



Informing Decision-Makers



GOALS

- Recognize the difference between **advocacy, informing, & lobbying**
- Understand the different types of **policies** and their **importance**
- **Identify & classify** decision-makers to help with informing efforts
- Describe the ways to **communicate** with decision-makers
- Utilize a **story-plan** communicate with decision-makers
- Prepare to **take action** by contacting a decision-maker



SECTIONS

- **Section 1:** Advocacy 101
- **Section 2:** Policy
- **Section 3:** Identifying Decision-Makers
- **Section 4:** Communicating with Decision-Makers

ADVOCACY 101

What does it mean to be an advocate?

TAKING DOWN TOBACCO





Advocacy

Refers to public support for a particular cause or policy.

Advocates **speaking truth to power** by standing up for a cause they believe in.

Advocacy can take many different forms!



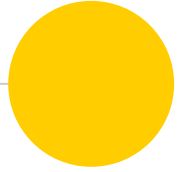
Informing

Informing or educating is any activity designed to **deliver factual information** about a problem and potential solutions without referencing a specific policy or legislative action



Lobbying

Lobbying involves attempts **to influence specific legislation** at the local, state, or federal level



They're both advocacy!

INFORMING

Exclusively
educational

ADVOCACY

Informing or
lobbying

LOBBYING

Education with
a specific ask

DISCLAIMER

The background of the image consists of several overlapping US dollar bills, including a \$100 bill and a \$1 bill, shown in grayscale. The bills are slightly tilted and layered, creating a sense of depth. A bright yellow rectangular box is centered over the bills, containing the text "Know the limits!".

Know the limits!

POLICY

What are policies and why are they so important?

TAKING DOWN TOBACCO



What is

A course of action put in place to
get a desired outcome

Laws
Rules
Mandates
Regulations
Ordinances
Resolutions



Public Policy

Guides how governments operate and address specific issues.

Private/ Organizational Policy

Guides how organizations and businesses operate.

Personal Policy

Levels of



Personal Policy

A set of standards **YOU** use to guide your own decisions and actions.



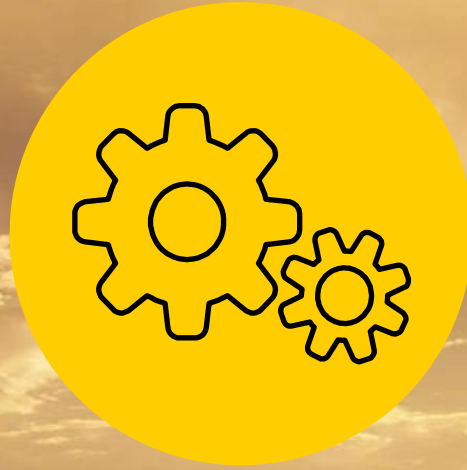
Private/Organizational Policy

Guides how **organizations and businesses** operate.



Public Policy

Guides how **governments** operate and address specific issues.



Policy Phases

HOW ARE POLICIES MADE?

**Families are exposed
to dangerous
secondhand smoke in
parks**



**Tobacco-free parks promote
healthy activities &
community wellness**



**The City Council
makes policies for city
parks**

EXAMPLE



**The City Council
approves an ordinance
making city parks
tobacco-free**



**Messages to community
about new policy**

Litter clean-up

Tobacco-free parks signs



Surveys of park users

Evaluation

**Observations of
smoking and litter**

What do these policies have in common?



NOTICE
NO
DRINKING
UNDER 21

FreeSignPrinter.com

**POLICY HELPS US CHANGE
UNHEALTHY OR
NEGATIVE BEHAVIORS**



Why should you care?



**Policy affects
you regardless**



**Make an impact
without voting**



**Be a valuable
resource**



**Youth voices
have power**

Why wouldn't you care?

DECISION- MAKERS

Who are decision-makers?

TAKING DOWN TOBACCO





Decision- Makers

People who have the power to give you what you want through decision and policy making.



