

Effective Advocacy for Maternal and
Child Health Issues in Indiana and
Beyond:
So, you want to change the world?
Excellent!



Who am I?

- Leader
 - Training Director, Family Leadership Coordinator, Riley Child Development Center (LEND)
 - State Coordinator, Director, Family Voices Indiana
 - Consultant, Early Childhood Comprehensive System, Maternal and Child Health
 - Mentor, AMCHP Family Scholar
- Family
 - Mom to Matthew (15) and Laura (12)
 - Bipartisan Marriage to David, High School Teacher, County Councilman
 - Drink way too much Diet Coke



Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

-- Margaret Mead

Why Advocacy?

- You have expertise
- Your work and life will be impacted by policymakers' decisions
- You are voters and can hold policymakers accountable
- If you don't speak up, someone else will speak for you

- <http://youtu.be/UMI0MHFGhE8?t=44s>

Things to Do...

- Register to vote and VOTE!!!
- Inform yourself
- Contact legislators (call, e-mail, fax, meeting)
- Testify at public hearings
- Contact media (letter to editor, meeting with editorial board)
- Testify about regulations

Partners?

- Specific Professional Organizations
- Associations via Employment
- Advocacy Organizations
- Issue-Specific Partners



Strange Bedfellows

- Michelle Obama
- Bill Clinton
- U.S. Chamber of Commerce
- NRA
- Mike Huckabee
- George Bush
- Congressional Democrats
- PETA

How to Stay Connected...

Advocacy Alerts are Not Spam 😊

- Use advocacy and action alerts to tell you:
 - When to act
 - Type of action
 - What message to use
- Remember – you are the expert, these are building your expertise
- Have information to personalize your message

Media

National

- www.politico.com
- www.rollcall.com
- www.politifact.com/truth-o-meter

State

- www.indianalawblog.com
- www.hoosieraccess.com
- www.howeypolitics.com
- www.masson.us

Local

- Local papers
- Community message boards
- Community Newsletters

State? National?

BOTH!!

All politics are Local....

Federal

- National Networks
- Partners
- Translating what policy means to families

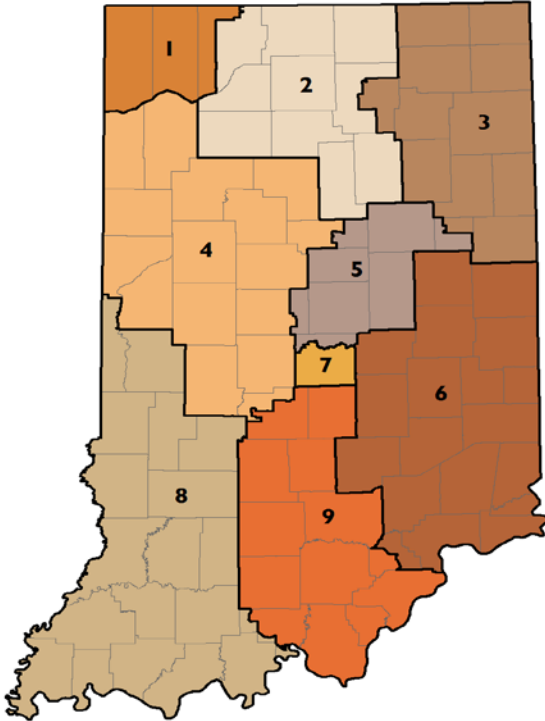
State

- State Budgets
 - Funding (Crisis)
- Programs
- Non-traditional Funding Partners

Local

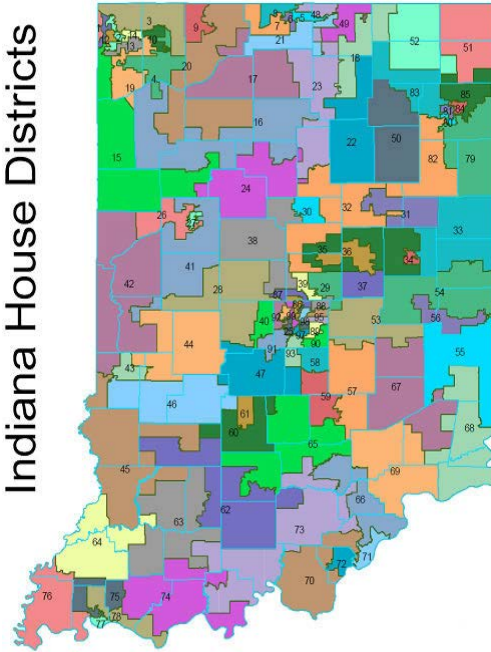
Who Represents You?

