



# ADVOCACY 101

## *A County Health Rankings & Roadmaps Webinar*

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Advocacy can be a new and somewhat intimidating activity for people. What does it mean to advocate for policy change? How does advocacy differ from lobbying? How can people effectively incorporate advocacy into their work?

Lori Fresina, senior vice president and New England office director at M+R Strategic Services, discusses what advocacy is (and what it isn't) and offers tips for effective advocacy work.

**Advocacy** is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want. In order to advocate effectively, you must answer three key questions:

1. What do you want?
2. Why do you want it?
3. Who has the power to give it to you?



## TAKE ACTION IN YOUR COMMUNITY

- [Answering the 3 Key Questions for Advocacy Campaigns](#) helps you think through the answers to each of the three key questions for advocacy campaigns. The answers to those three questions will guide everything you do in an advocacy campaign.
- [Choosing an Advocacy Campaign Goal](#) helps you narrow your options to a specific, measurable, and realistic campaign goal.



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## *A County Health Rankings & Roadmaps Webinar*

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**Date:** Nov. 6, 2012

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### **County Health Rankings Model & Take Action Cycle**

**Questions for the presenters**

### **Advocacy 101**

*Are we clear on advocacy v. lobbying? Do we need to review additional resources? (e.g., [Alliance for Justice](#), [Centers for Disease Control and Prevention](#))*

*What do we want?*

*Why do we want it?*

*Who has the power to give it to us?*

**Questions for the presenters**

### **Tools for advocacy campaigns**

*Which tools should we look at further?*

**Questions for the presenters**

## Wrap-up and Q & A

### What next?

- ✓ Use the [Answering the 3 Key Questions for Advocacy Campaigns](#) tool
- ✓ Use the [Choosing an Advocacy Campaign Goal](#) tool
- ✓
- ✓
- ✓

# TAKE ACTION: ADVOCACY 101

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Nov 6, 2012

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Rankings & Roadmaps  
A National Network, County by County

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## OUTLINE

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Welcome & Overview

Advocacy 101

Q & A

*Roadmaps to Health* Action Center Tool: Campaign Planning

Summary & Wrap-up

County Health Rankings & Roadmaps

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## GOALS

- Understand what advocacy is and isn't
- Become familiar with steps for advocating for a specific change in a community
- Know where to find tools for advocacy and campaign planning

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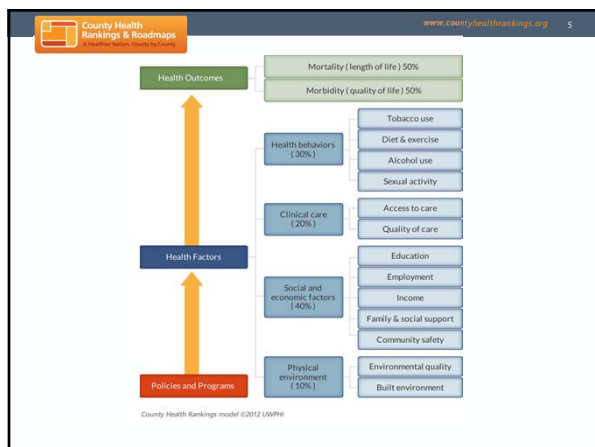
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### ESSENTIAL QUESTION

How can we incorporate advocacy effectively into our work?

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**Lori Fresina**  
*Senior Vice President and New England Office Director at M+R Strategic Services*

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## POWERPRISM

A tool for advocacy planning, execution & evaluation.

**Advocacy 101**  
County Health Rankings & Roadmaps webinar  
By Lori Fresina, M+R Strategic Services  
Nov. 6, 2012



Power Prism® - Not to be reproduced without permission of Lori Fresina lfresina@mrrs.com

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## What is ADVOCACY?

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.

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## What lobbying is

- **Direct lobbying:** Communication with a legislator that expresses a view about specific legislation
- **Grassroots lobbying:** Communication with the public that expresses a view about specific legislation and includes a call to action

**ALL elements** must be in place to be lobbying

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## What is non-lobbying advocacy?

- Education – of legislators, of grassroots, of the media, of the general public
- Convening interested parties, conducting community meetings
- Conducting needs assessments
- Collecting and telling real stories that illustrate the problem you seek to change
- Building coalitions
- Leading legislative briefings
- Conducting policy analysis and data collection
- Reporting on data
- AND MORE!!!

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## What lobbying isn't

An individual, acting on his/her own behalf, on his/her own time, using his/her own person resources (phone, email, stationery, etc.)

**CAUTION CAUTION CAUTION**

Great resources to help you keep it legal:

- [Alliance for Justice](#)
- [Centers for Disease Control and Prevention](#)

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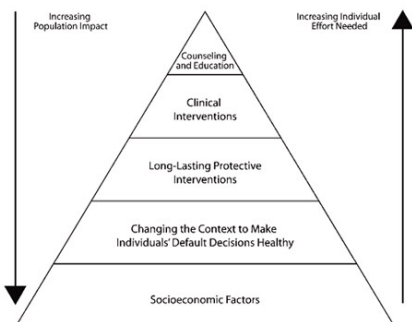
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## Policy and systems change – Why?



Frieden TR. Am J Public Health 2010;100(4):590-5

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## First things first...

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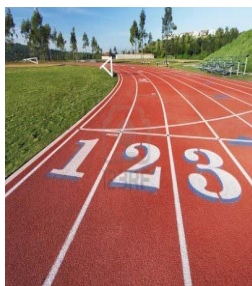
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## The big 3 questions

1. What do you want?
2. Why do you want it?
3. Who (specifically) has the power to give it to you?




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## 1. What do you want?

- Policy change?
- Behavior change?
- Systems change?
- Funding?

### Is your “ask”:

- Specific?
- Measurable?
- Realistic?
- Or is it simply ‘aspirational’?

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## Aspiration?? Agitation??




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## 2. Why do you want it?

- Data
  - What defines the **problem**?
  - What defends your **solution**?
- What's the projected return on investment?
- What's the cost of failing to act?

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## 3. Who has the POWER to give it to you?




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## Example - tobacco

What do you want?

- To raise Rhode Island's tobacco excise tax by 90-cents per pack

Why do you want it?

- A 10% increase in the consumer cost of tobacco products can result in a 3-5% decrease in adult tobacco consumption – higher among youth
- New revenue to fund tobacco prevention and cessation programs

Who (specifically) has the power to give it to you?

- The RI General Assembly – starting with House Finance Committee
- Governor Chafee
- Voters – if ballot initiative

## Example – physical activity

What do you want?

- To “unlock” Oakland public school grounds and facilities, increasing access for physical activity and nutrition programs

Why do you want it?

- School lockouts prevent children from getting needed physical activity and many groups cannot afford the facilities fee
- Childhood overweight and obesity cause immediate and long term health problems
- Low income and minority children are more likely to be overweight or obese

Who (specifically) has the power to give it to you?

- Oakland Unified School District Board of Education



## Example – competitive foods

What do you want?

- To establish nutritional standards for competitive foods sold to children in Massachusetts schools

Why do you want it?

- Increase nutritional quality of foods consumed by children at school
- Reduce childhood overweight and obesity in Massachusetts
- Reduce chronic disease related to obesity, such as Type II diabetes, asthma and heart disease

Who (specifically) has the power to give it to you?

- The Massachusetts Legislature – especially the Joint Committee on Public Health, the Senate President and House Speaker

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## Decision-makers




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## Endless universe of decision-makers




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## Nexus between data and action



Photo credit: George L. Smyth, Flickr Creative Commons

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## What is a campaign?

Merriam-Webster LEARNER'S DICTIONARY

Search:   Ask the Editor

Learner's My Dictionary Search History 3,000 Words Manage All

One entry found.

**cam·paign**  /kəm'peɪn/ noun 

plural **cam·paigns**

[count] **1** : a series of activities designed to produce a particular result  
 • an election campaign [= a campaign to win a political election] • a presidential campaign • The group launched/instituted a campaign to protect the area from commercial development. • the campaign against drugs • an expensive advertising campaign • The university is organizing a campaign to attract a more diverse student population. — often used before another noun • campaign contributions • She kept/broke her campaign promises. • a campaign slogan

**2** : a series of military battles, attacks, etc., designed to produce a particular result in a war  
 • a bombing campaign

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## The campaign journey




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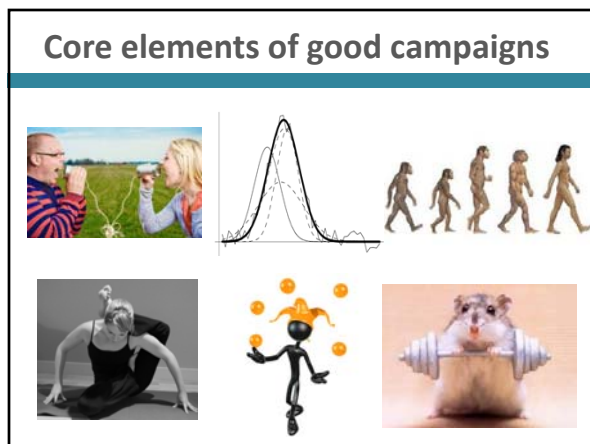
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## Core elements of good campaigns




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## The big 3 questions

1. What do you want?
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QUESTIONS

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## TOOLS FOR ADVOCACY CAMPAIGNS

### Answering the 3 Key Questions for Advocacy Campaigns

Walks you through the three key questions:

- What do you want?
- Why do you want it?
- Who has the power to give it to you?

### Choosing an Advocacy Campaign Goal

Helps you narrow your options to a specific, measurable, and realistic campaign goal.

- What do you want to change?
- What is the larger environment and how will it impact the goal?
- Is it winnable?
- How do the options rate?

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### CONTACT INFORMATION



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### STAYING CONNECTED







**e-Newsletter: [chr@match.wisc.edu](mailto:chr@match.wisc.edu)**

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## ACKNOWLEDGEMENTS

- Wisconsin County Health Rankings & Roadmaps Team**
  - Including Bridget Catlin, Julie Willems Van Dijk, David Kindig, Kirstin Siemering, Alison Bergum
- Robert Wood Johnson Foundation**
  - Including Abbey Cofsky, Brenda Henry, Michelle Larkin, Jim Marks, Joe Marx
- Our Partners**
  - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

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## ESSENTIAL QUESTION

How can we incorporate advocacy effectively into our work?

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*"If you would persuade, you must appeal to interest rather than intellect."*

—Benjamin Franklin

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