

Welcome!

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



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Power Prism®

Grassroots & Media Advocacy

Voices for Healthy Kids

August 1, 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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Laura Coleman

Advocacy Media Relations Manager



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National Grassroots Manager, Digital



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Equity and Racial Justice



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Equity and Racial Justice Definitions

These are definitions used by Voices for Healthy Kids

Health inequities: Differences in the health status of different population groups. These inequities have significant social and economic costs to both individuals and society.

Racial justice: The systematic fair treatment of people of all races, resulting in equitable opportunities and outcomes for all. Racial justice is the absence of discrimination and inequities, and the presence of systems and supports to achieve and sustain racial equity.

How do you think about these similarly or differently?

Equity and Racial Justice Definitions

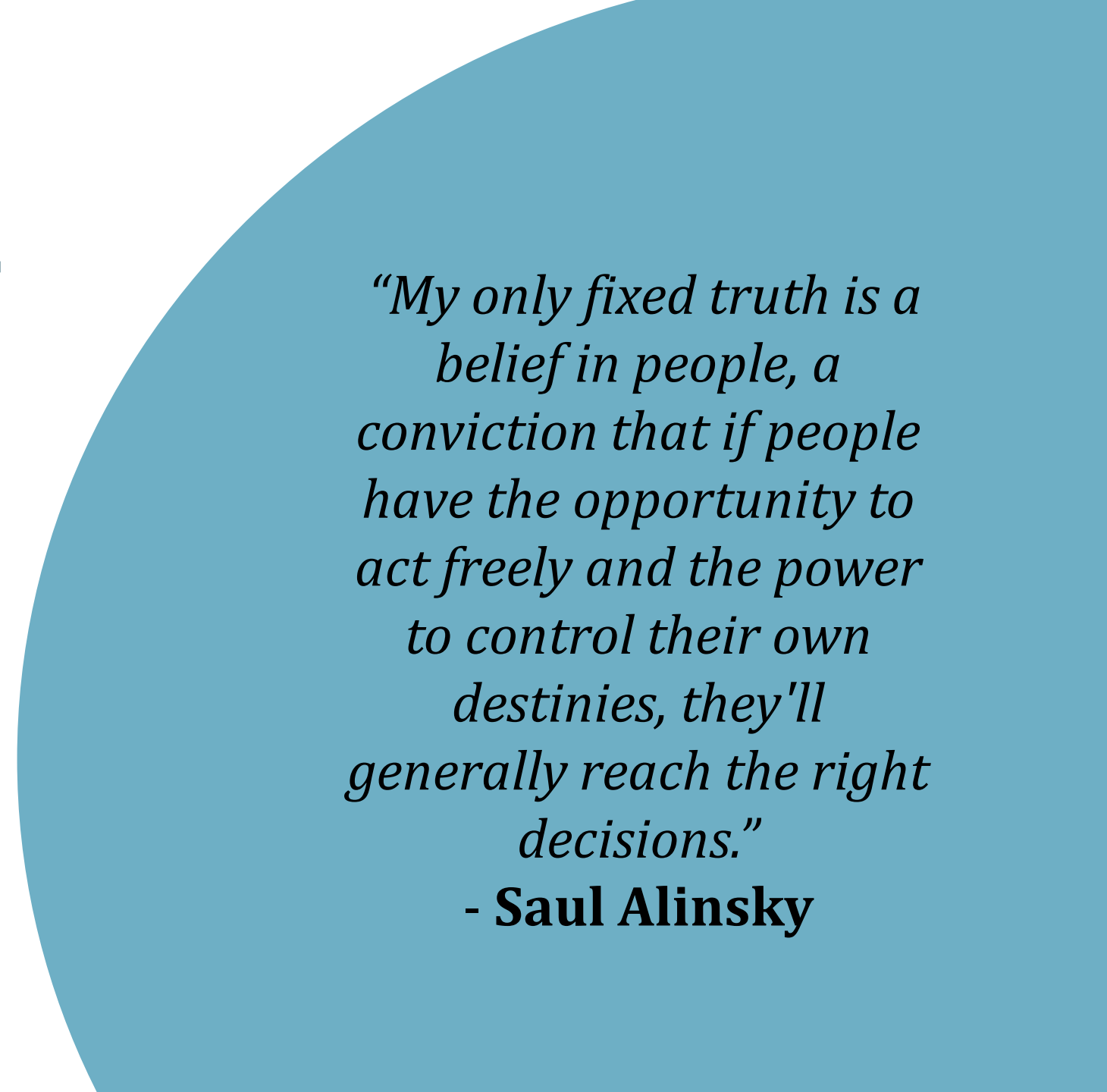
These are definitions used by Voices for Healthy Kids

