


TIPS AND TOOLS TO ENGAGE IN PUBLIC POLICY ADVOCACY

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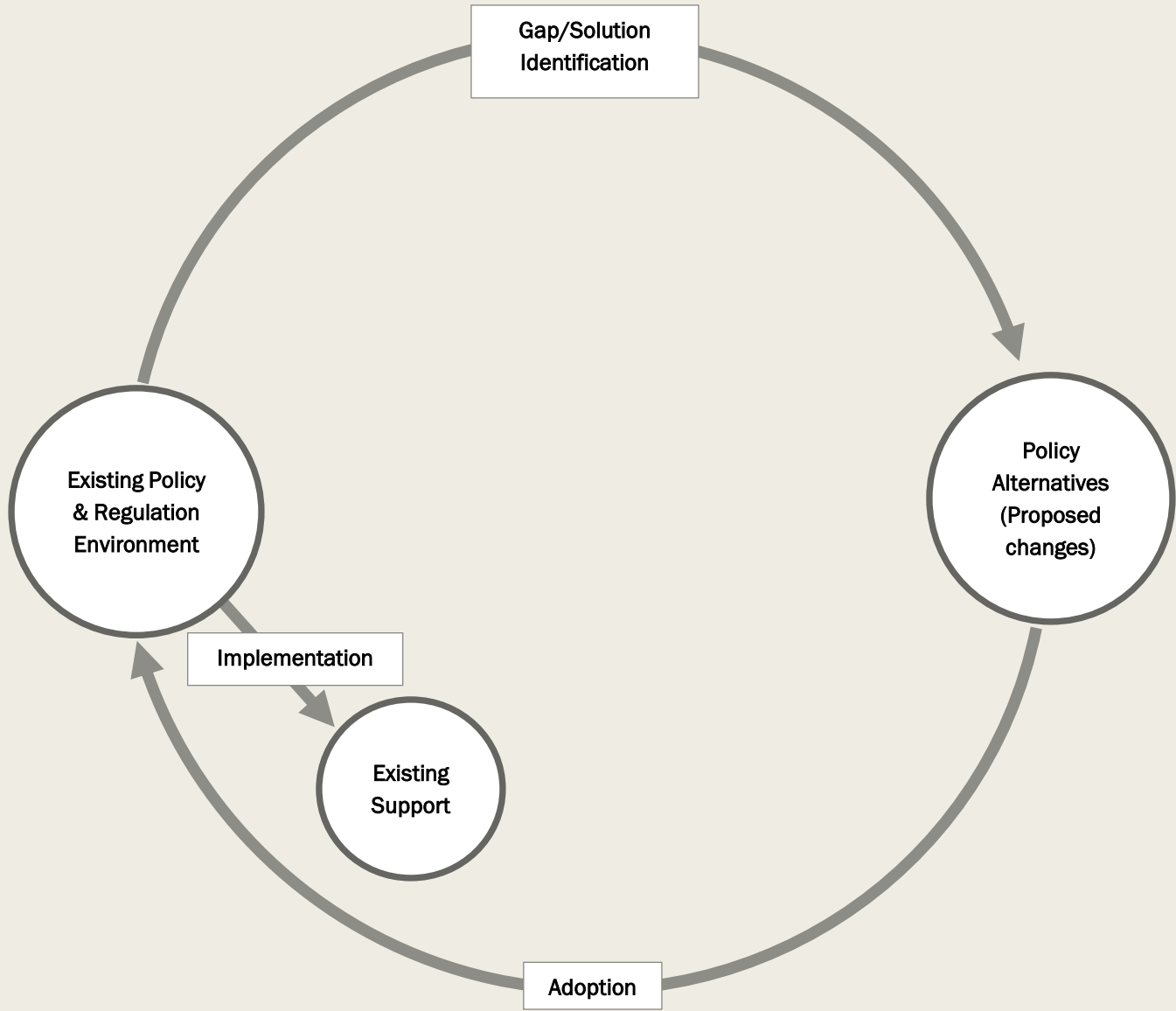