Government

- Elected:
governors, legislators, city council, school board, county board of supervisors
- Appointed:
cabinet secretaries, advisory committees, judges, Parks and Recreation Commissions, County Fair Boards, Community College Board of Trustees, Youth Council/Commissions
- Career:
agency section heads, legislative staff, school administrators, school principal



Corporate

- Medical directors for a hospital, nursing home, health plan
- Publication editorial boards
- Property owners or managers
- Executive suite:
CEO, COO, CFO
- Boards of directors
- Human resource directors



Non-Profit

- Executives
- Boards of directors
- Faith-based leaders
- Agency directors
- Private college deans
- Leaders in PTAs and other formally organized voluntary groups



Other

- Parents and guardians
- Teachers
- Youth workers
- Coordinators & advisors

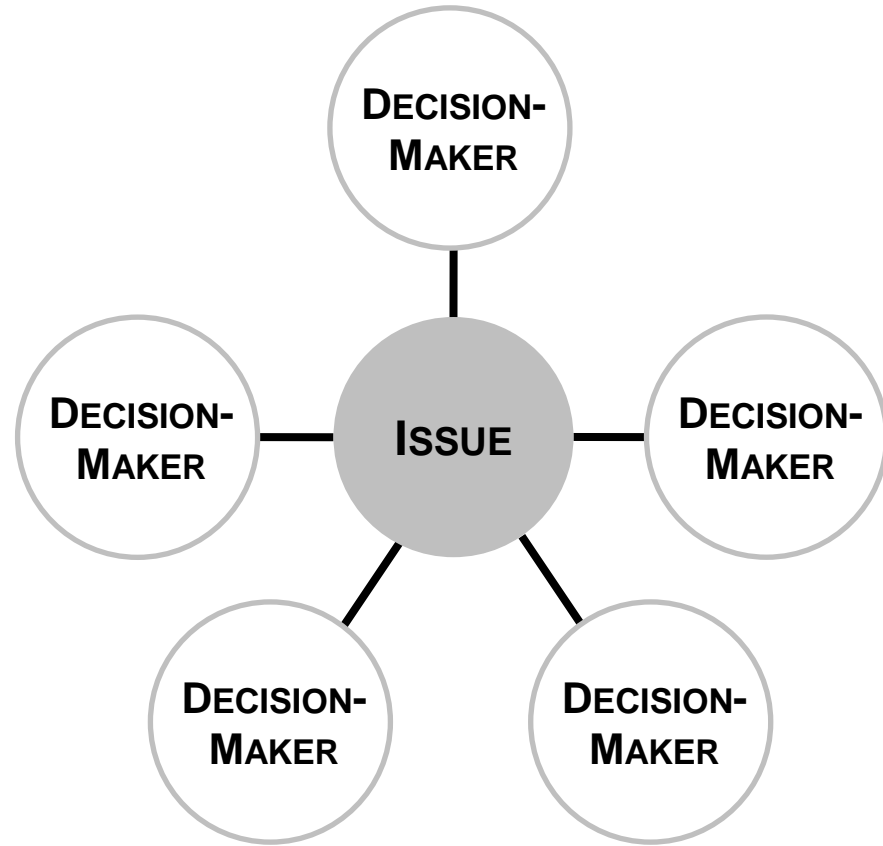


POWER-MAPPING

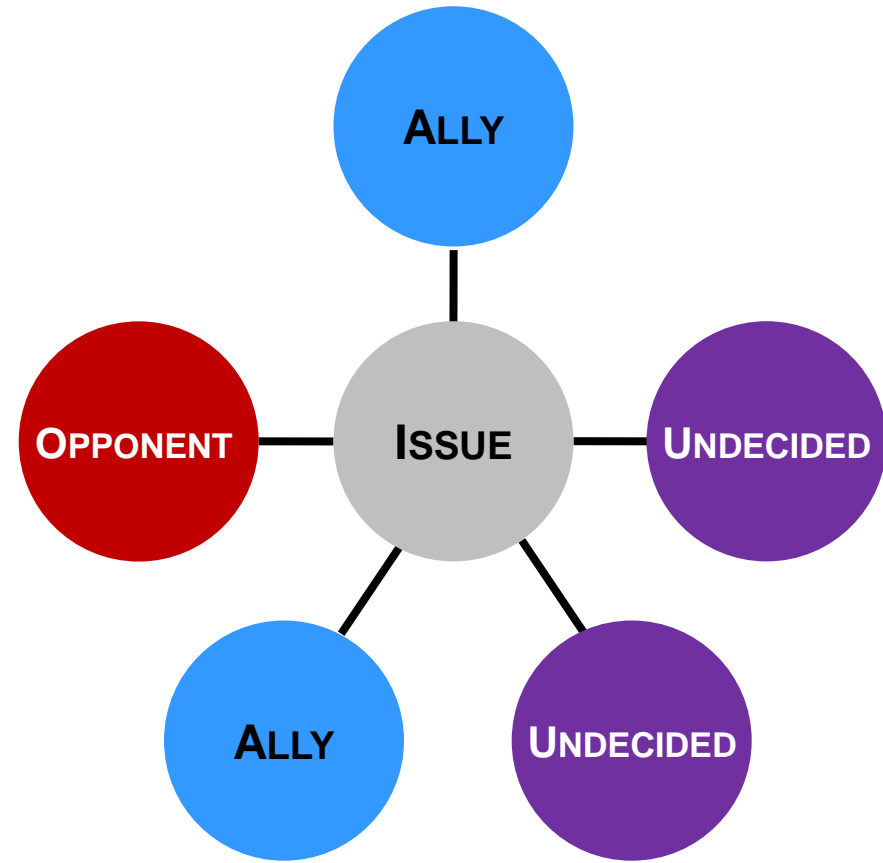
Power- Mapping

Here's how it works:

1. Draw a power map and place your issue in the center.
2. Identify all the people you can think of that influence the issue and write them in the circles around the issue.

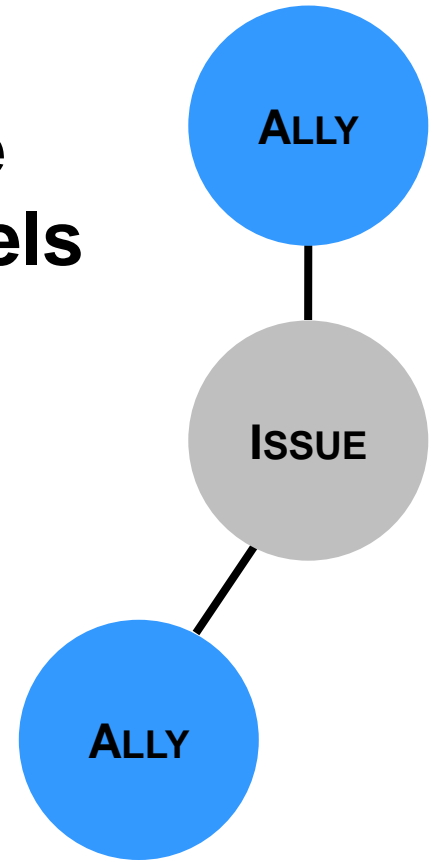


3. Classify each of the people as an **ally** (someone with a positive influence on the issue), an **opponent** (someone with a negative influence) or **undecided** (someone you have no information about).



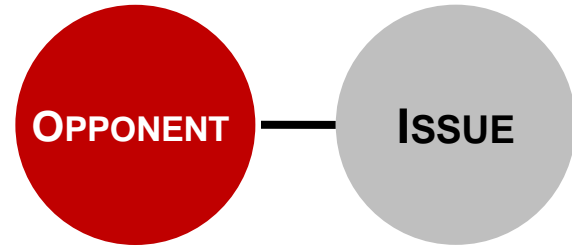
Your **outreach strategy** will change based on how the decision-maker feels about your cause

Allies are already on your side: how do you keep them there? And what can they do to help the cause?



Your **outreach strategy** will change based on how the decision-maker feels about your cause

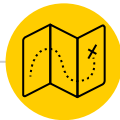
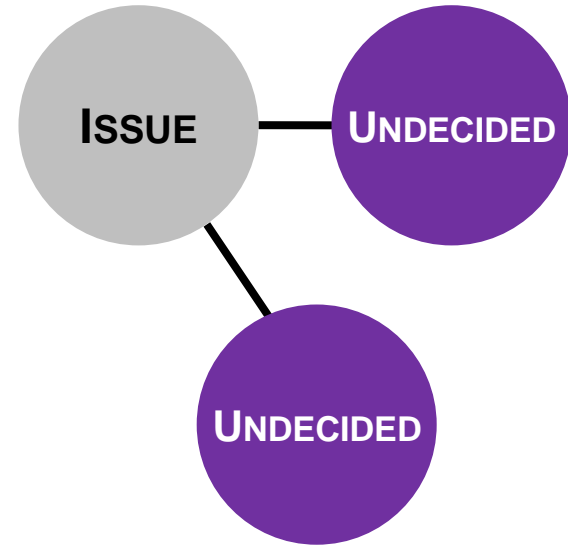
Opponents do not agree with your cause, and are actively working against it.



Your **outreach strategy** will change based on how the decision-maker feels about your cause

Undecideds don't yet have an opinion about your cause. It's your job to get them on your side!

- Why haven't they made a decision yet?
- What information will help them decide to support your cause?



COMMUNICATING WITH DECISION-MAKERS

How can you best inform decision-makers?

TAKING DOWN TOBACCO



There are many ways to reach out and inform decision-makers.

PHONE



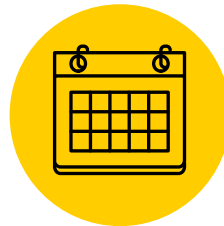
E-MAIL



MAIL



IN-PERSON



**PUBLIC
MEETINGS**



**CASUAL
ADVOCACY**



[ABOUT ME](#)[CONTACT ME](#)[SERVING YOU](#)[MEDIA CENTER](#)[LEGISLATIVE WORK](#)[OUR DISTRICT](#)[RESOURCES](#)[Home](#) » [Media Center](#)

Cicilline Applauds CVS Caremark's Decision to Stop Selling Tobacco Products

[+ SHARE](#) [f](#) [t](#) [e](#) [...](#)

Feb 5, 2014

WASHINGTON, DC – U.S. Congressman David N. Cicilline (D-RI) today spoke on the floor of the U.S. House of Representatives regarding CVS Caremark's decision to stop selling tobacco products in its stores across America. Below are his remarks as prepared for delivery:

"I rise today to applaud CVS Caremark's decision to stop selling cigarettes and other tobacco products in its more than 7,600 stores across the U.S. CVS, which is based in my home district in Woonsocket, Rhode Island, is leading the way in promoting public health and wellness, and I hope other U.S. pharm

"I would particularly like to thank Larry J. Merlo, t
Caremark, Helena B. Foulkes, the President of CV
and their staffs for their commitment to putting p

"As one of the nation's largest retail and pharmacy chains, CVS Pharmacy has helped
countless Rhode Islanders and people across the nation better manage their health.

Media Center

[In The News](#)[Press Releases](#)[Photo Galleries](#)[Video Gallery](#)[Social Media](#)[Press Kit](#)[News Feeds](#)

Related Items

Do your
homework!

Email

*

Get to know your decision-makers...



Start online:

check out their websites, social media accounts, stories in the local newspaper, etc.



Ask an adult:

your advisors/coordinators, parents and teachers may have some good info.



Questions to think about:

- What issues are they **currently working on**?
- Are they **supportive, or likely to be supportive**, of your issue?
- Have they been **supportive in the past**?
- What issues are they **passionate about**?
- Do they have a **personal connection** to your issue?
- **Who** do they listen to?



CREATING A STORY- PLAN

GOAL



What change do you want?

Tobacco-Free City Parks

Who are you trying to inform?

City Council

What message will be most credible?

Families deserve safe and clean parks

Parks promote healthy activities & community wellness

What are 2-3 key points that support the message?

