Policy Advocacy 101: Make Your Voice Heard!

March 20, 2013
2:00 – 3:00 pm ET

*This call will be recorded.
Using GoToWebinar

• During presentations, please type any questions into the box in your dashboard, and we’ll address them at the end of each presentation.
• During Q&A, you may also press the “Raise Hand” icon on your dashboard and we will unmute you.
• This seminar will be recorded; a link will be sent to all call registrants within one week of the call.
• For questions, please contact foodday@cspinet.org.
Call Agenda

1. Lilia Smelkova, Food Day Campaign Manager: Introduction to Food Day Leadership Series
3. Q & A
4. Katie Bishop, Nutrition Policy Associate, Center for Science in the Public Interest (CSPI) “Policy and Advocacy.”
5. Q & A
Food Day Leadership Series

- April 17, 2 pm ET: “Building Coalitions” with Michael Dimock
- May 15, 2 pm ET: “Community Change”
- June 19, 2 pm ET: “Policy change” with Mark Winne
- July 17, 2 pm ET: “Making your point to the media”

For questions, please contact foodday@cspinet.org.
March 20, 2013

Food Day
Leadership Series

Christina Cardenas
Regional Advocacy Manager
CALIFORNIA CENTER FOR PUBLIC HEALTH ADVOCACY

Mission: Promote the establishment of public health policy at both the State and local levels
Advocacy: Building Sustainability

Through the training and development of community advocates, we:

- Foster their self-efficacy and self-esteem
- Empower them to take ownership of their communities
- Help them develop the skills, knowledge and tools to advocate for positive change above and beyond food and physical activity issues

**CHALLENGES:** Traditional engagement processes in the city involve local residents through public hearings, mailers and informational community workshops.

**OPPORTUNITIES:** The goal of CCPHA’s Community Engagement model is to provide advocates the skills and resources needed to

- Engage and train, design and do, analyze and develop, create and execute, monitor and sustain.

**OUTCOMES:** Advocates have changed their food environment, rehabilitated established parks, built new parks, and created safer environments for cyclists and pedestrians.
CCPHA FOCUSES ON:

- Educating larger community
- Cultivating policymaker champions
- Build capacity in partner organizations for policy advocacy
- Recruiting and training resident advocates to ensure sustainability
- Providing technical assistance to support adoption of local policy
STRATEGY

**Lay the ground work** for policy advocacy in all target communities, enhance collaborative efforts with CBO partners, establish quarterly meetings for advocates to move forward with place-based research.

**Train teams of advocates**, host workshops, create task forces, create policy briefs, train-the-trainer sessions, generate media attention.

**Recruit and expand advocate numbers**, conduct in-depth advocacy work, assess and create an in-depth needs-based policy package, host community forum, create factsheets and tool-kits for replication across Los Angeles County.
MULTI-PRONGED APPROACH
HEALTHY COMMUNITIES: ONE CITY AT A TIME
GENERATING REGIONAL MOMENTUM FOR PASSING POLICY

Cities with policies in place:
- Baldwin Park
- Bell Gardens
- Carson
- El Monte
- Huntington Park
- La Puente
- Long Beach**
- Pasadena**
- Pico Rivera
- San Fernando
- South El Monte

**Provided technical assistance

Types of Policy:
- Nutrition Standards for city buildings, parks and programs
- Baby-friendly hospitals
- General Plan - health and wellness element
- Breastfeeding accommodation
- Complete Streets
- Drive-thru moratorium
- Tobacco Retail License, Smoke-free multi-family housing
- Safe Routes to School
- Parks master plan
BUILDING RELATIONSHIPS

Traditional Partners
- School Districts
- Mexican American Opportunity Fund (MAOF)
- Los Angeles County Dept. of Public Health
- Hospitals
- American Heart, Lung and Cancer

City Departments:
- Policy makers
- Department of Parks and Recreation
- City Planning Department
- City Manager

