



Advocates in Action



Webinar Logistics

- All webinar attendees are muted to ensure sound quality
- Ask a question at any time by typing in the text box of the GOTOWEBINAR control panel
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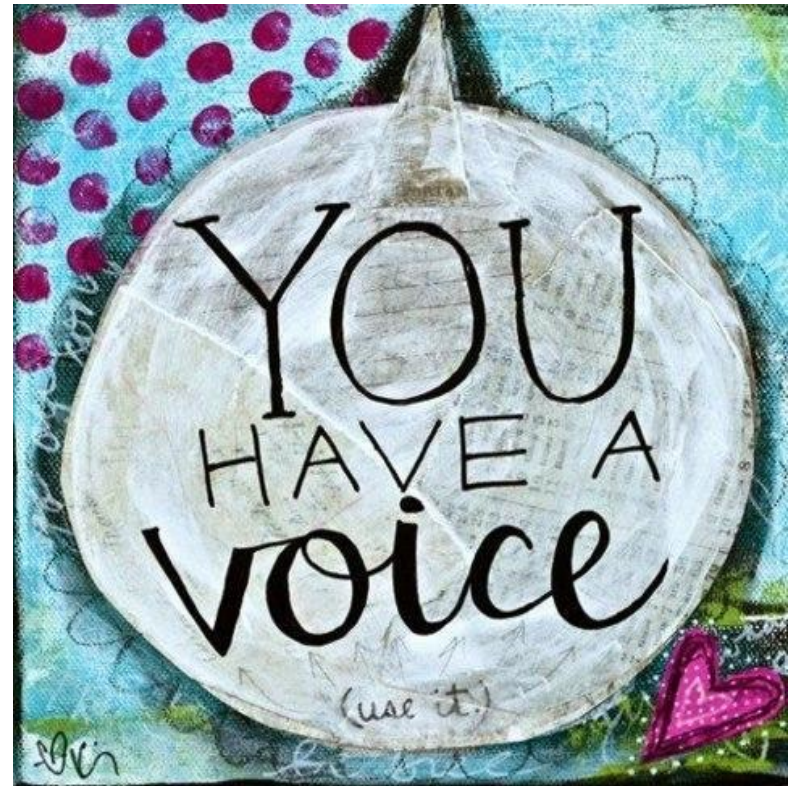
The screenshot shows the GoToWebinar control panel interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below this is the 'Audio' section, which includes a 'Sound Check' indicator and options for 'Computer audio' (selected) and 'Phone call'. A microphone icon is labeled 'MUTED', and the selected device is 'Microphone (HD Webcam C510)'. Below the audio section is the 'Handouts: 2' section, which lists two files: '2017-05-05_11-59-21.png' and 'GTM iOS.jpeg'. The 'Questions' section is currently empty, with a text input field containing the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, there is a footer with the text 'Multi sessions different registrants', 'Webinar ID: 980-960-603', and the GoToWebinar logo.

Children's Advocates in Action



Presentation Outline

1. Idaho Voices for Children
2. Conveying Your Message Effectively
3. Creating an Elevator Pitch
4. Practice Makes Perfect!
5. Next Steps:
Opportunities to Take Action



IDAHO VOICES FOR CHILDREN



- We champion policies that help kids and families thrive in the areas of:
 - Health and access to care
 - Child safety and well-being
 - Education
 - Family economic security

