

Welcome!



In the chat, share your name, organization,
pronouns, and location.



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Power Prism®

Coalition Building & Maintenance and Decision Maker Advocacy

Voices for Healthy Kids

July 25, 2023



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voicesforhealthykids.org | [@voices4hk](https://twitter.com/voices4hk)



HOUSEKEEPING



Webinar recording and slides will be emailed



Large group, mute your microphones



Need tech support?
Connect with "Andrea Guarnero"



Raise your hand or enter questions in the chat



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Learning Objectives



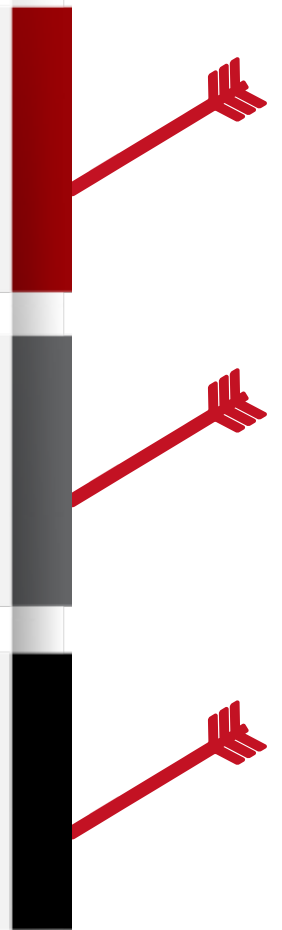
In-depth review and analysis of Coalition Building & Maintenance tools and tactics



Review tools for building better coalitions and decision maker advocacy



Learning the tips, tricks, and treats for connecting with decision makers



Power Prism[®] Advocacy Framework

POWERPRISM 

Additional information can be found at: www.PowerPrism.org

Created in 2001 by Lori Fresina and Judy Meredith. Been used by numerous organizations for the purposes of planning, executing, and evaluating campaigns to change systems and policy.

The Power Prism model has been adapted with permission for Voices for Healthy Kids

The Power Prism[®]

Build more power for your mission by using any or all of the six “power tools”



The 3 Key Questions

Everything (every day) you do as an advocate should be informed and guided by your answers to the 3 key questions



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The 3 Key Questions

What do you want?

What is the policy change you are seeking to address your issue?

Why do you want it?

What data/people make a case for that policy change?

Who has the power to give it to you?

Which specific decision-makers have the power to make that change?



Coalition Building & Maintenance

A diverse array of organizations endorsing a policy proposal build credibility and makes it harder for lawmakers to ignore.



NOW YOU: DO A QUICK POLL

Tell us about your experience in coalition or partnership building...

- I am a pro and ready to learn new tricks
- A bit over the years, need a refresher
- I am new to this work



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A good guiding principle for advocating and organizing with equity



Building a Powerful Coalition



Your coalition will be most effective and equitable if it brings together four layers of members



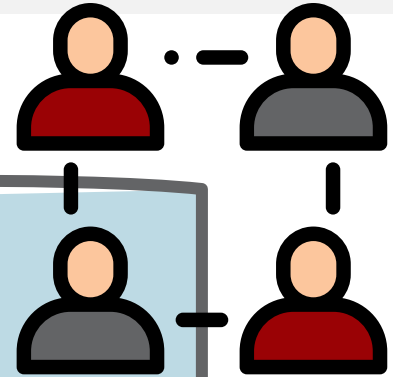
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Coalition-Building for Health Equity

Build a diverse coalition:

- Leadership from community leadership impacted by the policy proposal
- Allows the community being impact to participate and lead decision-making
- Amplifies the voices of community members
- Geographically inclusive
- Blend of interests that support goal (residents, nonprofits like AHA, business leaders, faith community, academia, youth, etc.)



