



What is Advocacy?

Advocacy is the pursuit of influencing outcomes – including public policy and resource allocation decisions within political, economic, and social systems and institutions that directly affect people's lives.



- The World Health Organization

Why Advocate?

- Provide Support to a friend
- Sway opinion of a fence-sitter
- Make legislators think twice

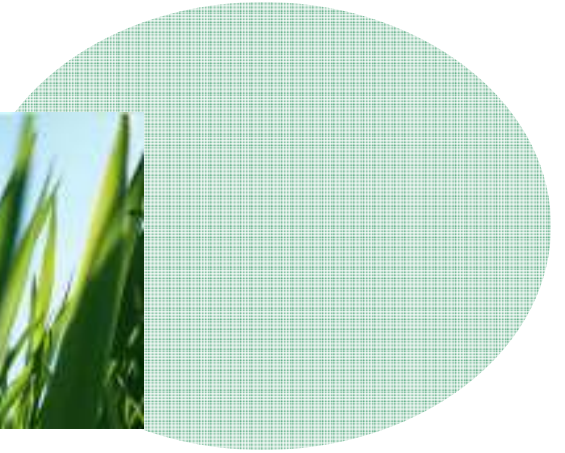
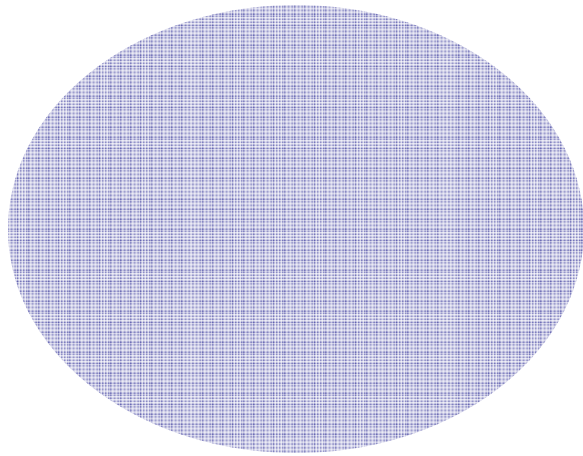
Who are we Advocating for?

- Our pediatric patients who use Healthy Families to cover their health care expenses
- Cancer Screening through the Every Woman Counts program
- Clinic hours and programs if the State Budget calls for reductions to Medi-Cal

Who are we Advocating to?

- Politicians, Legislators
- County Supervisors
- City Council Members
- Board Members
- Water or Health Districts
- Anyone in decision-making power

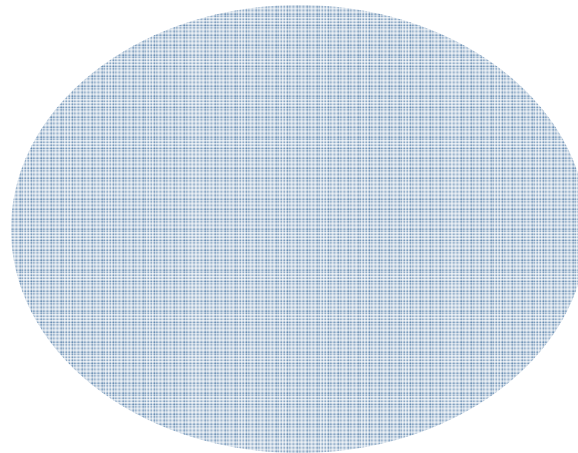
Grassroots



VS

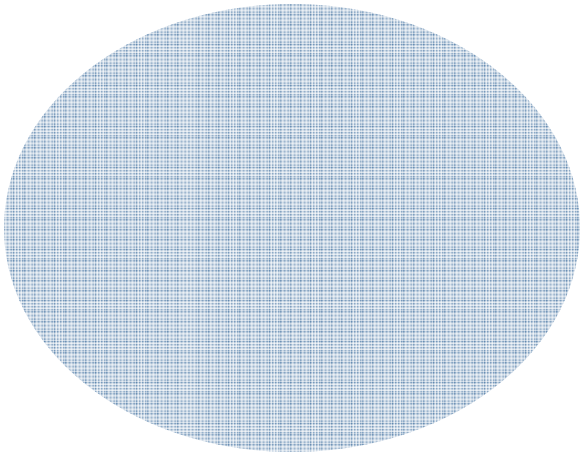


Grasstops



Legislation/Public Policy



- Know decision making process
 - Example: How a bill becomes a law
 - Know who Legislators are
 - Get to know them
 - Find best way to influence them
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HOW A BILL BECOMES LAW



