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DVHCP 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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Violence

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

BEFORE 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

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- 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

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Spread and Sustain Strategy

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Existing Collaboration

New Partner Engagement

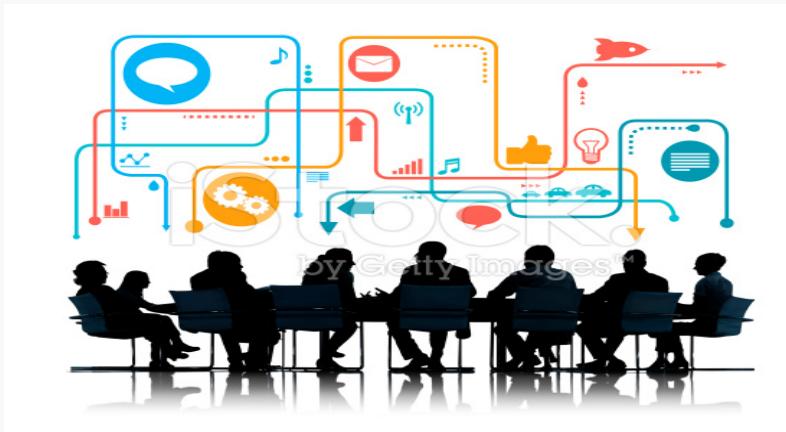
Funders

Future Options Health Care Financing



Existing Collaboration

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Nurture DV-Health Care partner ship

Deepen the bi-directional resources

Recognize violence prevention and services as
a determinant of health

Measure and track successes

New Partnership Opportunities

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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

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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

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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

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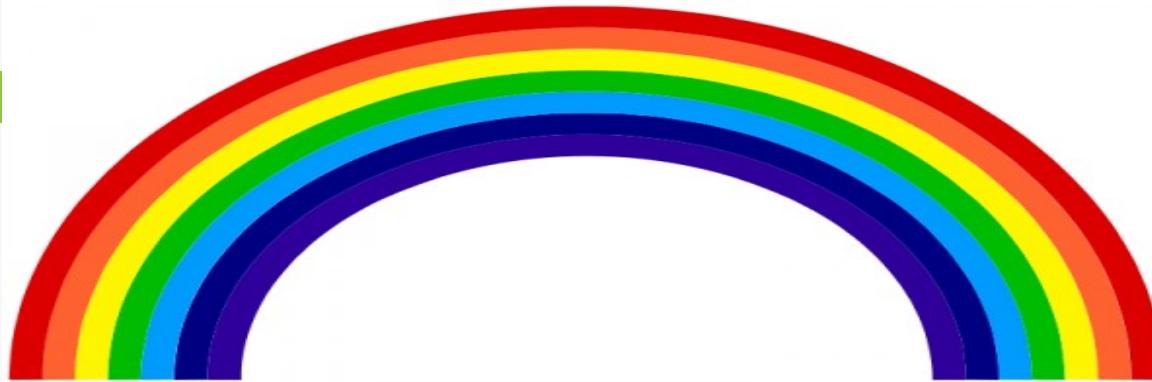
Significant Increases in funding to states

New regulations Fall 2015

<http://www.navaa.org/>

<http://vcgcb.ca.gov>





Building the Story of Success



Building the story of success

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- 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

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- 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

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Discussion

