office within the Workforce Commission to focus on women
 - Information about the implementation of such an office and the ways in which Louisiana women can access services it provides
- Quality job training and education targeted toward living wage jobs are particularly important for low-income women. Training women in non-traditional occupations often enables women to earn wages that allow them to escape poverty.
 - Information regarding the reorganization of the Louisiana Department of Labor and particularly, how women can take advantage of training for non-traditional occupations.

Children

- (2008) ACT 672 provides internet child safety
- (2008) ACT 649 provides for criminal background checks for persons with supervisory authority over children.
- (2008) ACT 273 provides for registry of sex offender identifiers
- (2008) SR 150 provides for a study of local child protection units to communication abuse cases
- (2008) ACT 780 extends the sunset date for the Children's Cabinet and the Children's Cabinet Advisory board from August 15, 2008, to August 15, 2014. (The Children's Cabinet is a policy office in the Office of the Governor. Its primary function is to coordinate children's policy across the six departments that provide services for young people.)



THE ESTOPINAL GROUP

A PUBLIC COMMUNICATIONS FIRM

The timeline below describes how the proposal might be implemented and further identifies actions in support.

OCTOBER - NOVEMBER - DECEMBER
Meet with Commission leadership & others to present proposal, request full hearing for participation
Present proposal to Commission & others at regular business meeting
Draft Request for Research from academic institutions & associated women's centers
Draft Request for Research from LA Coalition Against Domestic Violence for research on violence against women
Issue Requests for Research
Organize Collaboration Panel to review Requests, develop criteria for selection, award research grants
Develop public communication associated with research & development
JANUARY - FEBRUARY - MARCH
Identify key communicators from participating organizations
Target media outlets in regions statewide
Participate in Legislative Women's Caucus annual planning retreat
Draft initial briefing papers - Topic No. 1
Schedule first round of public communications to coincide with Women's History Month (February)
Draft secondary briefing papers - Topic No. 2
Schedule second round of public communications prior to opening of Regular Session
Organize academic seminar for formal review of research & development progress
Develop public communications to report findings to date & results of seminar
APRIL - MAY - JUNE
Draft women's legislative briefing papers (identifying legislation of interest to women filed in Regular Session)
Present legislation of interest to women filed in Regular Session to Commission; identify focus
Schedule focused legislative public communications in each region statewide
JULY - AUGUST - SEPTEMBER
Develop public communications to report legislative results of interest to women
Schedule focused legislative public communications in each region statewide

This proposal is developed by The Estopinal Group for consideration. It is intended as a way to begin discussions among leaders of various groups whose common interests include the quality of life of Louisiana women.

If there are questions or wish to discuss the proposal further, please contact:
Denise Estopinal, CEO The Estopinal Group.