

***Advocacy – Effectively
Communicating with
Policymakers and the Media***



California Partnership for
Access to Treatment



“Never doubt that a small group of thoughtful, committed citizens can change the world.”

Margaret Mead 1901 – 1978





OBJECTIVES

- ◆ **What is advocacy?**
- ◆ **Key audiences**
- ◆ **Building partnerships**
- ◆ **Telling your story**
- ◆ **Communications tactics**
- ◆ **Sustaining advocacy**
- ◆ **What is success?**

WHAT IS ADVOCACY?

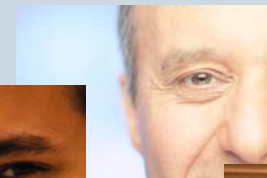
Speech, written word and/or action regarding issue
– delivered by a supporter or defender of the issue
... You!

- ◆ Fact sheets
- ◆ One-on-one meetings
- ◆ Rallies
- ◆ Testimony
- ◆ Commentaries
- ◆ Letters-to-the-editor / opinion editorials



WHY ADVOCACY?

- ◆ Put a face on the issue
- ◆ Demonstrate human impacts
- ◆ Build trust
- ◆ Become a resource
- ◆ You have a right!



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KEY AUDIENCES

**Those who can enact policies,
educate audiences, and/or support
your issue**





BUILDING PARTNERSHIPS

- ◆ **Share common short-term and long-term goal(s)**
- ◆ **Demonstrate broad and diverse support**
- ◆ **Appeal to your audiences**
- ◆ **Provide communications networks**
- ◆ **Discuss possible conflicts**



PARTNERSHIPS

Independent, credible organizations/businesses serve as voice of change

- ◆ **Attention / visibility**
- ◆ **Attracting other concerned groups**
- ◆ **Like-minded / shared goals**
- ◆ **Increases outreach/awareness**
- ◆ **Government action**
- ◆ **Private sector attention**





TELLING YOUR STORY

- ◆ Identify issues
- ◆ Obtain facts
- ◆ Develop messages
- ◆ Anticipate questions





COMMUNICATIONS TACTICS

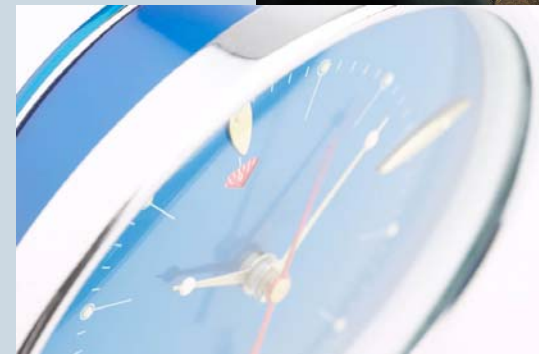
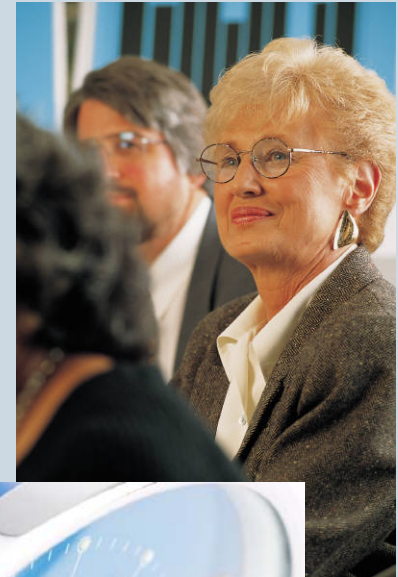
- ◆ **Policymaker outreach**
- ◆ **Media relations**
- ◆ **Constituent and partner education**
- ◆ **Business community outreach**



POLICYMAKER OUTREACH

Legislative Visits

- ◆ District-specific or leadership
- ◆ Demonstrate broad support
- ◆ Designate a team leader
- ◆ Be brief
- ◆ Be transparent
- ◆ Offer yourself as a resource





POLICYMAKER OUTREACH

Other Audiences, Same Approach

- ◆ US Senators and Congressional Representatives
- ◆ Regulators
- ◆ County Supervisors
- ◆ City Council members



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MEDIA RELATIONS

Outreach to Reporters

- ◆ Have your facts straight
- ◆ Make it relevant
- ◆ If you can't answer, get back to them
- ◆ No such thing as off the record
- ◆ Media training is recommended
- ◆ Offer yourself as a resource



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◆ CONSTITUENT AND PARTNER EDUCATION

- ◆ Identify common ground
- ◆ Stay in touch
- ◆ Provide information about your efforts
- ◆ Keep them updated
- ◆ Assist them when you can



SUSTAINING ADVOCACY

- ◆ Have a plan for regular contact
- ◆ Send information through various sources
- ◆ Provide invitations to events & tours





WHAT IS SUCCESS

- ◆ Organizing
- ◆ Identify goals
- ◆ Identify objectives
- ◆ Becoming a resource
- ◆ Impacting policy
- ◆ Positive media coverage



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Questions?

