



California Partnership for
Access to Treatment

Outreach and Education for a Healthier California

Advocating for Change



Asian Americans for
Community Involvement



COMBINED
HEALTH
AGENCIES



California Partnership for
Access to Treatment

Advocating for Change



Your Presenter

Scott Suckow
Vice President of Community Partnerships
Mental Health Systems



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Objectives

- ◆ Differentiate between systemic and legislative advocacy
- ◆ Share important steps to take on how to best advocate
- ◆ Leverage 6 advocacy tips to start your advocacy efforts

Why Advocate?

- ◆ We can put a face on the issue
- ◆ We demonstrate human and economic impacts
- ◆ We build trust
- ◆ We become a resource and authority
- ◆ We build organizational capacity by creating a movement with your constituents
- ◆ We have a right and obligation!



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◆ Successful Advocacy Looks Like This --

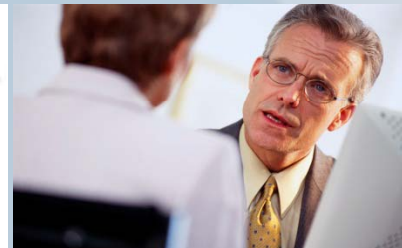
- ◆ Identify goals
- ◆ Identify objectives
- ◆ Organizing
- ◆ Becoming a resource
- ◆ Impacting policy
- ◆ Positive media coverage



Advocacy Takes Many Forms

It's All About Education

- ◆ Engagement in the planning process
- ◆ Being part of the conversation with key influencers
- ◆ Phone calls and mailings
- ◆ Op-Ed pieces
- ◆ Letters to the editor
- ◆ Rallies
- ◆ Mobilizing your base
- ◆ Coalition-building
- ◆ Legislative visits



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How to Advocate: Be Prepared

- ◆ Think strategically about your issue
- ◆ Determine the decision-makers and allies
- ◆ Know your opposition
- ◆ Have your facts straight, easily understandable and accessible

Let's try it! (exercise time)



Authority to Create Change

- ◆ **First = legislative**
- ◆ **Second = systemic**
- ◆ **Elements**
 - **Procedural**
 - **Resource Allocation**
 - **Eligibility**
 - **Timing**



Legislative Advocacy

- ◆ Educating legislators in hopes of influencing
- ◆ Decision-makers
 - US Senators and Congressional Representatives
 - Regulators
 - County Supervisors
 - City Council members





Systemic Advocacy



- ◆ **Influencing implementation**
- ◆ **Staffed citizen advisory groups who ultimately report to**
 - **County Supervisors**
 - **City Council members**
 - **State governing bodies**
 - **Federal governing bodies**
 - **Local governing bodies**



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◆ How to Advocate: Develop Focused Messages

◆ A clear communication strategy requires:

- Who?
- What?
- Why?
- The Impact?



Who? - Key Audiences

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



What, Why and The Impact?

◆ Create Message Points

- Compelling words
- Themes
- Identify connections
 - Create bullet points
 - Group similar thoughts together
 - Tell the story: describe your issue in personal terms





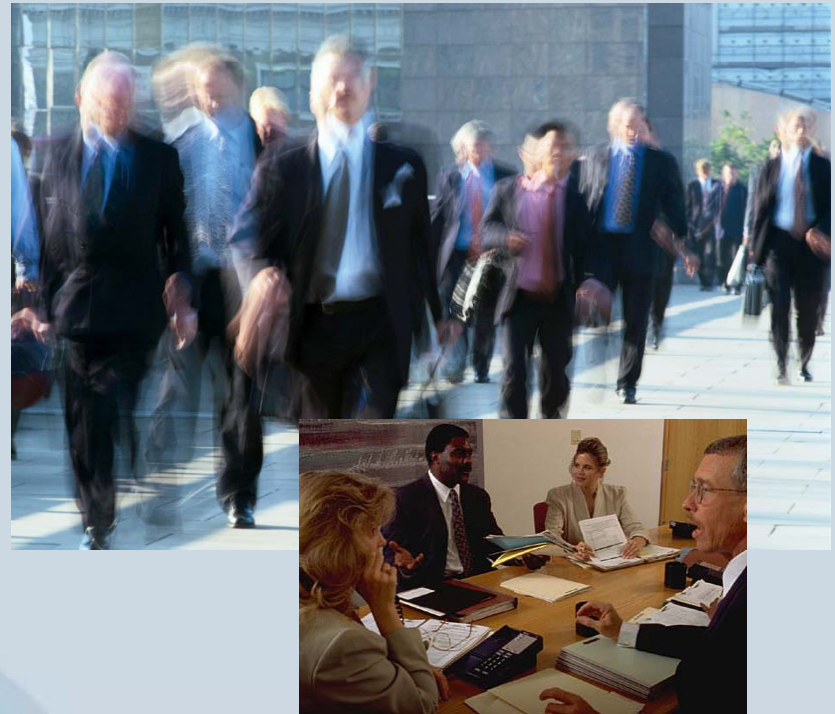
Case Study



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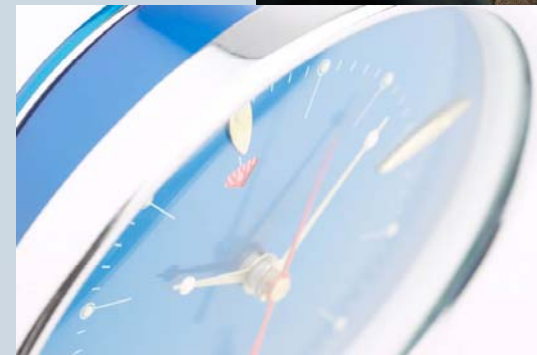
Communication Tactics

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



Policymaker Visits

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



Media Relations Outreach

- ◆ Have your facts straight
- ◆ Do your research to determine best reporter/format
- ◆ Make outreach relevant and timely
- ◆ 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





Media Gone Bad



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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



Allies/Partnerships

Independent, credible organizations/businesses serve as voice of change

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





Build Coalitions

- ◆ Good for small organizations and those who could be perceived as self-serving
- ◆ Share common short-term and long-term goal(s)
- ◆ Demonstrate broad and diverse support
- ◆ Appeal to your audiences
- ◆ Provide communications networks
- ◆ Discuss possible conflicts





Business Community



- ◆ Do your research both structure and audience
- ◆ Find common ground
- ◆ Get involved with organizations with structures that have mechanisms to discuss your issue
- ◆ Work within the structure
- ◆ Be prepared to make connections for them as important yet-to-be-recognized stakeholders
- ◆ Find select individuals who will support your issue



Just Checking!



**What's One
Important Thing
You Have Learned?**



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◆ 6 Tactics to Support Your Strategy of Maximum Impact

1. **Complete your Advocating for Change worksheet**
 - Know your purpose before making contact
 - Have a specific action in mind
 - Be prepared to answer why what you propose is needed
2. **Be prepared to talk about the human impact**
 - Client story
 - Client
3. **Prepare a briefing document with sample letter as a leave-behind**



6 Tactics to Support Your Strategy of Maximum Impact

4. Have your supporting documentation in order
5. Create an outreach plan that can be activated and mobilized
6. Leverage the Relationship Capital tips
 - Insure the right person makes contact
 - Bring new people to the table
 - Make sure your board knows enough to help you



◆ Sustaining Advocacy Through Relationship Capital

- ◆ Be active, be visible
- ◆ Have a plan for regular contact
- ◆ Send information through various sources
- ◆ Provide invitations to events & tours





Questions?





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Thank You!

**Advocating for Change
Information
Scott Suckow
Mental Health Systems
858-573-2600**

