



VA

U.S. Department
of Veterans Affairs

BOOTS ON THE GROUND

A tactical approach to VA communications



STCO 67533 - Case Studies

PRple Communicaions

Gracie McGill | Royal Shrestha

“

It's frustrating and infuriating that there are so many dedicated doctors who work for the V.A. but it seems impossible to get to them.

”

Marc

An Air Force veteran in Fort Lauderdale

Goodnough A. (2014).



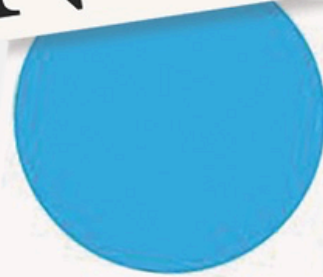
"All the News
That's Fit to Print"

The New York Times

Late Edition
New York: Today, sunny, a few after-
noon clouds. High 77. Tonight, slightly
more humid. Low 63. Tomorrow, sun
then clouds. High 81. Yesterday, high
81, low 63. Weather map, Page C19.

75 CENTS

PROGRESS IS SLOW AT V.A. HOSPITALS IN WAKE OF CRISIS



**USA
TODAY**

More bonuses for VA employees
despite ongoing problems
at the agency

The Daily News

THE WEATHER REPORT
It's January and winter is here! Time to slip
on your woolly mammoth socks and brew
some hot chocolate. Pop in the "Fallout"
DVD. Sweet edification for all to enjoy!

FREE

**BAD VA CARE MAY HAVE KILLED MORE THAN
1,000 VETERANS, SENATOR'S REPORT SAYS**

The Boston Globe

**A LOOK AT THE VA'S
TROUBLED RECENT HISTORY**

This wasn't just a service concern; it was a communication gap.

A person wearing a cap and tactical gear is aiming a rifle in a hallway. The scene is dimly lit, with a doorway visible in the background.

REBUILD TRUST THROUGH CLEAR, FAST, AND VETERAN-FIRST COMMUNICATION

Transparency | Accessibility | Real-time updates

HOLDING THE LINE IN A CRISIS: RESPONDING WITHOUT DELAY



Acknowledge Immediately

"We recognize this issue and are actively investigating."

Explain Constraints Clearly

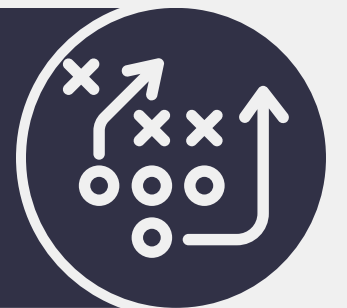
"Certain legal/privacy concerns prevent full disclosure at this time."



Commit to Regular Updates

"Next update in 48 hours."

VA Crisis Communication Playbook



Rapid Response Media Team

Dedicated communication team.

Spokesperson Training

Ensuring VA leadership delivers consistent messaging.





YOUR VOICE, YOUR VA: CREATING REAL CONVERSATIONS

**FOR TOO LONG, VA COMMUNICATION HAS BEEN ONE-WAY.
THAT CHANGES NOW.**

YOUR VOICE, YOUR VA: CREATING REAL CONVERSATIONS



**Updated Crisis
Communication
Playbook**



**Updated Internal
Communication
Playbook**



**Partnerships With
Local Organizations**



**AI Social Listening
Analysis**



**Real-Time Support
Teams**



Quarterly Town Halls



**Veteran Advisory
Panels**



**Interactive
Dashboard**

YOUR VOICE, YOUR VA: INTERACTIVE DASHBOARD

VA



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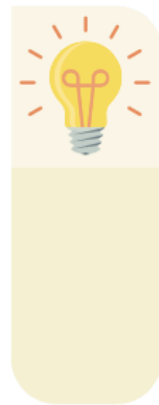
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visit%20https://www.va.gov/jobs/

MONTHLY OVERVIEW



Monthly Highlights

- Veterans Benefits Administration (VBA) averaged 125 on-the-spot job offers at February hiring events
- Memorandum of Understanding reached with National Federation of Federal Employees to reduce the hiring process by a few weeks for some clinicians in Veterans Health Administration (VHA) and Vocational Rehabilitation Counselors in VBA.



Top Risks

- Time to publish policy and make permanent changes to systems to implement human capital and payroll authorities



Employee Voice

A new hire in the extended care and rehab department says that the mission drew her to VA. "My grandpa is a Veteran, so I just wanted to come support them and take care of them. I just have a special place in my heart for them and wanting to give back is my biggest thing, because they've given their whole lives up for us and our freedom, so what can I do to help with their health care? Just trying to be the best positive person I can be for them and a smiling face."

***You fought for this country.
Now, we fight for you. And,
this time, we will get it right.***

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Q&A

