

# Advocacy 101 Webinar

January 26, 2010



**CNHEO**



*ASHA*



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# Continuing Education

- Submitted for approval for 1.5 Category I continuing education contact hours (CECHs) for Certified Health Education Specialists (CHES). *SOPHE, including its chapters, is a designated multiple event provider of CECHs by the National Commission for Health Education Credentialing (NCHEC).*
- Fees:
  - \$ 10.50 for National SOPHE members
  - \$ 21.00 for non-members
- Forms will be available on the SOPHE website under “Meetings & Events” by February 9<sup>th</sup>.
- Completed CHES applications, evaluations, and fees should be sent to:

**SOPHE**  
**10 G Street NE**  
**Suite 605**  
**Washington, DC 20002**

# Webinar Objectives

*At the end of this webinar, you will be able to:*

- *Define advocacy and health advocacy*
- *Understand the difference between advocacy and lobbying*
- *Be able to develop a simple advocacy action plan*
- *Be ready to begin forming a relationship with YOUR policymakers*

# Today's Agenda

<u>Time</u>	<u>Activity</u>	<u>Presenter</u>
3:00 pm	Welcome & Overview	<b>Melissa Schober</b> Project Director for Public Health Policy, Society for Public Health Education
3:05 pm	What is Advocacy?	<b>Lavell Thornton</b> Advocacy Chair, Directors of Health Promotion and Education
3:25 pm	Advocacy in Practice	<b>Melissa Schober</b> Project Director for Public Health Policy, SOPHE
3:45 pm	Forming and Maintaining a Relationship with YOUR Policy Makers	<b>Rob Simmons</b> Public Health Program Director, Thomas Jefferson University
4:05 pm	Q & A	<b>Melissa Schober</b>
4:28 pm	Wrap Up/Adjourn	<b>Melissa Schober</b>

# Coalition of National Health Education Organizations



**Coalition has as its primary mission the mobilization of the resources of the Health Education Profession in order to expand and improve health education, regardless of the setting. Members include:**

- American Association for Health Education
- American College Health Association
- American Public Health Association: Public Health Education and Promotion & School Health Education Services Sections
- American School Health Association
- Directors of Health Promotion and Education
- Eta Sigma Gamma: National Professional Health Education Honorary
- Society for Public Health Education
- Society of State Directors of Health, Physical Education, and Recreation

# Today's Presentation



- Advocacy vs. Lobbying
- What Makes an Effective Advocate
- Why YOUR advocacy voice is essential to work in public health
- Forming and Maintaining a Relationship with YOUR Policy Makers
- Information on the Health Education Advocacy Summit



Disclaimer: This presentation shall, in no way or interpretation, be construed to constitute legal counsel regarding educating, advocating, lobbying or lobbying activities at any level of government. Legal counsel should always be sought to ensure compliance before implementing a policy involving lobbying or lobbying activities.

# What is Advocacy?



- Advocacy is a catch all word for the set of strategies used to create a shift in public opinion and mobilize the necessary resources and forces to support an issue, policy or constituency.



# What is Health Advocacy?



- The processes by which the actions of individuals or groups attempt to bring about social and/or organizational change on behalf of a particular health goal, program, interest, or population.”

**(2000 Joint Committee on Health Education and Promotion Terminology, 2002, p. 6).**



# Why should I get involved in advocacy?



- Open system of government is designed to receive input.
- Policy makers assume information will come to them, they do not always seek it.
- You have knowledge, expertise, and experience.

# What is Policy?

***what Webster says: A definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions.***

- A policy is a plan or course of action designed to define issues, influence decision-making and promote broad community actions beyond those made by individuals.
- Policies can include laws, regulations, and rules (both formal and informal).
- Policy development, therefore, is the process by which society makes decisions, selects goals and the best means for reaching them, handles conflicting views about what should be done and allocates resources to address needs.

