



# Building Public Support for a Robust and Equitable Care Infrastructure:

## Lessons from the Care Economy Narrative Change Landscape Snapshot

October 26th, 2pm-3pm EDT



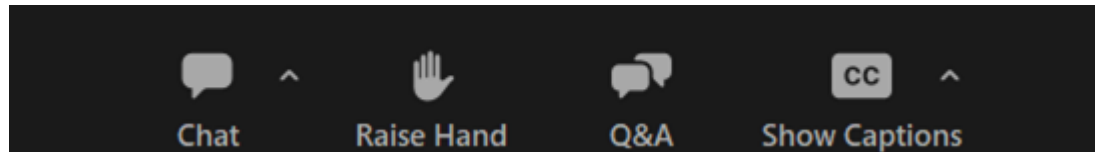
# WEBINAR CONTROL PANEL

## PARTICIPATE

Type your question in the  
**Q&A BOX**  
to be addressed during  
discussion breaks or during  
Q/A

## CLOSED CAPTIONS

Captions can be turned on via  
**Show Captions**  
to be viewed in real-time and  
will also be available in the  
recording afterwards



# SPEAKERS



**Cema Siegel**  
Economic Opportunity  
Funders



**Anna Wadia**  
Care for All with Respect  
and Equity (CARE) Fund



**Christi Baker**  
Asset Funders Network

# SPEAKERS



**Padmini Parthasarathy**  
Sāmya Strategies



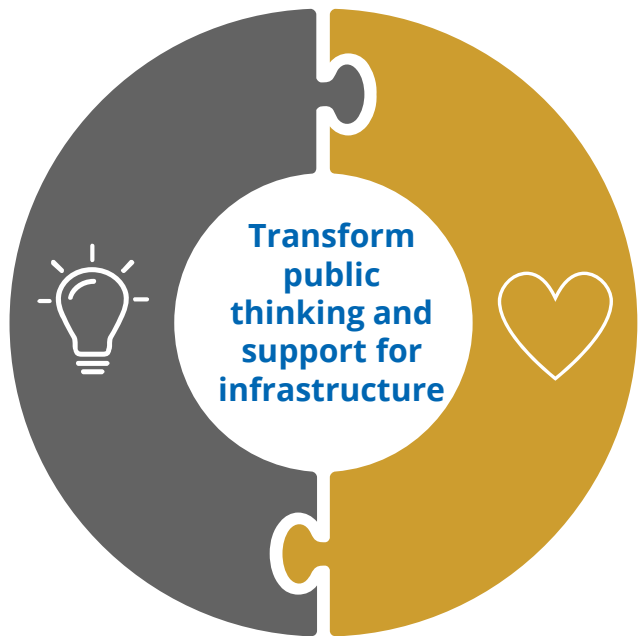
**Julie Kashen**  
The Century Foundation



**Emily Hinsey**  
Grantmakers In Aging

Research + document  
the care economy  
narrative change  
landscape

## PROJECT PURPOSE



## TODAY'S GOALS

- Share lessons learned
- Mobilize on opportunities to deepen learning and action

