MARKETING WRAPAROUND

INFORMATION SHEET

Share Wraparound's Success Story in Your Community

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If you want to sustain the success of Wraparound in your community, you have to make sure you are engaging people outside of your system of care with the story of your Wraparound approach. Social marketing can help.

You might think it's as simple as telling the wraparound story. Unfortunately, it's hard to get others to care as much as you do, unless you figure out what they want to hear and whether they are ready to hear it.

As with any social marketing effort, your first step is to **figure out what's important to the people you are trying to reach**. The best way to find out? Ask. Seems simple, but you'd be surprised how many people think they know what someone needs to hear, only to find out that they've been emphasizing the wrong thing.

Gather representatives from the community you're trying to convince. Is it educators? Ask teachers what's keeping them up at night. It is likely to be dropout rates or absenteeism. Whatever it is, your job is to figure out how wraparound can help them.

You'll also want to **find out how much they already know about Wraparound**. Are they completely unaware of it? Or do they have a basic understanding? Or are they ready to fully support Wraparound? Wherever they are on this awareness continuum, it's your job to move them to the next level with messages you've developed after researching what will resonate with your audience.

Develop your messages based on how Wraparound helps solve whatever problems your audience has. Is it the numbers of youth in the juvenile justice system? Then your message can address how Wraparound reduced the incidences of arrest or incarceration in your community. Your message needs to always be backed up with data, the foundation that supports your messages.

Contact whomever has your audience's ear and enlist their help in delivering your message. And don't forget the effectiveness of hearing from those who benefit from Wraparound, i.e. families and youth in your community.

Finally, **test to see how your message is being received**. Are people moving forward on that awareness continuum? If not, find new ways of talking about Wraround and test those messages. Maybe they weren't quite on the mark, or circumstances have changed. Don't be afraid to make adjustments so that your success story comes across loud and clear.

Wraparound vs. SOC

The term "Wraparound" seems to clearly convey its own meaning: something that enfolds a young person in care. Some people even use Wraparound as a sort of shorthand when they actually mean a system of care.

But as a social marketer, you'll need to make sure that your audience understands the difference.

"Systems of Care is a broad framework, of which Wraparound services are a component," says Gary Blau, Ph.D., branch chief for the Child, Adolescent and Family Branch, Center for Mental Health Services, Substance Abuse and Mental Health Services Administration (SAMHSA). "I think where people get challenged is that Wraparound has some of the same principles and values of Systems of Care and some of the connection to cross-system work."

As a social marketer, be sure your language reflects the differences between systems of care and Wraparound. Keep in mind:

- Although systems of care and Wraparound share many values and principles, they are not identical—they are complementary.
- Systems of care are frameworks; Wraparound is an approach or process within that framework.
- A system of care can have many approaches, including Wraparound and multi-systemic therapy.