



1

Develop culturally sensitive messages and customized outreach to reach diverse target groups.



2

Engage jobseekers and job center employment specialists in the development of tools, resources, and outreach strategies.



3

Create messages that speak to jobseeker needs, values, and aspirations.



4

Feature workers who are representative of those you serve so that workers can see themselves, feel validated, and inspired by career paths.



5

Focus on worker assets and strive to counter messages focused on deficiencies and limitations.



6

Provide information that is narrowly focused, relevant, timely, and easily acted upon.



7

Focus technology-based outreach on mobile devices and communicate concise information with simple, directed tasks.



8

Develop a sequence of job-seeking and skill-development tasks that build from simple to more complex, to keep jobseekers engaged.



9

Partner with community-based agencies and community organizers who can help connect you to hard-to-reach populations.



10

Target employers as well as workers and jobseekers outreach campaigns.

For a longer discussion of these strategies and research on communicating with vulnerable workers, check out the full D4AD report: *Communicating with Vulnerable Workers about Resources, Training and Improving Job Prospects: What Research Tells Us.*