

Finding Your Advocacy Voice

MU Back-to-School Workshop
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Today we will...

- Discuss the importance of speaking out, along with tips and strategies for communicating with policy makers
- Explain the different types of advocacy
- Clarify the role of non-profits
- Provide update on federal authorization legislation for school-based health
- Have fun!



Top 5 Reasons for Speaking Out

- 1) You can make a difference
- 2) It is easy
- 3) The views of non-profits are important
- 4) Policy makers need your expertise
- 5) It advances our cause



Advocacy = using different tools to create change

- ✓ Public information campaigns
- ✓ Non-partisan research/issue briefs
- ✓ Policy education
- ✓ Voter and Candidate education
- ✓ Organizing and mobilizing
- ✓ Judicial action
- ✓ Executive/Administrative



Lobbying = any activity influencing legislation

- ❖ Direct lobbying by stating a position to a legislator/their staff (congress, state, local) on a specific piece of legislation
- ❖ Grass roots lobbying (mention specific legislation, clear point of view, calls for general public to act)



Understanding the Differences

Group Discussion of examples

Both speaking out for your cause
(advocacy) and
lobbying (a type of advocacy) are
legal and important



The Role of Non-Profits

- 1976 law clarifies the role of non-profits
- Non-profits can choose: insubstantial or...
- “h” electors are provided with clear guidelines on how much they can spend
- Expenditure amounts are generous, but check limits with federal/private grant funds
- Note: non-profits cannot influence the outcome of an election, but can educate voters, facilitate debates & candidate forums, and publish voting records of all candidates



Speaking Out for SBH: 10 easy steps

- Provide good information
- Do your homework
- Be responsible
- Be visible
- Be persistent
- Provide solutions – not just issues
- Be ready to tell your story
- Stay on message, repeat the message
- Use different ways to share the message
- Say thank you!



Speaking Out for SBH: 8 easy “how-to’s”

- 1) Arrange a site visit to your SBHC
- 2) Have a face-to-face meeting
- 3) Take five at lunch or after work
- 4) Recruit and train other messengers: students, parents, teachers, neighbors
- 5) Send a letter or e-mail
- 6) Respond to a legislative alert
- 7) Attend a lobby day
- 8) Send a letter to the editor



Speaking Out for SBH: Mistakes to Avoid

- Angry or threatening communications
- Surprises
- Waiting too late
- Crying wolf
- Different messages
- Long messages
- Not having an official media spokesperson



Speaking out for SBH

Role Play and Feedback
Q & A Time



WVSBHA Policy Directions

- ✦ Developing a shared policy agenda at the national and state levels with partners
- ✦ Educating our policy makers with members
- ✦ Developing grassroots: finding things that work in your SBHC & community/regional approaches
- ✦ Developing materials and messages
- ✦ Tracking and monitoring issues that impact SBH
- ✦ Keeping you informed and providing you with tools and resources

WE ARE ALL IN THIS TOGETHER!



Federal Authorization Update

- Federal earmark request in 2005
- Federal authorization: School-Based Health Clinic Establishment Act of 2006
- Proposed legislation supported by NACHC
- Recent House/Senate action
- WWSBHA Role: NASBHC Public Issues



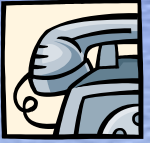
Additional Tools and Resources

- Alliance for Justice: www.afj.org
- Center of Lobbying in the Public Interest: www.clpi.org
- National Council of Nonprofit Associations: www.ncna.org
- National Council of State Legislators: www.ncsl.org
- OMB Watch: www.ombwatch.org





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