



Communications & Publications 2022 Program Report

What is Rise's Communications Program?

The Communications Program at Rise shares parents' experiences and recommendations, raises awareness of family policing as a social justice issue, highlights community-led strategies, connects with aligned groups and movements and builds understanding of Rise's work and how to get involved.

The Communications Team:

- facilitates writing and public speaking workshops for parents impacted by ACS
- publishes parent stories, interviews, reports and updates about our work and advocacy
- provides presentations and trainings
- conducts community outreach
- shares information and resources through our newsletter, website and social media platforms (@readrisemag on Facebook, Instagram and Twitter)
- posts event videos on Vimeo and YouTube
- provides internal coordination and program logistics support
- creates opportunities for staff learning and resource sharing through our internal newsletter, communications toolkit and book club

Highlights

- Published 8 parent stories and reflections, 6 interviews, 4 policy and budget responses and 2 journal articles this program year
- Published a participatory action research report in collaboration with Rise organizing team
- Published Rise program updates, advocacy campaign updates, parent testimony, parent quotes and poems, book club reflections, videos and self- and community-care strategies
- Supported 11 different parent staff and contributors with providing presentations and/or trainings
- Provided over 14 parent-led presentations and trainings to community members, students, lawyers and other professionals who work with families, including at ABA and NCTSN conferences
- Facilitated writing and public speaking workshops for the Rise & Shine Parent Leadership Program and the Rise Parent Advocate Training Program
- Increased Rise website homepage views and added a training and events calendar to the Rise website



Community Building

We have focused on relationship building internally and externally, deepening our connections by meeting with and sharing the work of aligned organizations, starting a staff book club and facilitating a staff team-building day.

"When my story was published, I felt joy that so many other parents could read it and feel strength and hope. I wanted to show them the many ways I tried to restore my relationship with my son and how I am very resourceful."

– Zoraida R., Peer Trainer and 2021 Rise & Shine Graduate

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Newsletter & Social Media Statistics

@ReadRiseMag

125

new subscribers to our newsletter, bringing our total to nearly 8,000 subscribers

27

publications newsletters sent to Rise subscribers (+ 8 announcements and 19 internal newsletters)

38%

average increase in followers across our 3 social media platforms

98%

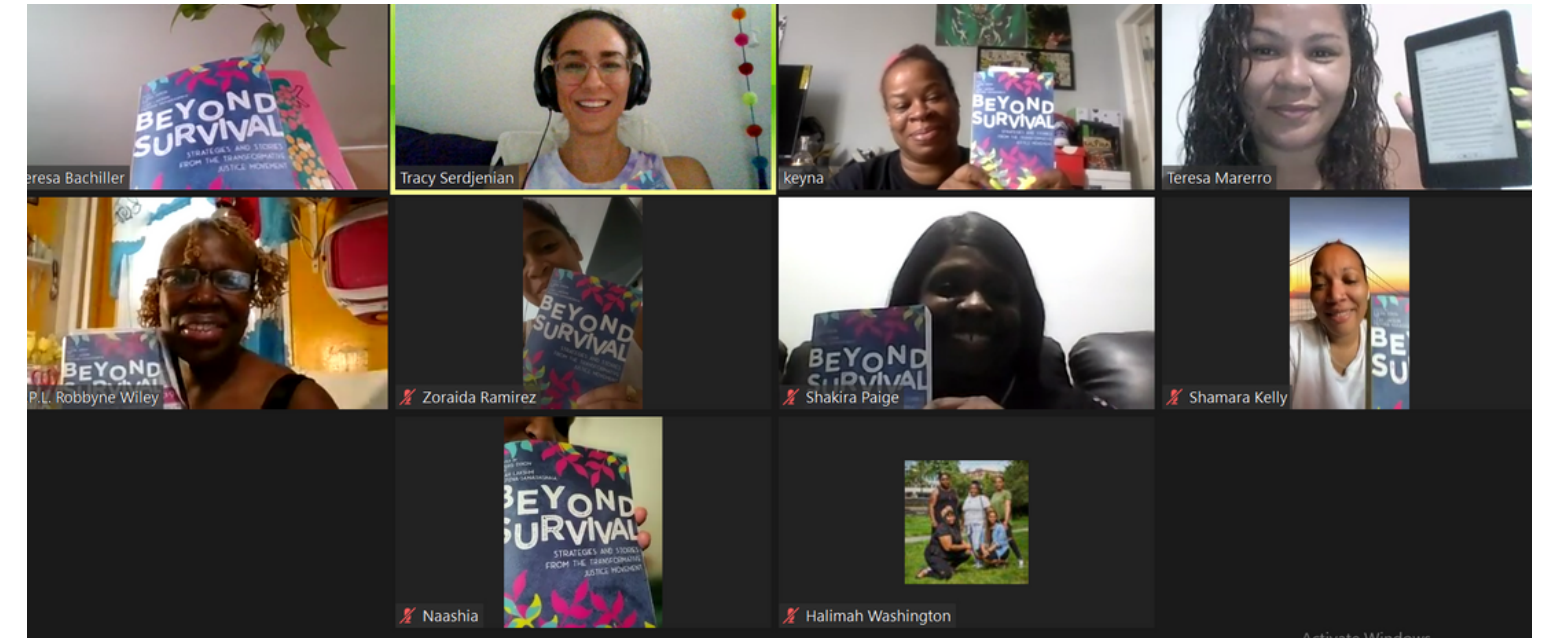
increase in Instagram followers

2

digital advocacy toolkits developed to support our campaign for universal child care

"The Communications Team made it comfortable to formulate our stories and helped to create presentations and brainstorm ideas. They provided a safe environment to go through trials and errors until we were in a good space to present to a larger audience. They helped us to share our narratives and shape our trainings so that they can be tools to create change."

– Rise Parent Organizer



Rise Staff Book Club

The book club read two books this year: *The Little Book of Race and Restorative Justice* and *Beyond Survival*. We shared our thoughts and feelings and discussed how the books connect to our work.

"The book club offers a space for coming together as a community, having conversations and sharing our points of view. It is an opportunity to continue to learn from each other."

- Keyna F., Writing and Public Speaking Coordinator

"Learning spaces can be sacred spaces. I've witnessed a lot of vulnerability, wisdom and courage when people share feelings, thoughts and interpretations of liberation books. I definitely wanted to be part of a space where people intentionally bring real-life experiences and imaginations of what's possible into the same room. There's so much to learn from each other."

- Genevieve S., Development Director