- Tobacco-free environments promote healthy choices
- Secondhand smoke is dangerous, even outdoors
- Cigarette litter is harmful to people, pets and the environment.

What events have occurred around the issue?

Surveys in City Parks

More than 80% of people surveyed support tobacco-free parks

Butt/Litter Pick-Up:

Almost all of the 50 lbs. of litter picked up was cigarette butts

What do you want the decision-maker to do?

Author or co-author an ordinance making all city parks tobacco-free

EXAMPLE

A black and white photograph of two elephants. The elephant on the left is in the foreground, facing the camera, with its trunk hanging down. The elephant on the right is slightly behind and to the side, also facing the camera. A bright yellow rectangular box is superimposed over the center of the image, containing the text "Remember!" in a bold, black, sans-serif font. The word "Remember" is on the top line, and "r!" is on the bottom line, with the 'r' being significantly larger than the rest of the text.

Remember
r!



Phone Calls

Hi. My name is Alex Lee and I am a sophomore at Atwood High School in Culver City. I would like to leave a message for City Council Member Suzanna Ortiz.

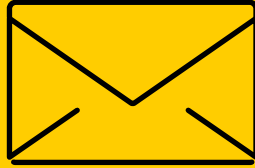
I support tobacco-free parks in Culver City because families deserve safe and clean parks. I am concerned about my little brother and sister being exposed to secondhand smoke and picking up cigarette butts when they play at the park in our neighborhood. Last weekend I helped pick up cigarette butts and litter at Rosewood Park and almost all of the 50 pounds of litter we picked was cigarette butts.

Please consider supporting an ordinance that makes our Culver City parks safer, healthier and tobacco-free. Parks should promote healthy activities & community wellness, and that's why our parks should be tobacco-free.

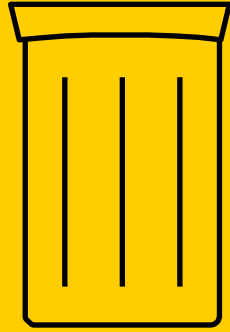
Thank you for your time.