Improving the Health & Well-Being of Kids



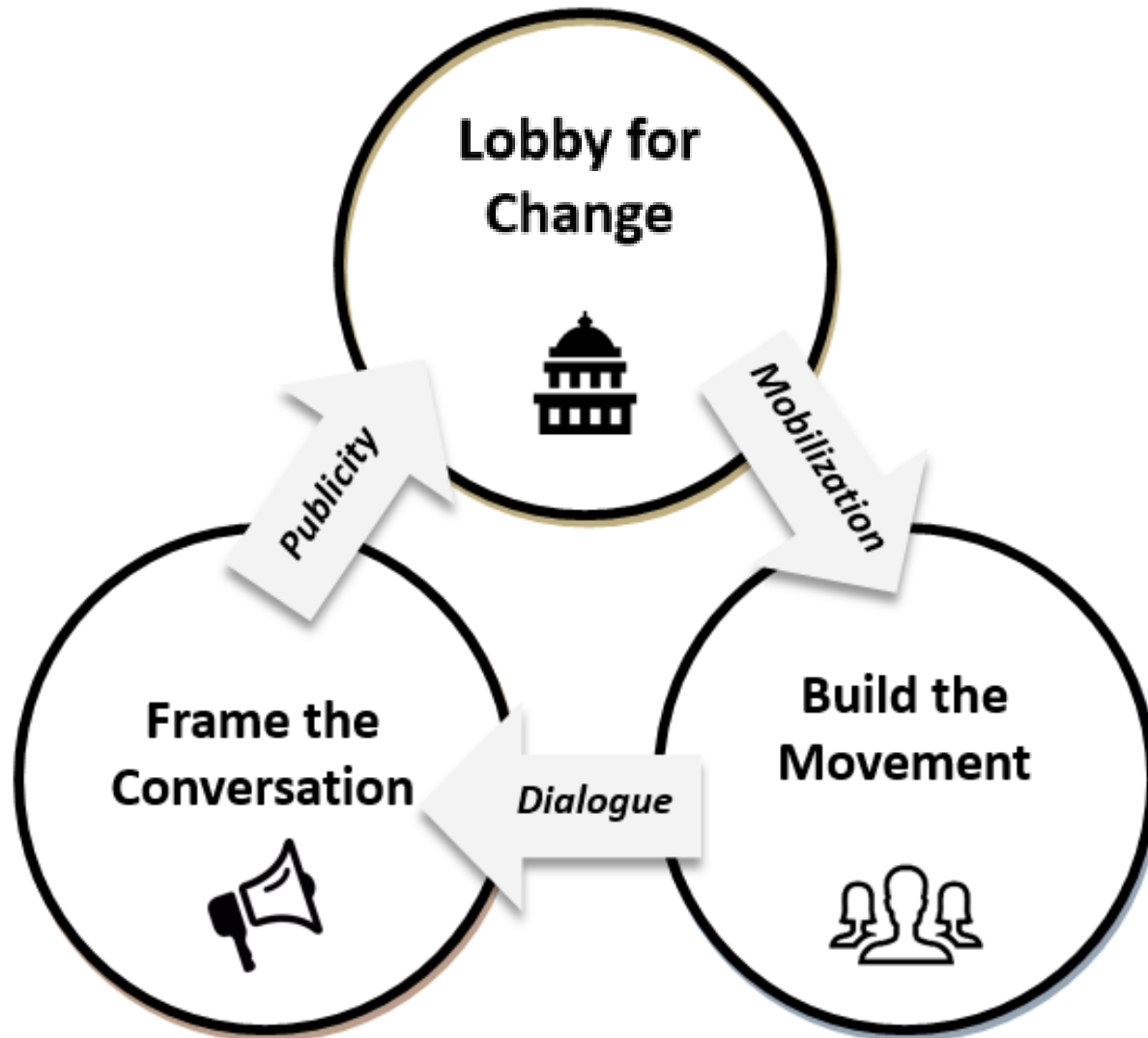
Why Policy Advocacy is Important

- Improve laws, policies, structures and beliefs
- Remove systemic barriers
- Ensure our priorities are heard
- Engage communities and lift up individual voices