Coalition-Building for Health Equity



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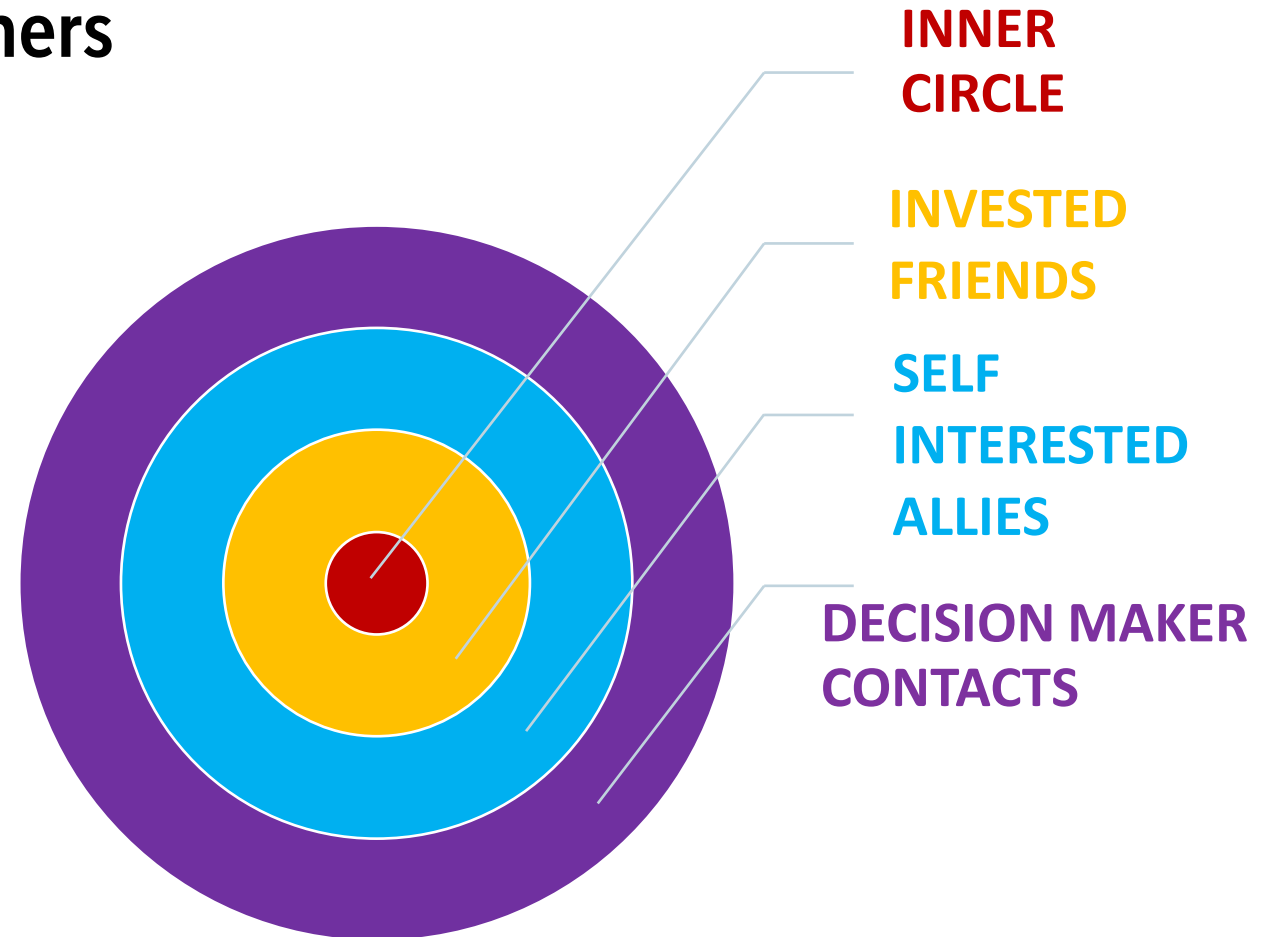
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Consider engaging four types of partners

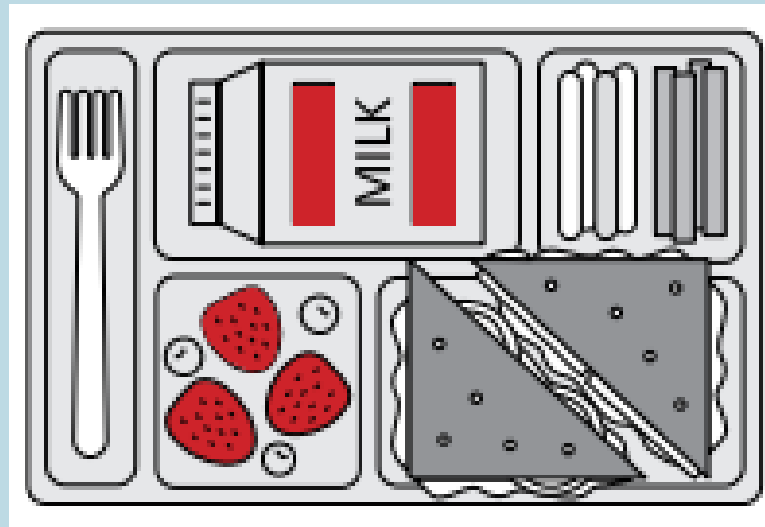
Organizations that:

1. Share your mission
2. Share your vision
3. A self-interest that is advanced if you win
4. Have a positive connection to your key decision-makers



Voices for Healthy Kids Campaign Example

Pass a healthy school meals for
all policy



Inner Circle

Organizations that share your mission

- Communities intended to benefit from the policy change in central leadership roles
- Organization committed to reducing hunger and/or improving nutrition security
- School nutrition professionals
- Parent groups



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Invested Friends

Organizations that share your vision

- Organizations with a primary focus on health equity
- K-12 educators
- Organizations committed to improving K-12 education
- Nonprofits, businesses, and religious groups in communities intended to benefit from policy change



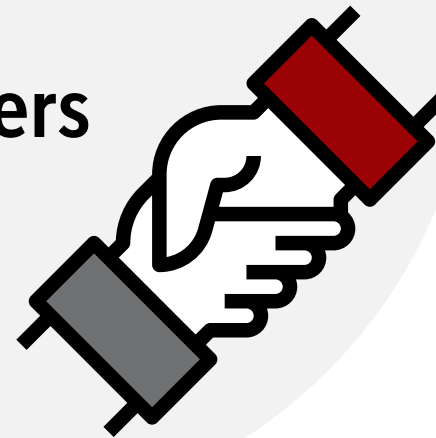
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Self-Interested Allies

Organizations with a self-interest that is advanced if you win

Local agriculture
organizations and
farmers



Decision Maker Contacts



Based on your pathways of influence' research, recruit organizations in your decision makers' sphere of influence and/or district:

- Organizations the decision maker (or a family member) belongs
- Organizations that have endorsed the candidacy of the decision maker
- Organizations in the lawmaker's district that are led by and represent communities who would benefit from the policy

Try it for Yourself

Coalition Mapping Exercise



Coalition Mapping

Categories of coalition partner	Criteria for consideration	Organizations you would like to engage and why (brainstorm 2-3)
INNER CIRCLE	Which organizations directly share your campaign mission?	
INVESTED FRIENDS	Which organizations embrace a vision that would be advanced if your campaign succeeded?	
SELF-INTERESTED ALLIES	Which organizations stand to better serve their membership if your campaign succeeds?	
DECISION-MAKER CONTACTS	Which organizations have a good relationship with any of the key decision-makers you are seeking to influence? Which organizations might challenge opposition arguments or assumptions?	

Take Inventory of Coalition Assets

Thinking about Power Prism[®]-based skills will help you tap into current partners' talent and assemble a coalition with assets needed to win a campaign



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Power Prism® Asset Inventory Homework

- Uncover current partner strengths and assets
- Engage partners deeper in the work with a clear sense of their strengths
- Identify gaps to begin a brainstorm about potential partners that might be a fit for the campaign and bring in needed assets



Action Step: On Your Own Complete the Campaign Asset Inventory

Coalition Building Using the Power Prism®

Do you or your partner organizations have capacity or strengths in:

Research & Data Collection

- Key decision-maker research
- Opposition research
- Participatory action research within impacted communities
- Youth surveys

Coalition Building & Maintenance

- Trusted by communities most impacted
- Can secure early and equitable participation from these communities
- Training skills
- Represent with other coalitions

Fundraising & Development

- Can offer resources for state lobbying, (monetary or lobbyist time:
- Can share expertise on raising unrestricted funds for advocacy

Coalition Building Using the Power Prism®

Do you or your partner organizations have capacity or strengths in:

Grassroots & Key Contacts

- Advocate reach and mobilization among diverse communities
- Grasstops contacts
- Grassroots staff
- Trainings for youth and advocates

Media Advocacy

- Issue and community expertise
- Promoting policy change and equity through social media
- Media and spokesperson training
- Leading inclusive events to focus attention on issue

Decision-Maker Advocacy

- Paid lobbyists or 501c4 status
- Government leadership experience
- Campaign experience
- Influence elections via endorsements donations
- Ballot initiative experience