Non-Traditional Partners
- Cal Safe: Pregnant Teen & New Mother program in high schools
- Women's Clubs: Huntington Park, Pico Rivera
- City of La Puente Little League
- MAOF, NALEO, SCAG, LGC
How We Meet Our Advocates

- Community events
  - Health fairs
  - City council meetings
  - Community forums
  - Concerts in the park

- Introduction by partner organizations
  - Preschool and childcare organizations
  - Other CBO’s
  - Community Leaders
How We Engage Our Advocates

- **Train Advocates – Change Starts With Me**
  - Understand levels of advocacy
  - Knowledge of civic structure
  - Speak on behalf of an issue
  - Leadership skills

- **Advocates in Action**
  - Testify at city council meetings
  - Perform community audits
  - Speak to other community residents
  - Meet with policy makers
TRAINING: “CHANGE STARTS WITH ME”

- 6 week course, 90 minute classes
- **Topics include:**
  - What is health?
  - Using data to describe your neighborhood (RFEI)
  - Identifying a problem to address/solve
  - Determining who are the decision makers
  - Advocating for change
  - Participating in the future
During the Fall of 2004, People on the Move was formally adopted as the name to represent collaborative funded to implement the Healthy Eating, Active Communities (HEAC) Initiative funded by The California Endowment.

The goal of the initiative: build on existing collaborative roots in the community and expand community-wide approach to improve food and physical activity environments for children.

The process allowed Collaborative to move from community educational workshops toward a self-sustained community engagement model.
People on the Move Developed Systems of Shared Leadership

• Ability to bring community members into contact with various sectors and to invest and develop a long term resident and youth engagement strategy

• Community representation at the People on the Move and Sector meetings developed community based mechanisms for implementing funding, developing systems change, policy adoption and cross-sector collaboration
People on the Move: Connection to a Larger Vision

State and Local Policy Platform

- Partnership Building
- Policy Maker Education
- Community Mobilization
- Research
- State & Local Data
- Media Advocacy
- Expert panel Advice
EFFECTIVE COMMUNITY ENGAGEMENT

- Be clear about the purpose and goals of community engagement & the community to be engaged
  - What are the parameters of funding and determine whether funding supports community engagement

- Learn about the community:
  - Who do residents identify as the decision makers, allies and opponents?
Corner Store Marketing Audit

- In order to understand the retail landscape in Baldwin Park, youth and residents equipped with disposable cameras and paper surveys, mapped out corner stores and found 17 of them within a two mile radius of schools.

- Community Members assessed:
  - Marketing aspects (signage, product placement, cash register)
  - Store products (types, quantity and quality)
  - Alcohol and tobacco placement
Community data allowed residents to use photographs and other evaluation tools to assess the conditions and problems “from the eye of the community” to define for themselves what works and needs to be changed.

- Testimonials
- Walkability Assessments
- Crime and Safety Park Audits
- School Campus Marketing Audits
- Vending Machine Audits
- Corner store Marketing Audits
- Photovoice
- Resident and youth focus groups
Give Power and Decision Making to the Community
Commit to long term involvement

- Development of Community Taskforces
Lessons learned:
- Community members and youth want to see change in their retail environments
- Business owners do not have the resources or support in business management to determine customer needs and innovative marketing strategies
- Resource such as healthy floor guidelines, WIC and business incentive loans were not know by the owners or participants

Program features:
- Customized visits with corner store owners
- Store owner interviews
- Customer surveys
  - Customer needs
  - Store conditions

Baldwin Park’s “Healthy Teens on the Move” Advisory Committee enrolls youth to advocate for childhood obesity prevention efforts in local neighborhoods
Healthy Selection Campaign

At-a-glance

- **PHASE 1**: Increase healthy marketing, product placement and resources for healthy retail to stores
- **PHASE 2**: “Healthy Selection” City Recognition Campaign
- **PHASE 3**: Partial to complete corner store conversions and policy development with support from a consultant and community members
Converting Corner Stores, Markets & Big Box Stores

Before

After

After
Healthy Selection Accomplishments
Smart Streets Focus Groups were prepared for the three day Design Fair.