Racial equity: Racial equity would occur when a person is no more or less likely to experience society's benefits or problems because of skin color. Racial inequity is when two or more racial groups are not standing on approximately equal footing. Racial equity is also described as the condition that would be achieved if one's racial identity no longer predicted how one fares. This includes elimination of policies, practices, attitudes and cultural messages that reinforce different outcomes predicted by race.

How do you think about this similarly or differently?



**Equity-centered
campaign practices
consistently engage
community members as
leaders and experts.**



*“My only fixed truth is a
belief in people, a
conviction that if people
have the opportunity to
act freely and the power
to control their own
destinies, they'll
generally reach the right
decisions.”*

- Saul Alinsky

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?



Grassroots & Key Contacts

Grassroots power, when organized and prepared, can overcome even the most well-funded corporate interests



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NOW YOU: DO A QUICK POLL

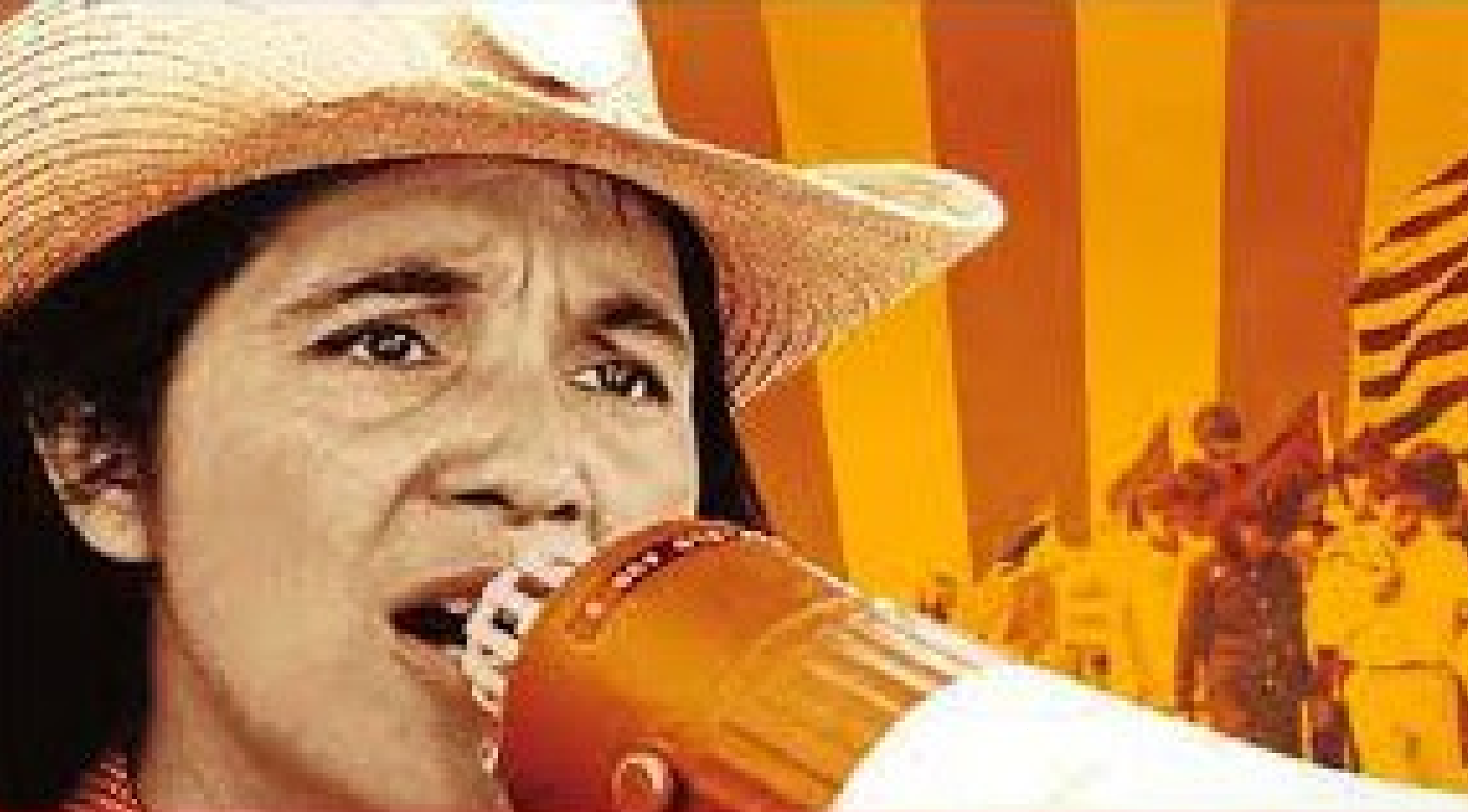
Tell us about your
experience in
grassroots