AS INTRODUCED



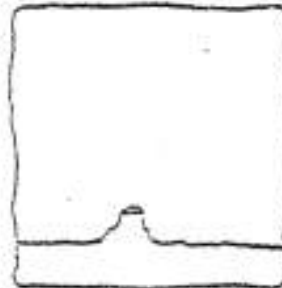
AS AMENDED IN
COMMITTEE



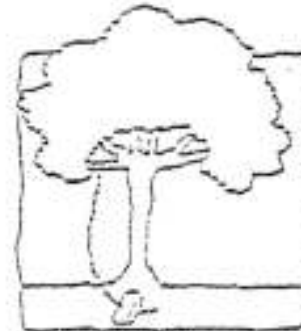
AS AMENDED ON
SECOND READING



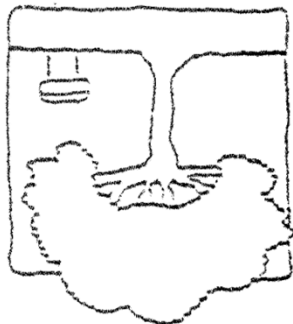
AS ENACTED



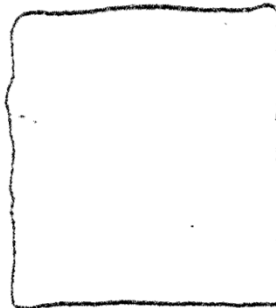
AS FUNDED BY JOINT
BUDGET COMMITTEE



AS IMPLEMENTED BY
THE STATE AGENCY



AS REPORTED
BY THE MEDIA



AS UNDERSTOOD
BY THE PUBLIC



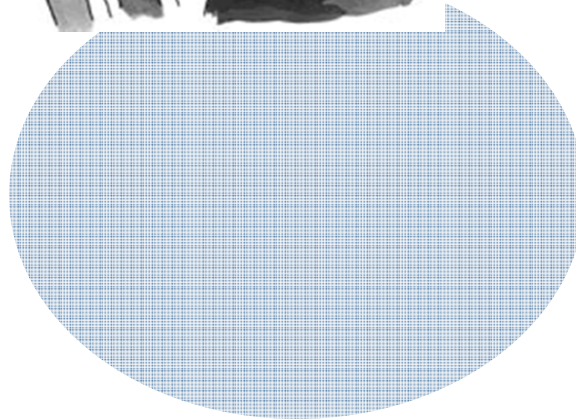
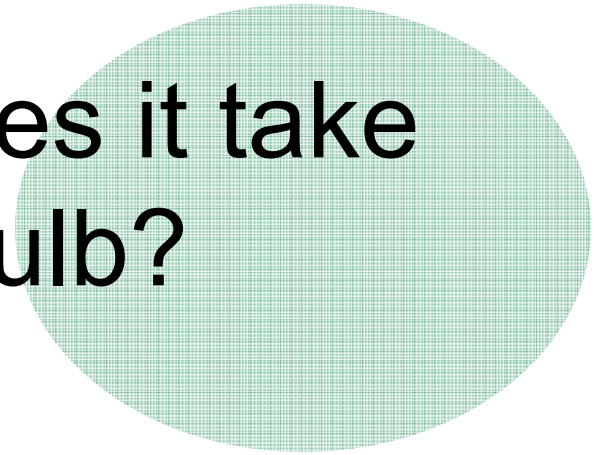
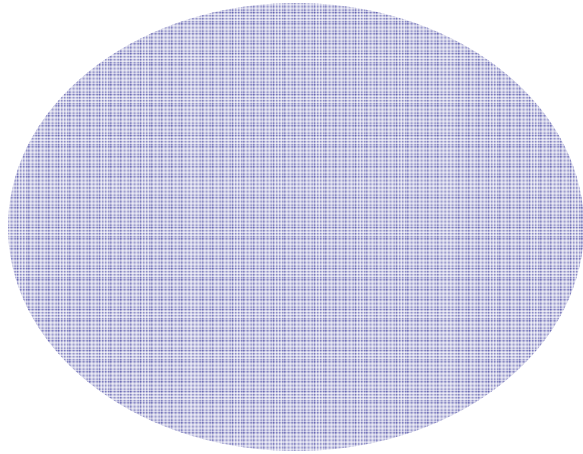
WHAT WAS ACTUALLY
NEEDED

Local Legislators



- *US Senate: Boxer, Feinstein*
 - *US Assembly: Davis*
 - *State Senate: Kehoe*
 - *State Assembly: Block, Saldana*
 - *City Council: Emerald, Gloria*
- 

How many politicians does it take to screw in a light bulb?



Relationship Building



How do you build a relationship?



***It's not who you know, it's who knows you.
It's a big deal if they know you.***

How to Become a Key Contact

- *Get to know local leaders*
- *Support people early*
- *Get introduced*
- *Contribute*
- *Get others to contribute*

What Counts Most?