Campaign Asset Inventory

Will your partners contribute these resources and assets to the campaign? If yes, to what extent?	No – our partners do not have this capacity	No – our partners have this capacity but are not planning to do it for this campaign	Yes – our partners will do this in some capacity for this campaign	Yes – our partners will contribute a lot in this area for this campaign
Policy Expertise in campaign topic				
Racial and Health Equity Expertise				
Impacted Population(s) Expertise				
Research & Data Collection	No – don't have capacity	No – not for this campaign	Yes – somewhat	Yes – a lot
Scientific research				
Policy research				
Population research				
Decision-maker target research				
Opposition research				
Community surveillance to spot problems				
Public opinion polling				
Assessments on scope of problem				
Participatory Action Research (community members gathering data)				
Run trainings on specific campaign				

Evaluating Your Coalition

Once you've completed your campaign asset inventory, answer the following questions:

- Does the coalition meet the needs of organizations representing communities intended to benefit from policy change?
- Where does our coalition have considerable strengths/gaps?
- Which of these gaps are most essential to fill in order to be successful on our campaign?
- What organizations might be able and willing to fill those gaps for our campaign?
- What are our immediate next steps for building our campaign assets?

Coalition Maintenance

Our job is to make it easy for these partners to be advocates for policy change – and to ensure that they feel like they played a role in the success of the campaign



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Coalition Maintenance Tips

When planning, consider the following:

Allow enough lead time:	Plan around coalition members availability:
<p>Give partners advanced notice for meetings, hearings, votes, and other time-bound events.</p>	<p>Outside of the 9-5 workday.</p> <p>Meetings in convenient locations or virtual</p> <p>Compensate youth advocates for time and talent.</p>



Coalition Maintenance Tips



Simplify support:

Make it easy for partners to participate with shared, adaptable materials and an assigned campaign point-person.

Share credit:

It is a success when coalition partners take credit for good work and broadcast campaign leadership!

Shine together:

Ask partners to provide quotes and a spokesperson for media outreach or events; provide equitable opportunities for all partners, no matter their size or time they devote to the campaign.

Coalition Maintenance

Own the negative.

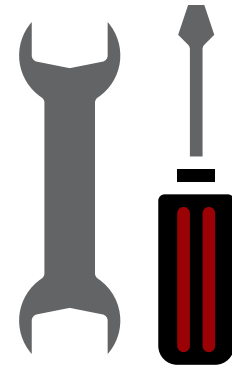
If something bad happens along the way, own it at the coalition leadership level

Show gratitude.

Thank partners each time something good happens

Most importantly, treat every coalition partner like a long-term asset.

This is not your last campaign!



Organizer's Checklist for Effective In-Person Coalition Meetings

✓	Activity	Notes, Person(s) Responsible & Follow-up
	<p>Poll coalition members for most convenient times and locations for regular meetings. Set a schedule of meetings and circulate to coalition partners. Include meeting schedule in orientation packet for new members</p> <ul style="list-style-type: none"> ▪ <i>Choose a location that is accessible by public transportation, has free or affordable parking, and is accessible to persons with disabilities.</i> ▪ <i>Choose a meeting time that works for the youth, parents, and other community members you want to engage – not just for staff.</i> 	
	<p>Develop a meeting agenda with times and roles and share with coalition chairs and subcommittee chairs 3 days before meeting for their changes and approval</p>	
	<p>Assign coalition partners to report on key parts of agenda for greater buy-in and listener interest</p>	
	<p>Establish goals of meeting in advance and share with membership when circulating meeting reminder</p>	
	<p>Circulate a meeting reminder 24-48 hours in advance</p>	
	<p>Plan for onsite help for room set-up and post meeting clean-up – “staff” should arrive early!</p>	
	<p>Circulate a sign-in sheet to gather records of meeting participants -- or require an online registration beforehand.</p>	

Share the small wins




Policy change takes time



Highlight the successes you have had over the year to showcase your hard work

Thank your partners, staff and volunteers in the work they are doing. Show gratitude. Thank partners each time something good happens.


Navigating Coalition Conflict



It's normal to have conflict. A good coalition has a diversity of opinion and that can generate conflict. This is healthy!



Conflict is a signal of deep and inclusive coalition work



Making room for and resolving conflict is the real work of coalition maintenance!

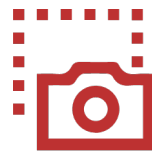
NOW YOU: HEAD TO BREAK OUT

Name

Role & Organization

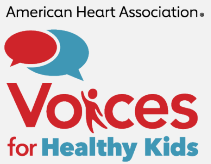
How have you managed conflict in coalitions? What are some tools and strategies that have worked for you in managing conflict within a coalition? What do you still want to learn?