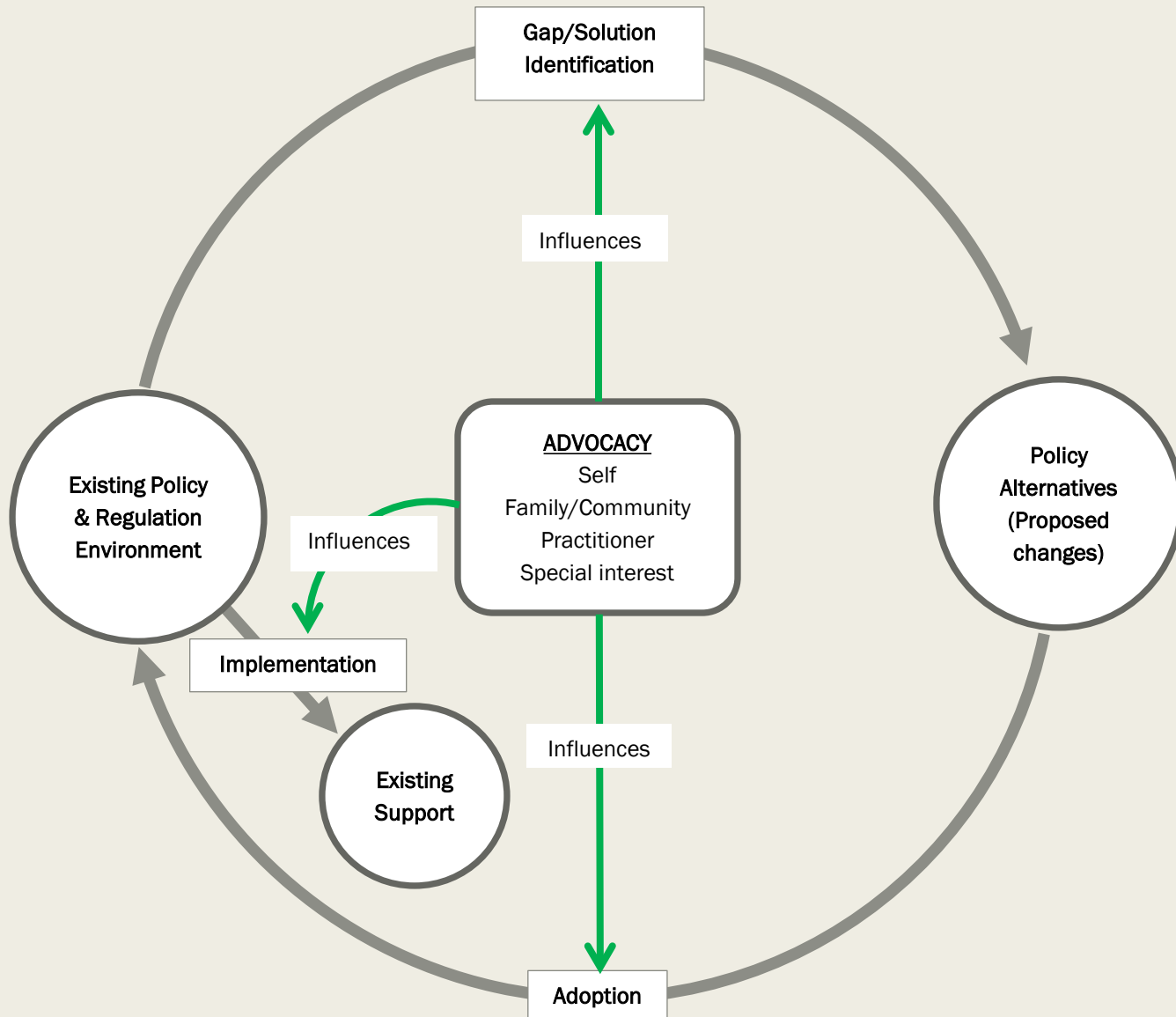
Goals for today

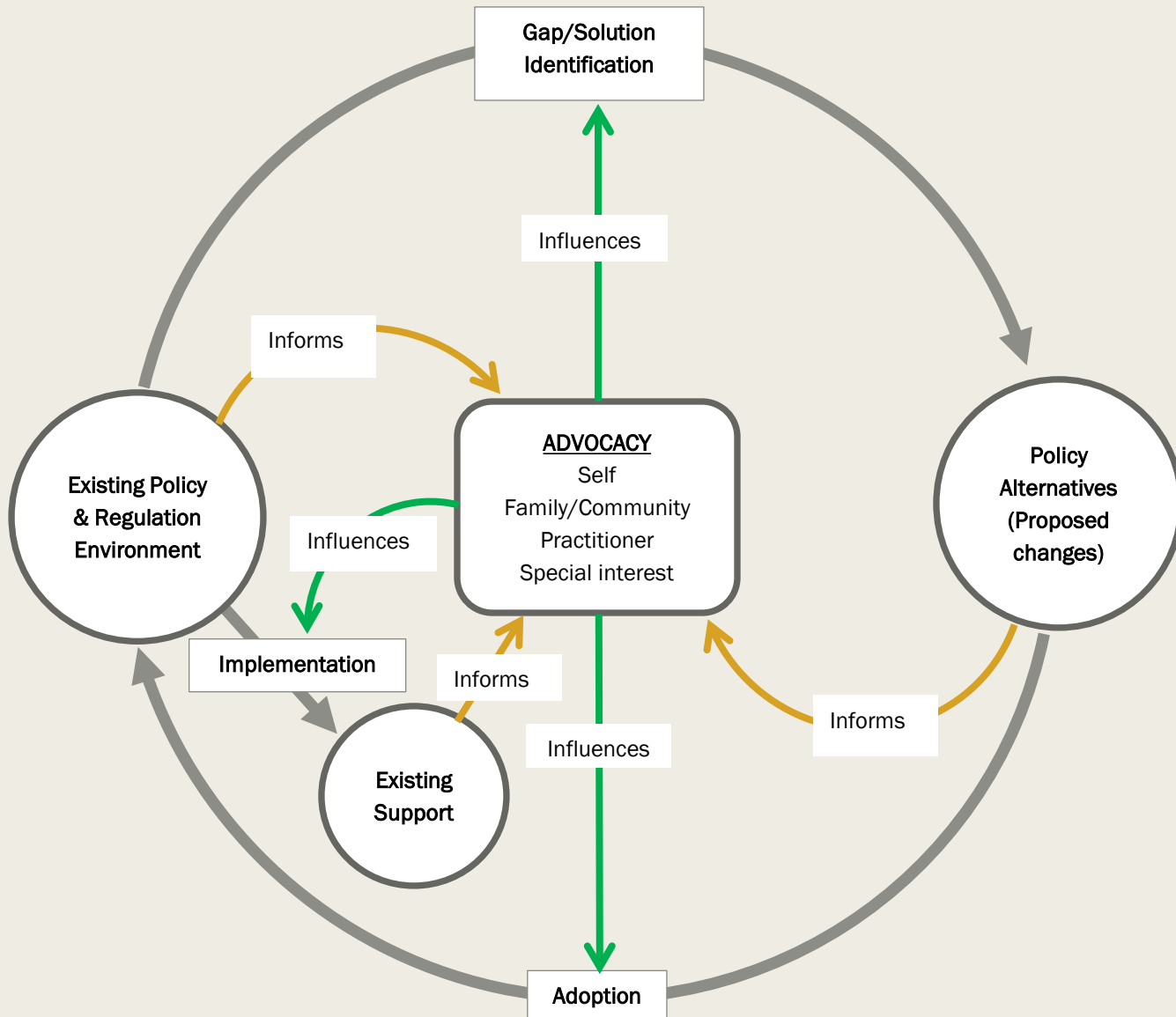
- Understand the fundamental concepts of the public policy process
- Think about different approaches to advocacy
- Get to know available resources to become educated on issues in state and federal disability policy
- Explore strategies to engage in advocacy