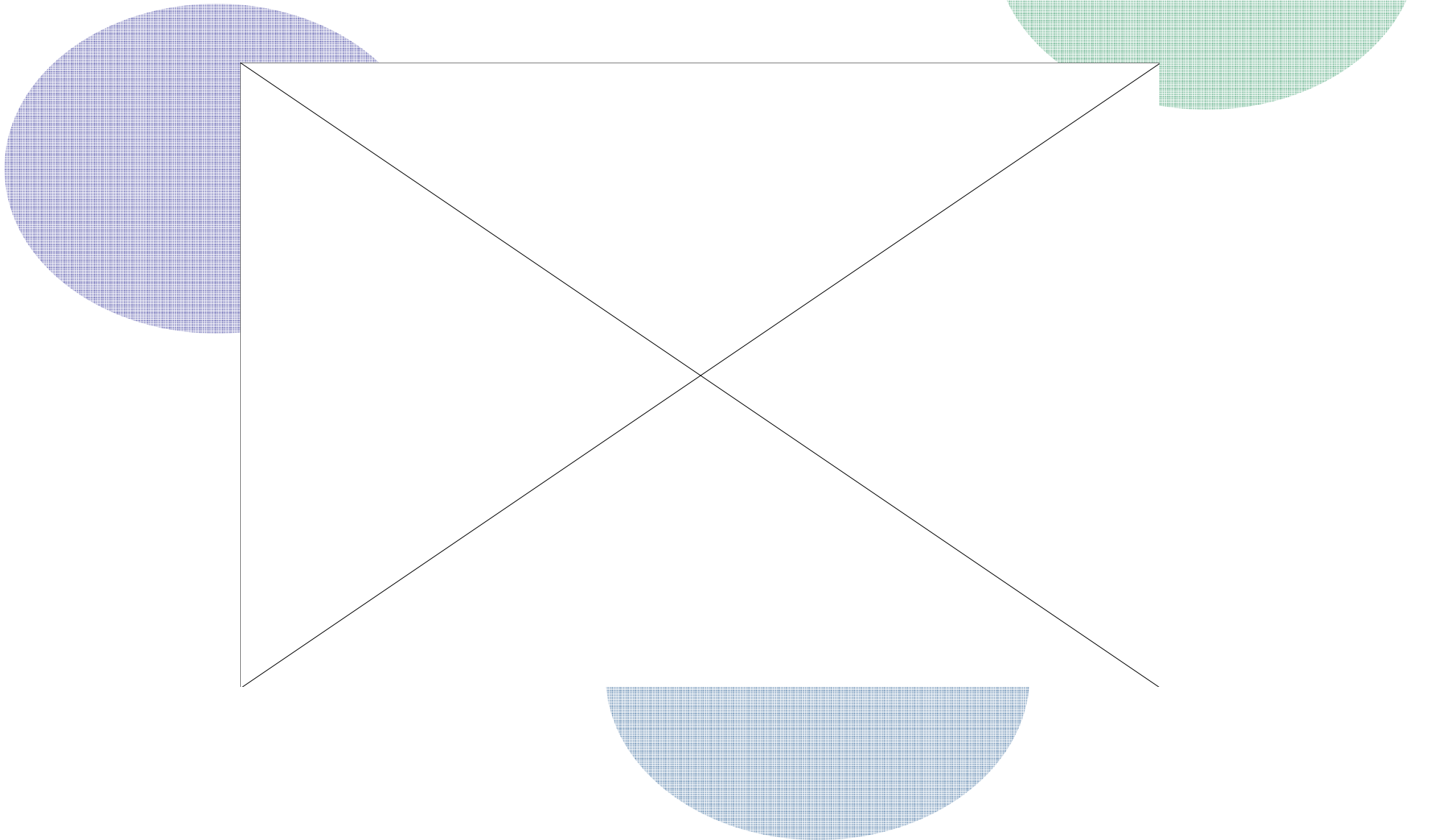
- *Face-to-Face meeting with the Elected Official*
- *Direct Call vs. Phone Message???*
- *Handwritten letter*
- *Personal Email*
- *Postcard Campaign*
- *Petitions*
- *Non-constituent communications*

Elements of a Meeting



- Introductions
 - Thank you
 - Three Topics
 - Recap
 - Thank you
- 

The Use of Jargon



What should I write in a letter?

- *State your purpose in the first paragraph. If you are writing about a particular bill, identify it in the first paragraph.*
- *Explain the importance of your position.*
- *Identify yourself and your organizational affiliation.*
- *Keep the letter simple and concise. Address only one issue per letter. Keep your letter short, with only a few sentences in each paragraph and appropriate spacing between paragraphs.*
- *Whenever possible, personalize your story.*

So What Can You Do?

1. Respond to the Action Alerts
2. Know in which district you live, who your elected officials are and how to reach their local offices
3. Bookmark the home page of your elected officials
4. Put the email address of your elected officials in your Outlook Contacts
5. Pick one legislator or potential elected official and become their key contact
6. Send a letter to your legislator about the need to protect Community Clinic programs in the State Budget

So What Can You Do?

7. Send a letter to your congressional representative about the crucial role that community clinics play in Health Care Reform
8. Be part of a “rapid response” group for emailing your elected officials about legislation of importance to community clinics
9. Support an elected official
10. Identify and support an “up and coming” leader who has the potential to serve in the city council, county board of supervisors or state legislature
11. Write a letter to the editor about the important work that community clinics perform in protecting the public health in case of an emergency

So What Can You Do?

- Quarterly advocacy meetings
- Contact: