DVHC P Webinar: Talking to Legislators and Other Policymakers
Wednesday, June 17, 2015
10:00am-11:30am PST

Welcome to the call! We will begin in a moment.

To listen to audio via phone:
Call: 888-850-4523
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Speakers

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Futures Without Violence

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Agenda for this Presentation

• Understanding core components of policy advocacy
• Understanding value of doing policy advocacy
• How to draw boundaries around permissible activities
• How to be most effective on behalf of your organization and your clients
Engaging Policymakers as a Tool for Sustainability and Scaling Up

By Kiersten Stewart
Futures Without Violence
June 17, 2015
Policy Advocacy

• **What is Policy Advocacy**: Attempt to influence, policies, regulations, laws, funding sources, actions of key government/policymakers

• **What Are the Key Elements**:  
  – Direct lobbying/education of officials  
  – Media/communications  
  – Grassroots Organizing  
  – Lawsuits  
  – Research (not traditional element but can help set agenda for policymakers)

• **Why Do it**: It works and the other side is doing it
Challenges in Doing Policy Advocacy

• It takes time
• It takes relationship building
• It may take resources (not as much as you think though)
• Fear that you don’t know enough
• Worries about what is “lobbying”
• Questions as to whether it makes a difference
Why You are the Best Advocate!

• You are an expert on you, your organization and the women and families you serve
• Most people agree with you and want to do more
• Public officials like to be associated with “good causes”
• The women and families you serve, the truth of their lives and their stories will motivate
• There’s too much at stake not to get involved
What makes for good advocacy

• Need a specific ask
• Needs to be targeted to person/entity that has the power to fix it
• Need to develop strategy to reach them and then be able to make the case
• Need to bring in allies, key influencers or large groups – know your audience
• Need to have the evidence about the problem but also about the solution
• Need a good story to make it real
Meeting with Policymakers

• Members of Congress
  – Representatives
  – Senators
  – Role of Staff

• Federal Agency officials

• State officials

*** Need to understand different roles
How policymakers can help or hinder work to address health and DV

• Write the laws that create programs, e.g. Affordable Care Act, Violence Against Women Act;

• Fund programs, Congress determines how much is allocated often based on President’s request

• Provide guidance and technical assistance to state and federal agencies you work with

• Bring attention to your work within the state and build connections to other influencers

• Can be your advocate with federal agencies
Goals for Meetings...

• Meet your Member of Congress/Senator
• Educate them about Project Connect, how it is working in their state and how it is helping constituents
• Make an ask that will help sustain the program or reduce a barrier you are facing;*** may not “lobby” if visit is federally funded
• Meet federal officials who oversee program and/or could learn from what you are doing for other related work
How to Set Up Meetings...

• Ask for meeting
• Send short email summarizing who is attending and what it’s about
• Make clear how it is relevant to work of legislator/policymaker
• Keep it short and direct
• Ask to meet with member but be OK if it’s staff, typically the “LA – Legislative Assistant”
• Follow-up
Lobbying vs Education

• During visits with legislators you may not make a direct ask for funding, passing legislation (if you are using federal dollars).

• What you can do:
  – Educate them about the program and how legislation is working
  – Respond to their requests for information
  – Ask for help with connecting to media, other committees, federal agencies, key influencers
  – Ask them to visit the program and see it in action
Effective Meetings

• Be prepared
  – Have 1–pager ready
  – Have story to tell
  – Have key stats specific to state/district prepared
• Describe Impact, not just what’s being done
• Be able to communicate quickly as meetings are often short
• Connect what you’re asking to Member’s interests and authority
• Follow up, say thank you!!! This is the beginning of a relationship
BETORE THE VISIT

- Contact your “priority” congressional offices first (the sooner the better)
- Speak to the scheduler/give them a range of times you’re available
- Ask to meet with the congressperson personally
- Do your preparations in advance.
**DURING THE VISIT**

- Be yourself
- Be grateful
- Be positive and focus on success/impact
- Bring a personal story
- Remember your expertise
- Be honest
AFTER THE VISIT

- Pat yourself on the back!
- Write a personal note to the person with whom you met within 1-2 weeks
- Offer to be a future resource for information about your work
- Keep their contact information for future opportunities to share
THANK YOU!

For additional information, contact:
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EXTENDING THE DIALOG. . .
Today’s Objectives

• Connecting Sustainability and Partnership
• Think together about the elements of program success
• Partnerships to improve health and end violence
• Developing our story for funders and partners
Virtual Table for Discussion
Spread and Sustain Strategy

Existing Collaboration

New Partner Engagement

Funders

Future Options Health Care Financing
Existing Collaboration

Nurture DV-Health Care partnership
Deepen the bi-directional resources
Recognize violence prevention and services as a determinant of health
Measure and track successes
New Partnership Opportunities

Develop targeted strategy within population health improvements (Clinics/PCMH; Public Health Dept/Health Action Plans)

Develop a DV hub resource for multiple health care partners (regional consortia or health collaboratives)

Participate in dissemination of the model through regional or statewide organizations (CPCA, CPEDV)
Funder Opportunities

Be creative about how the multiple success stories can be tailored to funder priorities

Long term Health Outcomes?
Violence Prevention?
Reproductive health improvements?
Health system efficiency and care improvements?
Behavioral Health Integration?
Connections to Other Funding

Health Care System
  Behavioral Health Integration
  Reductions in Emergency Room Visits
  Improved care coordination
  Linkage between health care and community services

Maternity Care
  Improvements/Preconception Care Effort
VOCA Funds: Stay tuned

Significant Increases in funding to states

New regulations Fall 2015

http://www.navaa.org/
http://vcgcb.ca.gov
Building the Story of Success
Building the story of success

• What is working; what are the elements of success?

• What have we learned about what works and what doesn’t?

• Do we have evidence of our success?

• Do we have a “moon shot” goal?
The Story

• Includes a big picture vision of what we want to achieve
• Includes a clear rationale for why this is important
• Includes the evidence of success
• Includes program plan of what is needed for success
• Includes plans for how success can be sustained
Partners, Story of Success, Strategic Match
Discussion