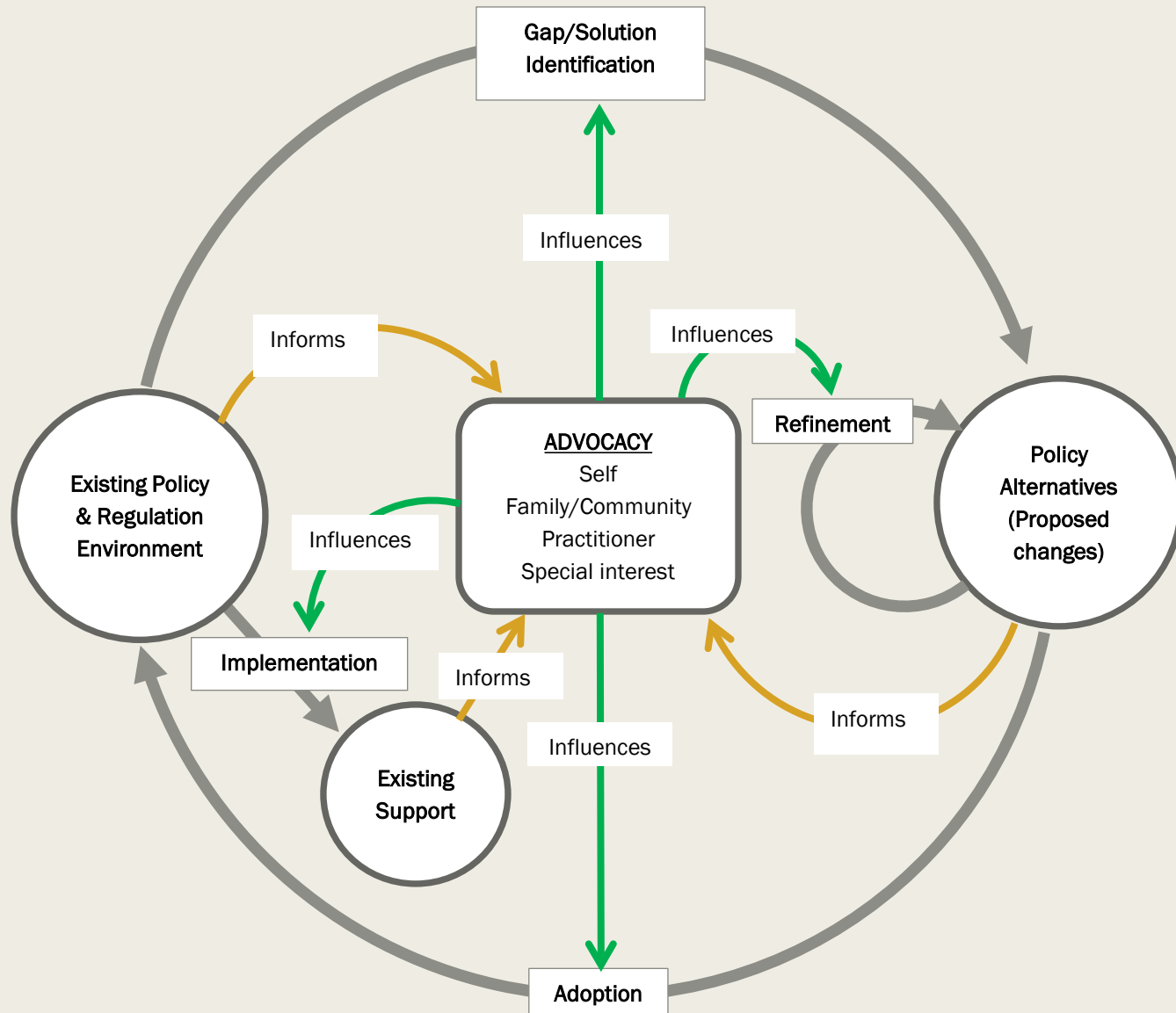
“POLICY HAPPENS
WHEN WE DECIDE TO
DECIDE.”

