

# THE FAST TRACK for POLICY CHANGE

HOW COMMUNICATIONS STRATEGIES PLAY AN ESSENTIAL ROLE

10 Elements of Success

||||| MEDIA IMPACT FUNDERS

FPO

 The  
California  
Endowment

health  
happens  
here 

## CASE STUDY

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## CASE STUDY

# THE INVISIBLE WAR

THE FAST TRACK for POLICY CHANGE



POLICY



AGILITY



REPETITION



INTEGRATION

## HIGHLIGHTS

**Issue** Sexual assault in the military goes under reported and under prosecuted as a crime. Women assaulted during service have a higher PTSD rate than men in combat.

**Strategy** Focused communications strategy for policymaker education integrated into the production process for documentary film.

**Who** Fledgling Fund and others including the Women's Donor Network, Sundance Institute and several private donors.

**How much** \$25,000 for pre-Sundance outreach; an additional \$35,000 for post-festival outreach, \$5,000 for social media and an additional \$20,000 in pass-through funding from a private partner donor.

**Biggest Result** Prompted Department of Defense policy change, stimulated more than 30 Congressional legislative reforms and inspired pending Federal legislation.