**Advocacy
Works!**

Policy Advocacy Components

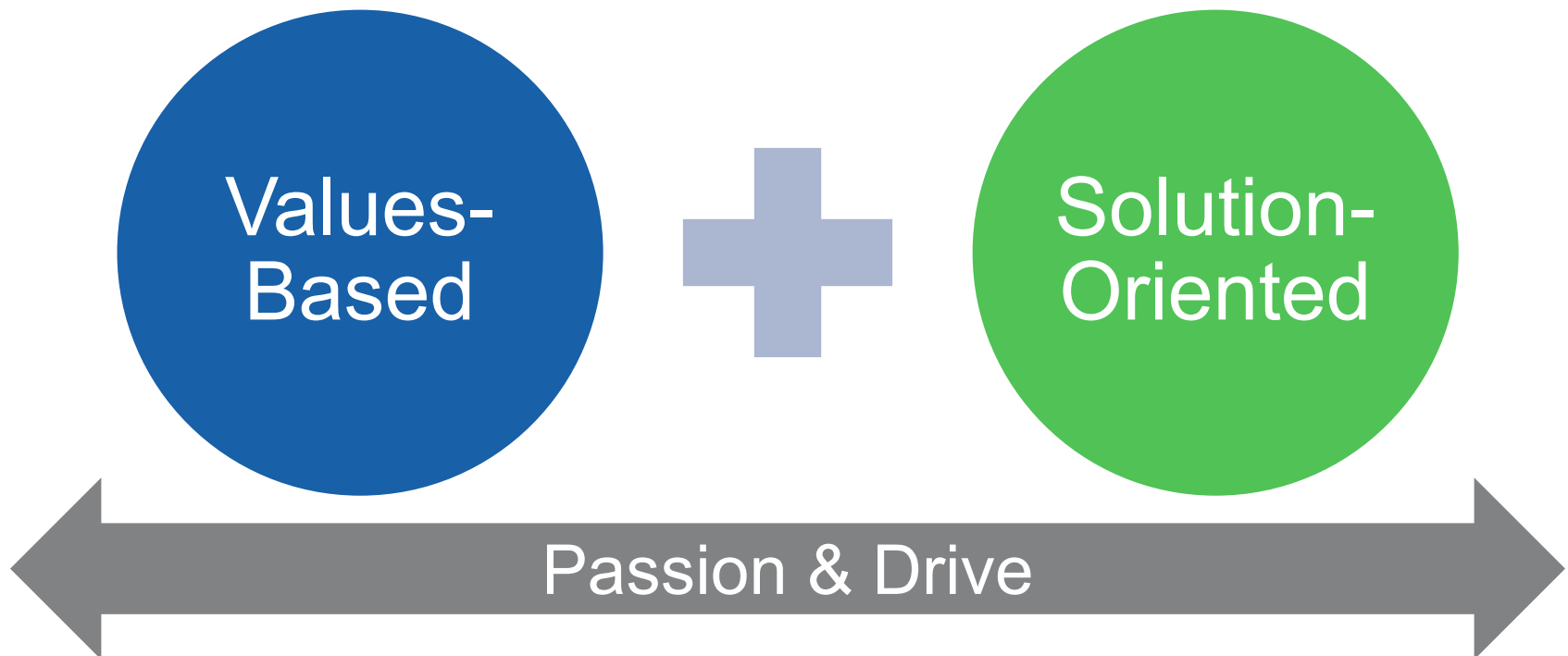


FRAME THE CONVERSATION



Conveying Your Message Effectively

- 1. Convey a Values-Based Message**
- 2. Focus on the solution**



Convey your Message: Tips

TIP #1: Be Aspirational

- Hope and optimism are more motivating than cynicism
- When we suggest that this will be an uphill battle or unlikely to happen in Idaho, we give elected officials tacit permission to ignore this issue

TIP #2: Values First

- We feel first and think second. Values are our moral compass



Convey your Message: Tips

- **Values are our moral compass**

- Freedom/justice for all
- Honesty/integrity
- Equal opportunity
- Hard work
- Personal responsibility
- Everyone does fair share
- Golden rule
- Diversity makes us strong
- Our kids deserve a better world



- **Idaho Values**

- Freedom & Security
- Family
- Personal Responsibility
- Community
- Fiscal Responsibility
- Pragmatism

Convey your Message: Tips

TIP #3: Elevate our Public Systems

- We can't give the government or public systems a black-eye, while calling on Idaho to invest in safety net programs and protect our health and well-being



TIP #4: Focus on 'We'

- Messages of interdependence are more relatable and guide us toward a community solution
- Focus on the 'our,' the 'we,' and foster a sense of connection. This is about all of us as Idahoans and our communities, not just a small group