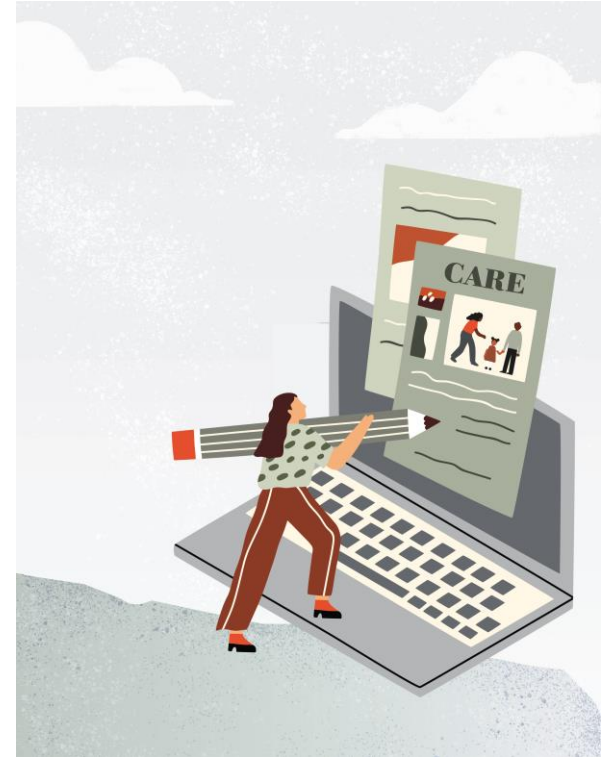


# Caring Across Generations Creative Care Council



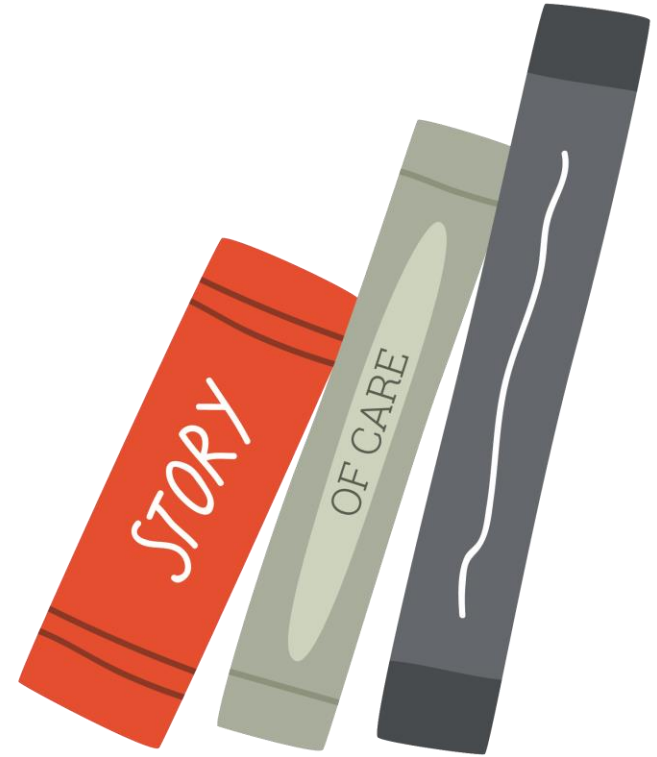
# The Story of Care: A Snapshot of the Care Narrative Change Landscape

- Snapshot of current narrative-change strategies and tactics across U.S.
- Gaps and opportunities
- How philanthropy can best support this work



# Our Framework

- **Narrative change:** Shifting stories and building narrative power through mass media, mass culture, and mass movements
  - **Mass media:** Journalism, social media, and non-fiction media, such as books and documentary film
  - **Mass culture:** Storytelling in entertainment venues such as TV, film, and music
  - **Mass movements:** Organizing and inspiring collective action, art, and culture
- Strategic communications





# Methodology



- Online research of publicly available information
- Funder survey through PSOs
- Selected interviews with field experts
- Funder focus group

# Key Findings

- 81 organizations and projects identified
- 71 organizations working on two or more care economy areas of focus
- Most efforts were short-term, timebound, or one-time efforts



## Key Findings

### NARRATIVE POWER- BUILDING APPROACHES

APPROACH	#
Mass culture	27
Mass movements	23
Mass media	13

# Key Findings

- Most common tactical approaches and types of products:
  - Storytelling
  - Research/reports
  - Video
  - Messaging guidance
  - Film
- **Top audiences:** Policymakers, public, and entertainment industry
- **Geography:** 66 national, 3 global, 21 in states
- Most have occurred recently, indicating **emerging field**

# RECOMMENDATIONS FOR PHILANTHROPY FROM FIELD EXPERT INTERVIEWEES AND FUNDER FOCUS GROUP

RECOMMENDATION	FIELD EXPERTS	FUNDERS
Provide sustained, multiyear, general operating support	✓	✓
Support evaluation approaches that are appropriate for narrative change	✓	✓
Center people experiencing the greatest inequities and having lived experience	✓	✓
Fund collaboration	✓	✓
Use grantmaking dollars and influence to eliminate scarcity paradigm	✓	✓
Foster experimentation and innovation	✓	
Communicate transparently	✓	
Learn about grantees' issue areas	✓	
Convene grantees and support them to convene with each other	✓	
Fund across care sectors	✓	
Foster experimentation and innovation	✓	
Fund 501 (c)(4) organizations	✓	

## Clarissa's Battle



## Area for Further Learning and Action

- Study care economy narrative-change efforts more comprehensively
- Engage funders further to gain a deeper understanding of the funding landscape
- Encourage philanthropy to transform how they fund care economy narrative change
- Support the building of synergy between the varied efforts across sectors and the country

**Significant philanthropic investments are needed to move forward, innovate, and catalyze synergy across the care field**