Congressional Districts

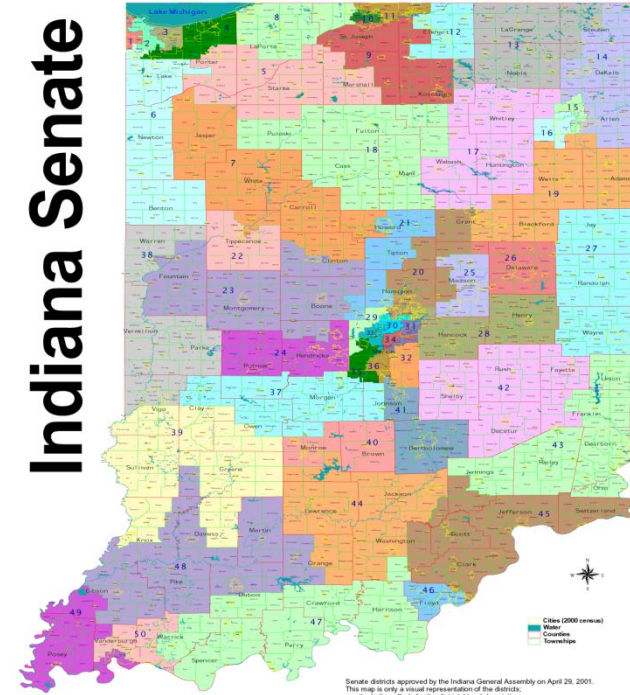


Source: Indiana Business Research Services, using the boundaries created after Census 2010 redistricting and provided by the Legislative Services Agency, May 2011

Indiana House Districts



Indiana Senate



Senate districts approved by the Indiana General Assembly on April 29, 2001. This map is only a visual representation of the districts; see the Indiana Code for the districts' legal descriptions.

Learn About Your Policymakers

- Congressional Delegation
- State Legislature and Governor
- Federal Agencies
- State Agencies
- Local Government
- Local Agencies

www.vote-smart.org

"For the first time,
there was a traffic jam
in the Senate
women's bathroom.



There were
five of us in there,
and there are
only two stalls."

Sen. Amy Klobuchar

Remember

- Legislators are generalists; they can see over 1000 bills a year.
- Be a source of knowledge for them.
- It takes 50 to 60 separate contacts with a legislator to make an impact.
- If you don't know something, say so, and then get back to them with the information

I'm just a Bill...

- <http://youtu.be/FFroMQIKiag?t=13s>

Government 101

- How does a bill become a law?
- How does the budget get made?
- Who are the chairs of the critical committees?
- Who are your issue's champions? Who are the opponents? Who are the legislators who are "persuadables"?

Indiana Legislature

Find your state legislators:

<http://www.in.gov/sliverheader/Welcome.do?url=http://kyeo-in.egis.39dn.com/>

Track bills in the state legislator :

<http://www.in.gov/apps/lisa/session/billwatch/billinfo?year=2013&session=1&request=all>

Watch the legislator online:

<http://www.in.gov/legislative/2441.htm>

Federal Contact Information

- U.S. Capitol Switchboard
 - (202) 224-3121
- THOMAS provides legislative information and links to websites for Members of Congress
 - <http://www.thomas.loc.gov>

Your Voice

- 90 seconds
- 1-3 points
- Discipline, personal, or education expertise



Regulations

(making a law real)

- Comment period
- Public hearings
- T/A to other commentors

Overcoming Glazed Eyes

- Policy change is incremental
- Building relationships matters
- Achieving a short-term goal is just as important as reaching the ultimate goal
- Sometimes Prevention is success
- Celebrate your successes – no matter how small

Engage In the Public Square



Ethics (Don't Ruin your Career)

- According to IRS definitions, “advocacy” refers to general work that is done for or against a particular issue.
- “Lobbying” is defined by the IRS as attempting to influence legislation.

Rules

1. 501(c)(3)
 - a. Corporations, funds, or foundations organized and operated exclusively for religious, charitable, scientific, literary, or educational purposes.
 - b. Limited lobbying activities
2. 501(c)(4)
 - a. Civic leagues/social welfare organizations
 - b. Unlimited lobbying activities
3. 501(c)(6)
 - a. Associations (NASW), Business leagues/chambers of commerce
 - b. Unlimited lobbying activities
4. 527
 - a. Political organizations
 - b. Lobbying efforts permissible but may be taxed.

501(c)(3) Organizations CAN:

- **Conduct candidate forums/meet the candidate nights with all of the candidates.**
- **Participate in candidate forums/meet the candidate nights.**
- **Send surveys/questionnaires to each candidate with a list of important questions.**
- **Send information on issue(s) to all candidates so that they are informed about what the organization does.**

501(c)(3) Organizations

CANNOT:

- **Show favoritism for one candidate or political party.**
- **Target voter registration drives, get-out-the-vote campaigns, or other efforts at members of a particular political party.**
- **Provide support (financial or in-kind) to a political candidate.**
- **Coordinate efforts with a candidate or political party.**

Indiana Code

- Indiana Code
- [Legislative Ethics](#). Title 2, General Assembly; Article 2.1, Legislative Sessions and Procedures; Chapter 3
- [Bribery, Conflict of Interest, and Official Misconduct](#). Title 35, Criminal Law and Procedure; Article 44, Offenses Against Public Administration; Chapter 1.
- [Lobbyists](#). Title 2, General Assembly; Article 7.
- [Ethics and Conflicts of Interest](#). Title 4, State Offices and Administration; Article 2, State Officers Generally; Chapter 6. (In this section, the term "state officer" does not apply to legislator.)

Advanced Opportunities

- Policy Fellowships
 - AUCD
 - Kennedy
- Campaigns
 - Policy
- Policy Staff
- Internships