Roles: **Scribe** (takes notes if needed) & **Leader** (helps get focused & times)



Screenshot
with phone

Let's Review:



Coalition Building & Maintenance will support today and tomorrow's campaign work.

Keep on:

- **Generating important support and resources for your campaign**
- **Building advocacy capacity in your organization and among partners**
- **Forming authentic relationships with partners**

Knowing which individual lawmakers, at each step, has the power to give you what you want is the best way to utilize all your advocacy power tools!

Decision-Maker Advocacy

Our #1 job as advocates is to make it easy for decision makers to give us what we want – and we do this by demonstrating support



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Legislative Process

- Bill sponsor will introduce legislation.
- Bill will be assigned to a legislative committee, and a first hearing date will be scheduled.
- Your bill sponsor and/or their staff will track its movement; coordinating with their office on your initiative is critical.
- If the bill is reported favorably out of committee, it will move to next step – often another committee.
- Your job is to advocate at each step of the way... it is a repeat process!

Who are the Decision-makers?

Those policy-makers with the power to give you what you want

Legislative
leadership and
committee chairs

Executive Branch
(Governor, mayor,
department heads)

Indian Tribal
Government
leadership

Voters – in case of
ballot initiatives or
open town meetings

Decision-makers every step of the way

There will be different key decision-makers throughout the process

Policy campaigns are not straight lines. There are many steps along the way, each with its own key decision-makers to influence and persuade.

Your **bill sponsor** is your legislative champion, not a target decision-maker. Be strategic when choosing a sponsor. Choose wisely to set a strong foundation for the campaign.

Committee(s)
of Jurisdiction

Legislative
Leadership

Legislative
Body

Executive
Branch
Leadership



POWER-MAPPING

A fancy term for researching, match-making, planning, executing, and planning again



Power-Mapping

Step-by-step recipe for success

1. Determine the handful of key decision-makers at each step of the process
2. Research possible pathways of influence to those key decision-makers
3. Cross-reference those promising pathways of influence with assets that you and your campaign partners already have (personal relationships, common interests, donors, employers, and more)
4. Plan to connect the dots between your assets and those pathways of influence to build your issue's profile within the decision-maker's sphere of influence
5. Bring the plan to life



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NOW YOU: HEAD TO BREAK OUT

Choose a lawmaker

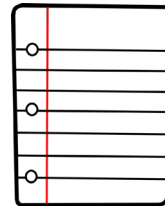
Office & Location

Select your search criteria:

- Google
- Campaign website
 - News sources
- Social media accounts

Each person keeps track of what they uncover for the person they are researching.
What is unique to your lawmaker?

Open
worksheet from
Chat Box



Sharing Opportunity



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Lawmaker Meetings

- Plan to learn, rather than “convince.”
- Let them know you have done your research on them. It conveys respect and helps you connect on common interests.
- Be brief and ask them what they think. The meeting will be short, so bring up your bill. Ask them how they feel about this issue – and LISTEN.
- Ask them how they get their information. Knowing the sources of media they trust is critical for future work.



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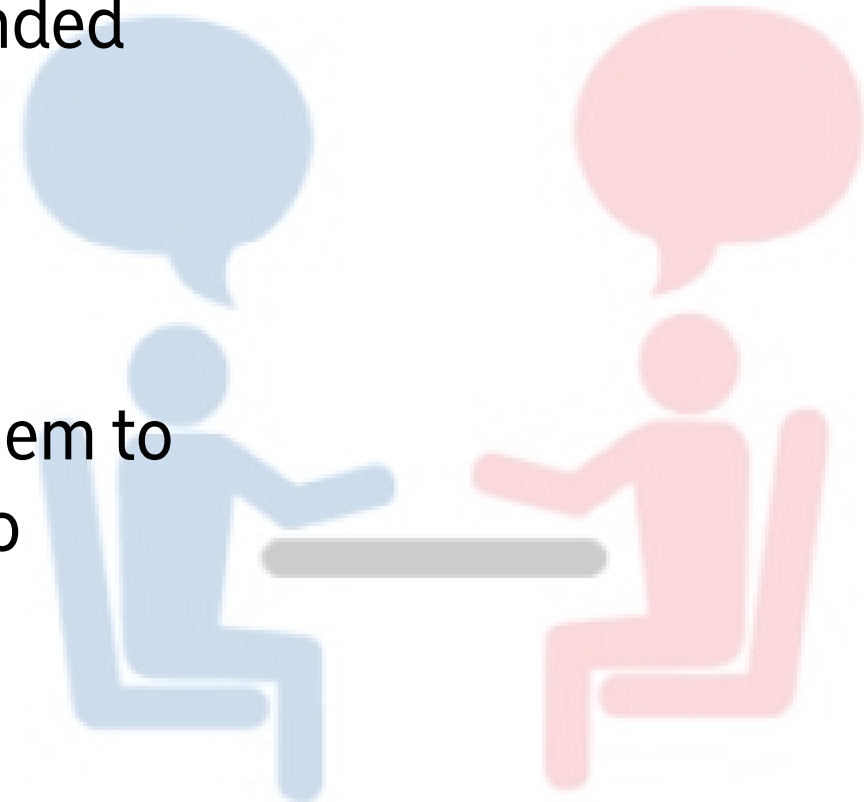
Finding Commonalities and Solutions with Decision-Makers