**Which parts of
the story-plan
did you hear?**





Writing & E-mailing



Public Meetings

Public comments & testimony



Research



Prepare



**Dress to
impress**



Arrive early

Public comments & testimony



Listen



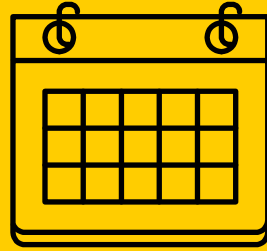
Introduction



Story-Plan



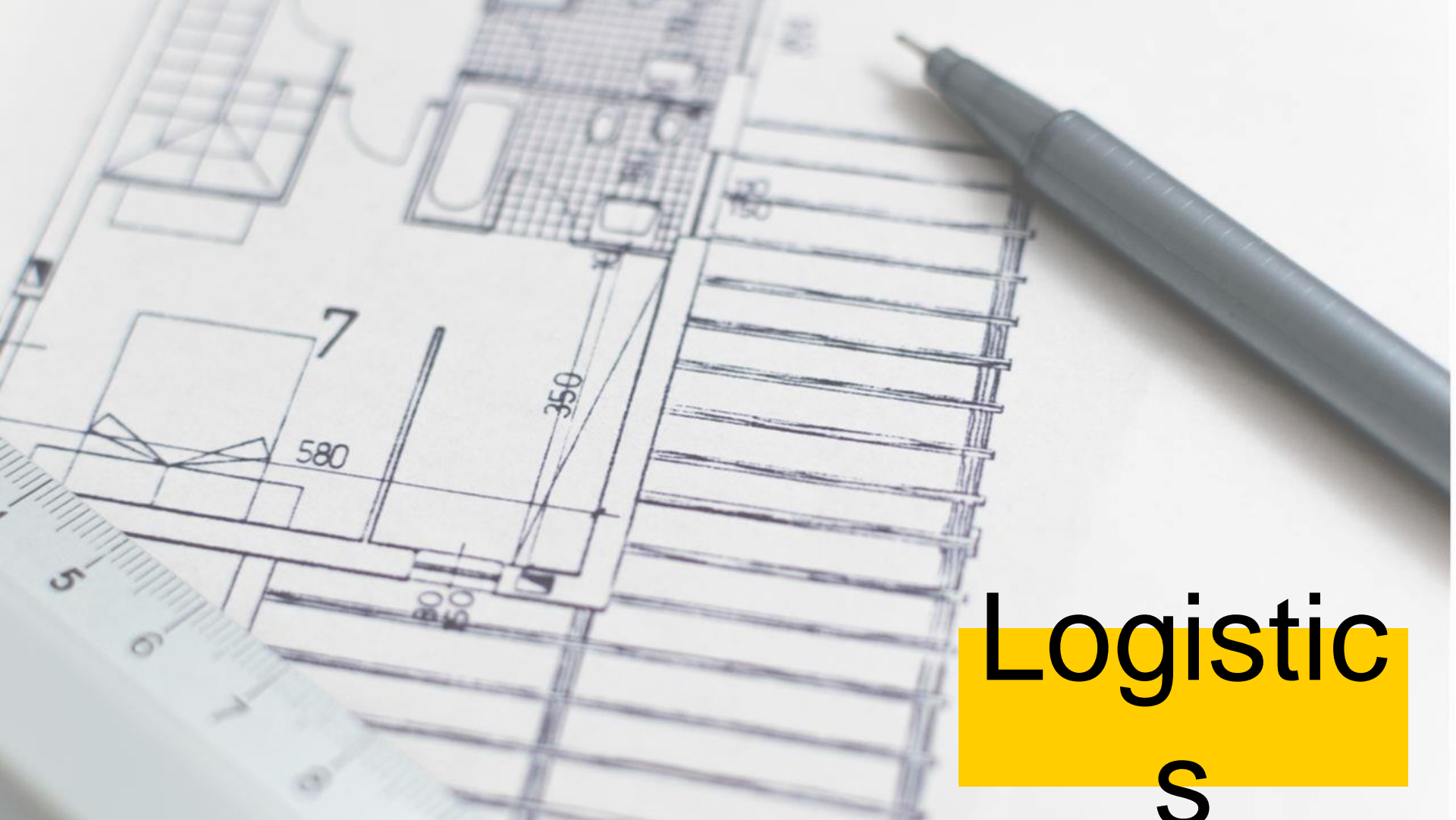
Closing



In-Person Meeting



Know your
purpose



Logistic
s



Requesting a Meeting

- Use their scheduling **process**
- Be **flexible**
- Don't underestimate the **staff**



Preparing for a Meeting

- Do your **homework**
- Know your **key messages**
- Who else is on **your side?**



During the Meeting

- Arrive **early**
- Show your **appreciation**
- **Be confident, be yourself**
- **Never** be negative

Be honest



Follow-



During the Meeting

- Use **visuals**
- **Listen**
- **MAKE THE ASK**
- Show your **appreciation**



After the Meeting

- Send a **thank you** note
- Stay **connected**
- **Invite** them to your events



Casual Advocacy



In summary...



Identify the decision-makers with the greatest influence on your issue and learn about them.



Get in touch with decision makers via phone, email, a letter, public meetings or an in-person meeting.



Create and use your Story-Plan when communicating with decision-makers.



Plan ahead! A few weeks is often needed to get an answer when you ask for a meeting with decision-makers.



Be prepared when you meet, as this shows passion and commitment to the issue.



Use a collaborative and non-confrontational approach will help you get off to a good start.



Provide decision-makers with a **clear call to action**.



Keep decision-makers informed about your events and activities to build a long-term relationship and keep your issue relevant.



Always **thank and recognize decision-makers** for their time, consideration and any actions they take.



Be realistic and **stay positive!**

A close-up photograph of a person's mouth wide open in a shout or yell. They are holding a silver, corrugated metal tin can to their lips with their right hand. A white plastic straw is inserted into the can, extending outwards. The background is a plain, light color.

**Your voice is
powerful
Use
it.**

THANK
YOU

TAKING DOWN TOBACCO