Conveying your Message: Traps

TRAP #1: Choose stories wisely

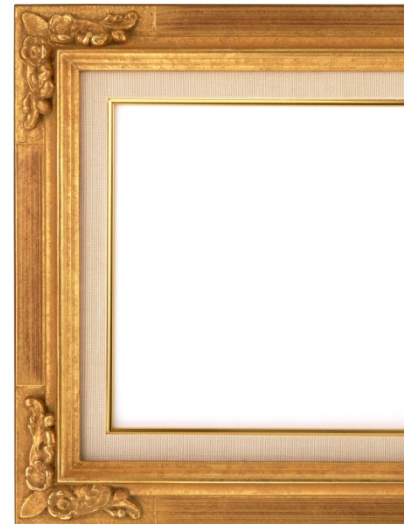
- Your story is one of the greatest tools you have to let others know why an issue is important and how it connects to peoples' lives.
- Select stories that are relevant and emphasize community, not just individuals

TRAP #2: Don't repeat unhelpful stereotypes

- Avoid repeating generalizations, assumptions, and stereotypes to make a point. Even if you are trying to debunk a stereotype, repeating one normalizes the stereotype and perpetuates a divide
- Be sensitive when choosing words you use

TRAP #3: Don't step into the other side's 'frame'

- Keep you away from frames that could damage your argument.
- Stay on message and stick to your rehearsed talking points



Conveying your Message: Traps

TRAP #4: Don't use language that 'otherizes'

- We don't want to stigmatize a group of individuals, especially when we want to create a feeling of interdependence and community well-being
- Talking about 'families working hard to gain financial security' (a term we call relate to) rather than 'the poor' or 'low-income families'



TRAP #5: Don't use jargon; use statistics sparingly

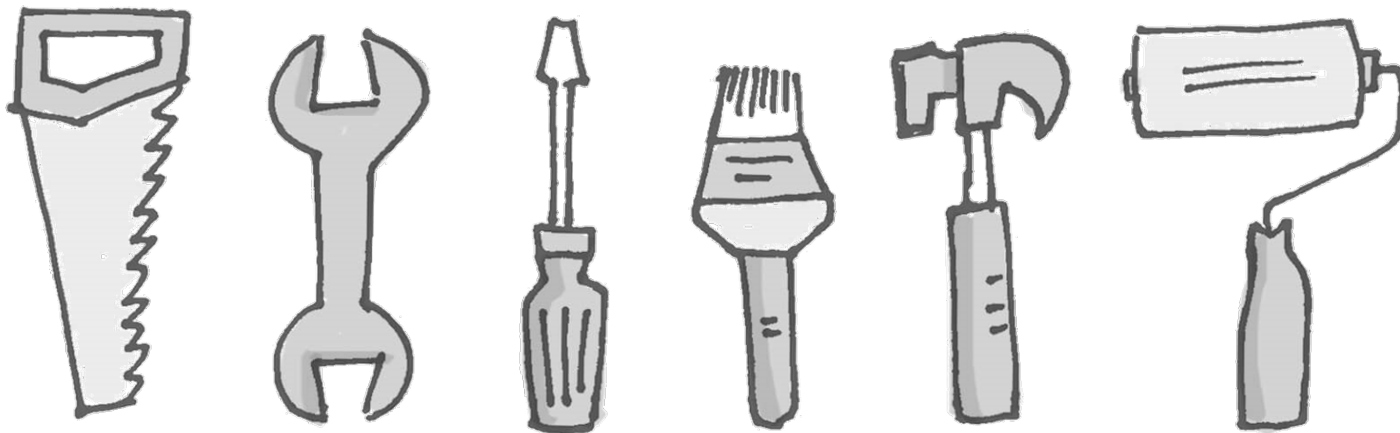
- One simple statistic or number per paragraph is probably a maximum. No decimal points are ever necessary.
- Remember, stories illustrate our values better than statistics.