Local Government Commission partnered with the City of Baldwin Park and CCPHA.

Over 500 residents participated.

In August 2011, the City of Baldwin Park adopted a Complete Streets Policy, (nationally recognized...
The Smart Streets Taskforce hosted a total of five (5) community workshops from June-September 2009 throughout the City of Baldwin Park:

1. Holland Middle School
2. Community Center
3. Barnes Park
4. Vineland Elementary
5. Central Elementary

- Over 250 Residents attended
- These workshops provided insight into the safety, transportation and infrastructure concern and solutions of Baldwin Park.
• Conducted an evaluation of meetings where no group weighed more than the other groups.
• The same format was used at every meeting for collecting the small group data:
  1. Group note taker
  2. Discussion Sheet
  3. Map of the City
  4. Presenter
• Core leaders met to review the collective findings and compare to long term solutions to walkability and safety.
TRANSPORTATION AND INFRASTRUCTURE RECOMMENDATIONS

• Implement a Complete Streets policy
• Implementation Plan related to greenways and aesthetics related to the Master Plan
• Increase inspections of lights found to be in disrepair
• Incorporate safety measures for pedestrians (cross-walks and stop signs) into Public Works Master Plan
• Support creation of a health element of a Baldwin Park General Plan
Advocacy in Action

- Advocates are trained to assess issues at hand
- Advocates present updates on community efforts and priorities to elected officials at a local and state levels
BALDWIN PARK MODEL FOR INCORPORATING HEALTH IN ALL POLICIES

- Nationally recognized model for incorporating Health in all policies
- Creating health as fifth pillar in “guiding pillars” providing the foundation to building a healthy and successful community
Outcomes of Grassroots Advocacy

- Resident Champions
- Partner relationships in policy advocacy
- Teen advocate leaders
- Multiple best practice policies in several cities
- Advocacy curriculum
- Multi-year funding
- First Lady and White House Chef site visits
- Mark Ridley Thomas Convening
Resources:

WWW.PUBLICHEALTHADVOCACY.ORG

WWW.BALDWINPARK.COM/HEALTHYBP

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POLICY AND ADVOCACY

Katie Bishop, M.S., M.P.H.
Nutrition Policy Associate

www.cspinet.org/nutritionpolicy
Support People’s Efforts to Eat Well, Be Active, and Achieve a Healthy Weight

Personal Responsibility
+ Education
+ Policy
+ Environmental change =

Healthier Eating and Active Living
Advocacy Needed

• Federal, state, and local
• Government officials
  – Legislators and staff
  – Executive branch officials

• Other decision makers – worksites, schools, nonprofit organizations, health care providers, food industry, media
Advocates

• Advocacy is a core public health function
• Health professionals are influential constituents
  – Health professionals = expert
  – Constituent = voter
• Few are trained in advocacy
• Advocacy is similar to education
• Staffers experts in process
Getting Started

• Identify your issue

• Identify your goal

• Identify your target

• Identify your methods

• Identify your allies
Advocacy Tools

• Letters, email
• Phone calls
• Meetings
• Fact sheets, one-pagers
• Speeches, testimony
• Press releases, interviews, letters to the editor, op eds
• Advocacy and media guidebooks
Developing Talking Points

• What is your issue or concern?
  – Try to limit to no more than three key messages

• Why is it important?
  – Use stories
  – Use numbers
  – Make it tangible

• What can your legislator/decision maker do?
Prepare

• Do your research
  – Know the issue and where the decision maker stands on your issue
• Organize your thoughts
• Practice speaking
• Be concise
• NANA strengths:
  – 350 member organizations
  – Federal, state and local members
  – Diversity of members
  – www.nanacoalition.org
Good luck!

• Contact information
  – kbishop@cspinet.org

• Healthier Food Choices for Public Places
  – Using food and nutrition standards to ensure healthy options are available in public places
  – http://www.cspinet.org/nutritionpolicy/foodstandards.html