- 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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"Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world."

- Dolores Huerta

Grassroots Advocacy

The process of communicating with the general public and asking them to contact their local, state or federal officials regarding a particular issue

- Driven by the people (think "people power")
- It lets citizens start powerful conversations around the issues they care about.

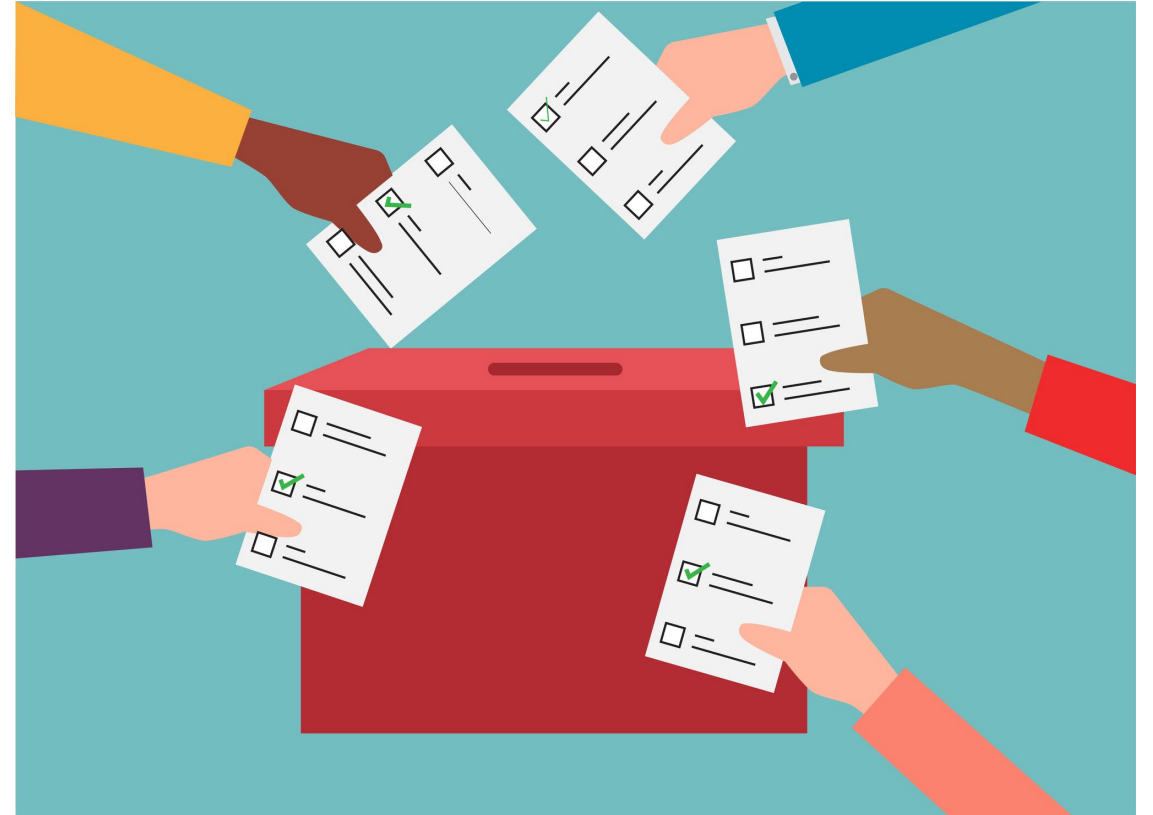


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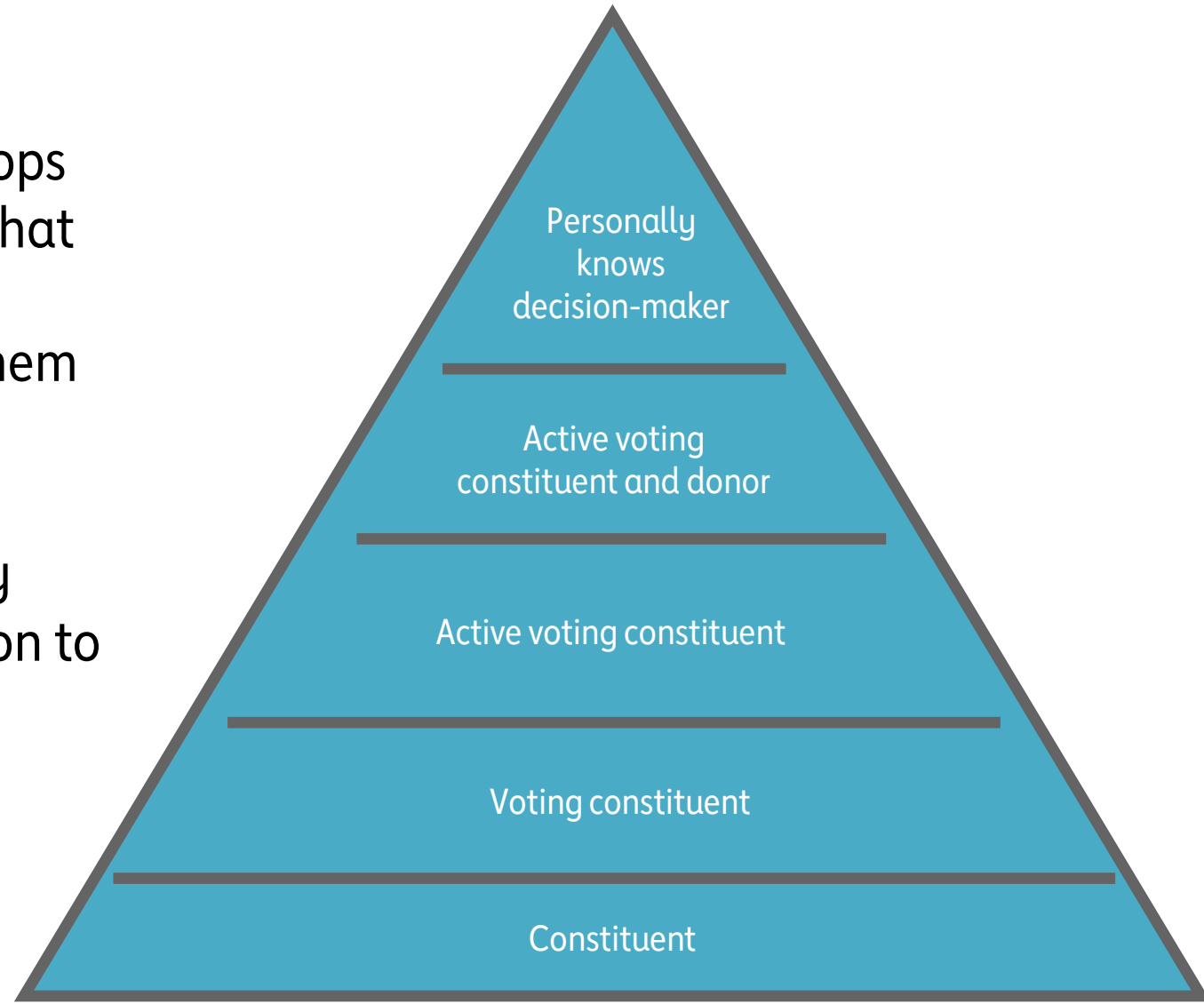
Grassroots Advocates