- What brought you here?
How did you decide on public service?
- I heard that you're focusing on _____. Will you tell me more about that?



Constituents Turn Good Meetings into Great Ones

- Lawmakers need to know that their voters care about an issue and will be watching the bill.
- Constituents who reflect the population(s) intended to benefit from the policy change should be a recruitment priority.
- Invite advocates who live in key decision-maker districts to join meetings. If they can't join, ask them to contact lawmakers in advance of the meeting to express support.





Special Events

Bringing your advocacy to their workplace!

Hero Opportunities

- Ways your campaign can make the lawmakers that help you look good to constituents, colleagues or other interests they serve.
- Examples:
 - Favorable opinion piece, letter to the editor or op-ed that thanks sponsor for support
 - Press releases that include a quote from your sponsor
 - Social media posting that praise leadership and thank them
- ***You are building relationships beyond this campaign!***



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Inside Influencers

- **Develop a compelling co-sponsor list.** Seek a broad group of co-sponsors, with representation across political parties, all regions of your city or state, and communities with diverse racial and ethnic groups.
- **Try to gain caucus support.** Caucuses can apply pressure from a large group of legislative champions. *Policies grounded in health equity confront systemic racism – and gaining relevant caucus support is critical.*
- **“Dear Colleague” letters.** Ask co-sponsors and supportive caucuses to sign-on to a letter to key decision-makers, asking for their support of legislation.

Power Building for YOUR Campaign

Decision-Maker Advocacy Power Tool



How could this campaign event be used to promote decision-maker leadership on the issue?



Does this event offer another reason for connecting with key decision-makers?



Are there potential hero opportunities for your legislative champions?

Final Thoughts



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Where Else to Use the Power Prism®

- Campaign plans
- Proposals and campaign budgets
- Coalition structure and make up
- Meeting agendas
- Trainings for volunteers and advocates
- Evaluations



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Campaign Toolkits on our Website

Water Access in Schools

Throughout this toolkit, you'll find information and resources that can help you advocate for school districts and schools to establish and implement policies that ensure kids have access to water at no cost throughout the school day as well as before and after school activities.

Overview

About The Issue

Build A Campaign

Recruit

Engage

Mobilize

Resources

Success Stories



Technical Assistance Areas

- Coalition & Community Engagement
- Decision Maker Advocacy
- Fundraising and Development
- Health Equity and Inclusion
- Legal Review
- Media Advocacy
- National Partner Engagement
- Offline Grassroots Engagement
- Online Grassroots Engagement
- Policy Language Development
- Policy Language Review
- Polling, Focus Groups & Other Message Research
- Research Technical Assistance
- Science Review
- Subject Matter Expertise
- Training and Capacity Building
- Translation Services





You Are Making Change Through the Work!

This work takes time. Even if your proposed policy does not pass the first time, you are:

- Learning key pathways of influence to lawmakers
- Making room for community to lead at decision-making tables
- Listening to and amplifying voices of community members
- Building valuable grassroots support and key contact relationships
- Keeping the issue alive and relevant for donors, advocates and lawmakers
- Educating lawmakers around health equity for the future

Remember that knowing the answers to the 3 Key Questions at each step is the best way to utilize all your advocacy power tools!

Questions?



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THANK YOU
