

# HOW TO DEVELOP A POLICY INITIATIVE

A guide to shaping proactive, community-generated policies, building community advocacy and initiating public policy changes.

## DEFINE THE PROBLEM

### What's the data that supports the problem?

- Data from all facets of the community affected by the problem
- Describe the problem clearly, it helps the community grasp the seriousness of the problem

### The problem is:

*[Example: Children are being denied meals at schools while waiting for their free or reduced fee lunch application to be processed.]*

### What category most fits the problem?

- Economic security and equity
- Family strengthening
- Child safety and welfare
- Health and wellness
- Education

### Supporting Data:

*[Example: Processing times for free meal apps, schools that have denied kids meals, hunger rate.]*

## DEVELOP POLICY GOALS

### What do you want to achieve for the community?

- How will this policy address the problem/have an impact on the quality of life in our community?

### State the policy goal for this issue:

*[Example: To prohibit denying a student school meals while free/reduced lunch application is being processed.]*

### What type of change is this?

- Bill
- Administrative Rule Change
- Budget priority

**Name three concrete improvements that would be won by achieving this goal:**

*[Example: Children will not feel bad or be ridiculed about not having enough money to pay for food during these times, reducing child hunger at least during the school day, all school staff will be on the same page.]*

**KNOW YOUR COMMUNITY**

**The best campaigns build a sense of community and community power.**

- Building broad, cohesive coalitions is critical to these efforts
- Partnerships with groups and individuals who share different parts of the problem

**Who to target?**

- Which institutions or individuals have power or influence to enact this policy?
- Determine all the ways you can access and influence the process (personal contacts, media, constituent groups, etc.)

**Who supports this policy? Who shares this problem?**

*[List the organizations, groups and lawmakers who will SUPPORT the initiative.]*

**Possible opponents to the policy?**

*[List the organizations, groups and lawmakers who will OPPOSE the initiative.]*