# Educating vs Advocating vs Lobbying

- **Educating** is the provision of basic information such as a program description, goals, current budget, people served, accomplishments and impacts, etc.
  - Does not make value judgments or seek legislative action.
- **Advocating** conveys a value in a general sense. “Clean air is good, and we should protect the environment.”
  - Makes a value judgment, but does not seek specific legislative action.
- **Lobbying** occurs when you support or oppose a **specific candidate or elected official or a specific piece of legislation.**

# Advocacy in Practice: Education



Education is the *key* starting place! Being engaged is NOT just for policy experts.

- What is health education?
  - *Define your role.*
- Why is health education unique?
  - *Define the profession.*

# In Practice: Framing the Issue

- Begin simply: Define two or three changes in laws or regulations that would benefit your profession, organization, or community.
  - Frame the problem: Who is affected? Create a narrative.
  - Frame the solution: What would happen if the problem was solved?
  - Define a solution: Is it regulatory? Legislative? Monetary?

# In Practice: Forming an Action Plan

- Realistically assess your capacity for action.
  - What data is available? Who will be responsible for fact-finding?
  - Who are our allies? Who are our opponents?
  - Identify and understand your audience
  - What is our timeline for action?
  - Legal or professional constraints?



# Examples of Advocacy vs. Lobbying



**Advocacy** might include issuing a statement such as “Investing in public health promotion and research is a good as it will reduce chronic disease rates.”

*It makes a value judgment but does not seek specific legislative action.*



**Lobbying** might include creating an Action Alert that urges members to call certain legislators to ask them to vote yes on H.R. 26, the Eating Disorders Awareness, Prevention, and Education Act of 2009.

*It asks an elected or appointed official to support or oppose a bill, amendment regulation, or policy.*

# In Practice: Implementation



- Begin building a policy presence.
  - Be a reliable source of information to lawmakers, allies and the public.
- Reach out to the media
- Initiate grassroots support.
- Plan for strategy evaluation.
- Begin building a relationship with staff.

# How You Can Be an Effective Advocate?

- ***Understand the components of Congress, state legislatures, agencies, and organizations***
- ***Understand the budget process***
- ***Connection channels – reaching the policy maker or representative***
- ***Communication vehicles – in person often best***
- ***Defining and experiencing the problem – going to the site***
- ***Involving, describing those most affected***
- ***Providing the details – numbers, people, \$\$***
- ***Telling the story – developing a narrative***

# How to Begin Forming a Relationship



***Key: Forming an ongoing relationship between the policy maker and constituent***

***Key: Doing Your Homework  
(know your champions and foes)***

# Key Factors in Forming the Relationship



- ***Identifying Your Relationship to the issue***
  - ***Professional role - who you represent***
  - ***Expertise – topic, organization***
  - ***Personal – state/local/community connection***
  - ***Breath of issue - sustainability***

# Key Factors, Continued



- ***Researching opportunities – focus on the informal ones***
- ***Linking to policy maker's interests and schedule***
- ***Orchestrating the moment***
- ***Planning the next opportunity***



# Building a Long-Term Relationship



- ***Addressing Multiple Issues and Needs – doing the research***
- ***Serving as a Resource, Building Her/His Expertise***
- ***Proactive Communication, not solely when an issue is “hot”***
- ***Developing Staff /Committee Relationships***

# The 13<sup>th</sup> Annual Health Education Advocacy Summit

***March 6-8, 2010***

***Washington Court Hotel, Washington, DC***

Sponsored by the Coalition of National Health Education Organizations, over 200 participants experience advocacy training, issue-specific seminars, and practical advocacy methods through real advocacy experience on Capitol Hill

**[www.healtheducationadvocate.org](http://www.healtheducationadvocate.org)**



# Questions?

- Questions may be submitted any time during the event by clicking on the ? button on your toolbar and typing in your question.
- Recorded webinar to be available within 2 weeks at:
  - <http://www.sophe.org/webinars.cfm>

# Speaker Contact

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# Thank You!

- Please complete the feedback form
- If you are seeking CHES credits:
  - 1.5 category I CECH
  - Fees: \$10.50 SOPHE members; \$21 non-members
  - Completed applications, evaluations, and fees to:

**SOPHE**

**10 G St. NE, Suite 605  
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202-408-9815 (FAX)**