CREATING AN ELEVATOR PITCH

**SIMPLE
COMMUNICATION
IS GREAT
COMMUNICATION.**

Elevator Pitches as Advocacy Tools

- A tool to keep you **on message**
- Helps distill your key arguments to the ones you need to repeat over and over
- Keeps you focused
- Gives you the **cheat sheet** for interviews



Creating Your Pitch

- Prepare a 30-60 second pitch
- Approximately 100 words (10 sentences)
- Personalized yet on message for the campaign

Pitch Traps

1. Assume
2. Provide a list
3. Lead with your vision
4. Jargon, acronyms, buzzwords...

Pitch Tips

1. Change the question
2. Bring the mission to life
3. Ask your own questions
4. Give an example
5. Let your **passion** shine!

Creating Your Pitch



Define the
Audience

Identify
Your Values

Creating Your Pitch

STEP 2

Opening

- What is your hook to pique the listener's interest?

Problem

- Define the task at hand in clear, simple terms that illustrate your work.

Solution

- What are you doing about the problem? What is the unique value that you bring to the table?

Action

- Invite your listeners to be part of your solution. What can your audience do to engage, assist, or support your work?

Opening

- **What is your hook to pique the listener's interest?**
- ✓ Health care saves lives. I have been working to expand access to health coverage to the uninsured in Idaho for over six years. This November, our hard work was rewarded when Idaho voters passed the Medicaid expansion ballot initiative with over 60% support.
- ✓ *As the Community Outreach Director, I get to engage with people and communities across Idaho and help them share their voices in policy discussions.*
- ✓ *As a nurse, I work with families everyday who do not have health insurance coverage and are going without needed care until it is a crisis.*
- ✓ *As a retired individual volunteering my time as an advocate, I believe that if we invest in children today, Idaho will be stronger tomorrow.*
- ✓ *As a parent, I understand the value of investing in young children's education.*



Problem

Problem

- **Define the task at hand in clear, simple terms that illustrate your work.**
- ✓ *We have a lot of special interests in politics. Because of this, the voices of children often get left behind.*
- ✓ *We believe affordable health care should be within reach for every family in Idaho, but far too many struggle just to have access to basic care.*
- ✓ *Did you know that Idaho is only one of six states that does not invest in early childhood education?*

Solution

- **What are you doing about the problem? What is the unique value that you bring to the table?**
- ✓ *Last year, we helped secure first-time state funding for early childhood education programs. The funding now needs to be made ongoing.*
- ✓ *We are now working to ensure that elected officials enact the will of voters and are prepared to fully fund Medicaid expansion in January.*
- ✓ *With almost 80% of Idaho voters believing that the state should invest in pre-school programs, let's begin conversations about how we can come together to ensure all families have the opportunity to enroll in high-quality early learning programs.*

Action

- **Invite your listeners to be part of your solution. What can your audience do engage, assist, or support your work?** (This is an invitation to be part of our organization, not a solicitation.)
 - ✓ *We need your support to ensure families receive the health care they need to be healthy and productive. Will you vote for a clean funding bill?*
 - ✓ *We can't do this work alone; driving policy change requires the support of the entire community. Are you interested in joining our new Child Advocates Core?*
 - ✓ *We make a little go a long way. Your investment in early learning programs, such as home visiting, will impact thousands of families. Will you support state funding?*

Putting it all Together

Opening

- I have been working to expand access to health coverage for over six years. This November, our hard work was rewarded when Idaho voters passed the Medicaid expansion ballot initiative with over 60% support.

Problem

- *We believe affordable health care should be within reach for every family in Idaho, but far too many struggle just to have access to basic care.*

Solution

- *Let's ensure that elected officials enact the will of voters and fully fund Medicaid expansion in January, without added barriers to coverage.*

Action

- *We need your support to ensure families receive the health care they need to be healthy and productive. Will you vote for a clean funding bill?*

Practice Makes Perfect!

STEP 3

- As you practice, keep an eye for:
 - Sentences you stumble over
 - Overly verbose and fluffy language
 - The clarity of your wording
 - Multiple lines that can be combined together
 - Words you simply hate saying



ADVOCATES IN ACTION: NEXT STEPS

