

Care Economy Narrative Change Landscape Analysis Survey

Survey Overview

Please help us identify narrative change efforts across the care economy by completing this survey. In this survey, we will ask you about your own grantmaking (if you have any), other funders working in this space, and narrative change projects that you are aware of.

Your response will be used to help inform a searchable table of projects and publications and short summary of findings. The data you provide in this survey will not be publicly shared without permission.

Responses are due no later than February 24, 2023.

With support from the Care for All with Respect and Equity (CARE) Fund, a group of six philanthropy support organizations (PSOs) – Asset Funders Network, Economic Opportunity Funders, Early Childhood Funders Collaborative, Grantmakers In Aging, Grantmakers In Health, and Disability & Philanthropy Forum – have agreed to collaborate to develop a national landscape analysis of narrative change efforts across the care economy, including child care and early learning, paid family and medical leave, and long-term services and supports for older adults and people with disabilities, with a focus on users of care, paid care workers, and unpaid family and friend caregivers.

To determine the scope for this project, we leveraged existing best practices, research, and resources from [Convergence Partnership](#) and [Pop Culture Collaborative](#).

For the purposes of this project, we define *narrative change* efforts as those that:

- Have a long-term timeline
- Focus on creating a new environment that supports making ambitious changes
- Are led by everyday narrators, long-term strategists, and organizers
- Elevate, establish, and share new values
- Help shape storytelling across all social change strategies, including building on strategic communications efforts tied to specific care policies
- Shift narratives in the three segments of the narrative power building ecosystem: mass media, mass culture, and mass movements

We will also examine *strategic communications* efforts that support longer term narrative change. For the purposes of this project, we define strategic communications efforts as those that:

- Have a short-term timeline of six months to three years
- Connect to public policy fights
- Are led by communications experts, content creators, and message researchers
- Ground their work in currently shared values
- Embody one social change strategy among several others

Final products may include a searchable table of projects and publications, short summary of findings with data visualizations, and a national webinar to share the project findings.

Learn more about this project [here](#).

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Contact Information and Communication Preferences

* 1. Please enter your contact information below.

Name

Company

Email Address

* 2. The data provided in this survey will be used to help inform a searchable table of projects and publications and short summary of findings. Please indicate your data sharing preferences below.

- You have my permission to publicly share any data provided in this survey.
- Please request my permission to share any data provided in this survey.

* 3. Can we follow-up with you via email with additional questions or for more information?

- Yes
- No

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This national landscape analysis is collecting data on narrative change and strategic communications efforts across the care economy, including child care and early learning, paid family and medical leave, and long- term services and supports for older adults and people with disabilities, with a focus on users of care, paid care workers, and unpaid family and friend caregivers.

* 1. Have you invested in any narrative change initiatives across the care economy (as described above) over the last three years?

- Yes
- No
- I have considered or am considering it

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Narrative Change Efforts You Have Funded

This national landscape analysis is collecting data on narrative change and strategic communications efforts across the care economy, including child care and early learning, paid family and medical leave, and long-term services and supports for older adults and people with disabilities, with a focus on users of care, paid care workers, and unpaid family and friend caregivers.

Please share below efforts you have funded over the last three years to support narrative change work across the care economy.

1. Grantee 1

Organization	<input type="text"/>
Project Title	<input type="text"/>
Project Contact Name	<input type="text"/>
Project Description	<input type="text"/>
Project URL link	<input type="text"/>
Project Co-Funder(s)	<input type="text"/>

2. Grantee 2

Organization	<input type="text"/>
Project Title	<input type="text"/>
Project Contact Name	<input type="text"/>
Project Description	<input type="text"/>
Project URL link	<input type="text"/>
Project Co-Funder(s)	<input type="text"/>

3. Grantee 3

Organization	<input type="text"/>
Project Title	<input type="text"/>
Project Contact Name	<input type="text"/>
Project Description	<input type="text"/>
Project URL link	<input type="text"/>
Project Co-Funder(s)	<input type="text"/>

4. Grantee 4

Organization

Project Title

Project Contact Name

Project Description

Project URL link

Project Co-Funder(s)

5. Grantee 5

Organization

Project Title

Project Contact Name

Project Description

Project URL link

Project Co-Funder(s)

6. What other work on the care economy do you fund, in addition to narrative change?

Subject matter areas may include child care and early learning, long-term supports and services for older adults and people with disabilities, paid leave, unpaid family and friend caregiving, workers' rights and career pathways in child care or direct care. Grantmaking strategies may include direct services, organizing and movement building, policy advocacy, and research.

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Funder Colleagues Supporting Narrative Change Efforts

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Please share below funder colleagues you are aware of that have supported narrative change work across the care economy over the last three years. If available, please include any additional information you have about this funder's work (project title, description, URL link, etc.).

1. Contact 1

Funder Organization

Funder Name

Additional Details

2. Contact 2

Funder Organization

Funder Name

Additional Details

3. Contact 3

Funder Organization

Funder Name

Additional Details

4. Contact 4

Funder Organization

Funder Name

Additional Details

5. Contact 5

Funder Organization

Funder Name

Additional Details

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Additional Narrative Change Efforts You Are Aware Of

This national landscape analysis is collecting data on narrative change and strategic communications efforts across the care economy, including child care and early learning, paid family and medical leave, and long-term services and supports for older adults and people with disabilities, with a focus on users of care, paid care workers, and unpaid family and friend caregivers.

Please share below any additional narrative change efforts across the care economy you are aware of. If available, please include any additional information you have about the project (project description, URL link, etc.).

1. Project 1

Organization

Project Title

Additional Details

2. Project 2

Organization

Project Title

Additional Details

3. Project 3

Organization

Project Title

Additional Details

4. Project 4

Organization

Project Title

Additional Details

5. Project 5

Organization

Project Title

Additional Details

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Additional Comments and Questions

1. Please share any additional comments and questions below.