Michael Munger (Duke University)









Understanding policy

1. Identify the problem
2. Explain the background and supporting literature
3. Identify the policy goals
4. Do the analysis:
Identify, describe and compare possible alternatives
5. Consider political, organizational, or other constraints
6. Summarize recommendations and implications:
How will success be measured and evaluated?

Reporting out

- What is the problem?



Reporting out

- What is the background and supporting literature?



Example:

Competitive integrated employment

- Key issues
 - *Segregated vs. inclusive environments*
 - *Use of subminimum wage*

- Relevant policies / regulatory guidance
 - *Workforce Innovation and Opportunity Act (WIOA, 2014)*
 - *Section 14(c) of the Fair Labor Standards Act (FLSA, 1938)*
 - *Javits-Wagner-O'Day Act (1938)*
 - *Americans with Disabilities Act (ADA, 1990)*
 - *Rehabilitation Act (1973)*
 - *Olmstead v. L.C. (1999)*

Helpful resources: State

- [Infonet](#)
- legis.iowa.gov

Helpful resources: Federal

- Resources for information specific to disability policy:
 - *AUCD and other organizations*
 - <http://www.aucd.org/template/page.cfm?id=491>
 - *Senate / House websites*
 - <http://www.help.senate.gov/>
 - http://www.help.senate.gov/imo/media/S_EveryChildAchievesActof2015.pdf
 - *Consortium for Citizens with Disabilities*
 - <http://www.c-c-d.org>
 - *Federal Register*
 - <http://www.gpo.gov/fdsys/pkg/FR-2015-08-21/pdf/2015-20736.pdf>

Reporting out

- What are the policy goals?



Reporting out

1. Do the analysis:
Identify, describe and compare possible alternatives



Reporting out

- What are the constraints and political context?



Reporting out

1. Summarize recommendations and implications:
How will success be measured and evaluated?



On formulating recommendations

- Look for opposing views
 - *Be open to the notion that these are the “alternatives”*
 - *Can you articulate the counter argument?*
- Consider the source
 - *What role does the Op-Ed play in informing your view of the issues?*
 - *Whose research / opinion is it?*
- Is it representative of people with disabilities?
- Who is benefiting?

Now What?

- **Advocacy:** Arguing in favor of a cause, idea, or policy
 - *Self-advocacy*
 - *Peer advocacy*
 - *Family advocacy*
 - *Systems advocacy*
 - *Legal advocacy*



Preparing YOUR message: Step 1

- Develop talking points
 - *Who you are and the issue you came to discuss*
- Explain why they should care about this issue
- Be explicit about what you want them to do

Preparing YOUR message: Step 2

- Research your audience
 - *Get to know your legislators*
 - *Do they have a personal connection to the issue you care about?*
 - *What is their voting record?*
 - *What committees do they sit on?*

- Practice your speech
 - *Prepare the full version AND the elevator speech!*
 - *Gather any supplemental resources you want to share*

Delivering YOUR message: Step 3

- Schedule time to talk with your legislator
 - *Many avenues: in-person, letters, emails, social media, calling*

- Other considerations:
 - *Try to relax, pace yourself*
 - *Avoid acronym use*
 - *Allow time for any questions*
 - *Offer to be a resource*

Delivering YOUR message: Step 4

- Close your meeting with an ask that is both
 - *Specific*
 - *Doable*

- Say THANK YOU and offer to follow up

Delivering YOUR message: Step 5

- Follow up by sending a thank you letter or email
 - *Briefly recap the meeting*
- Who you are
- Issue
- What you asked for
- Offer to help
 - *They may ask for a specific deliverable based on the meeting. Update them on status.*

Questions?



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