- The people who have a connection to elected officials because they are constituents
- Have the power to impact change at various levels

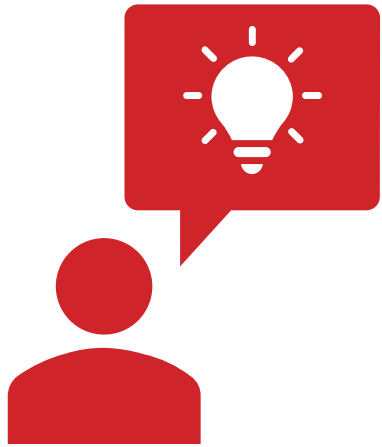


Grasstops Advocates and Key Contacts

- **Key contacts** – Also known as “grasstops advocates”, key contacts are people that have positions, special expertise, or personal relationships that connect them more directly to key decision-makers.
- The power behind grasstops advocacy comes from people’s natural inclination to listen to those they perceive to have status.



What influences a lawmaker (typically)?



1. How large is the problem and does it have a practical solution?
2. What impact does it have on his/her district?
3. What is the cost?
4. What organizations, individuals, businesses care about this issue? Do constituents care?
5. What is the media saying?
6. Does the issue affect me personally?
7. What do my constituents say?

Grassroots Power

- Grassroots advocates have a connection to key decision-makers because they are constituents. Elected officials want to appeal to the folks they are elected to represent - especially voters.
- Hearing from constituents impacts lawmakers. Just a handful of phone calls can make them take notice and act.



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Grassroots Power: STORYTELLERS

- Grassroots advocates do not have to be experts on the issue, just their own experience!
- Doing the work to include personal stories in your campaign – especially of those directly impacted by your proposed policy and connected to key decision-makers – is critical.



Building and Engaging a Grassroots Network



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Grassroots for Health Equity

Build a diverse grassroots base that:

- Is from communities most impacted by the policy proposal
- Is geographically inclusive
- Has a blend of interests that support goals (residents, nonprofits like AHA, business leaders, faith community, academia, youth, etc.)
- Can use the training, tools, and relationships developed in this campaign to work on other issues they care about down the line



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Engaging Grassroots Advocates



- Understanding *why* grassroots advocates are connected to your organization or issue will help you engage them.
- Ask grassroots early on *why* they are personally invested in your issue.

Digital Engagement

Examples of how to digitally engage advocates:

- Blogs
- Newsletter features
- Training opportunities
- Sharing op-eds and LTEs
- Posting on social media
- Graphics, videos, etc.

DID YOU KNOW?

Your community
could fund:

Offline Engagement

- Plan for more high-touch than high-tech outreach.
- Based on your strengths, find trusted individuals or groups to do convening work or provide information
- Get creative!



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Cultivate Your Supporters Through Education

- Education = Engagement
- Advocates are more likely to take action if they understand the issues they're advocating for
- Don't assume that your advocates are experts!



Community Voice and Involvement – Remember Health Equity!

- All campaigns must pause and make sure there is community voice in any policy work intended to solve issues within those communities.
- Take a moment as a team or coalition to consider underrepresented groups and brainstorm ways to empower these important voices
- Be aware of the effects your policy solutions can have on groups that have been historically underrepresented or ignored.



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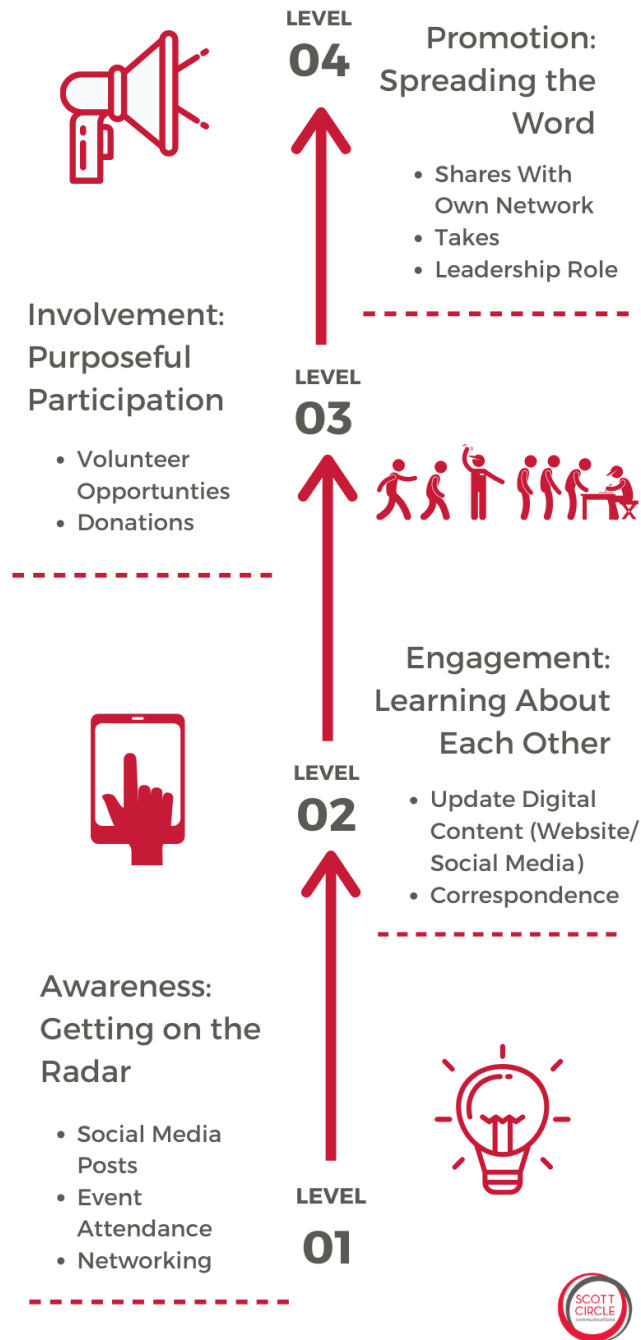
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Ladder of Engagement



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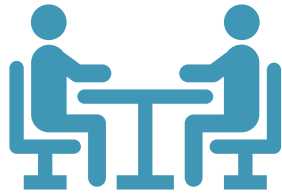




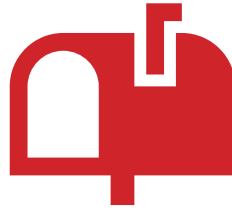
Participating in the Process



Send an Email/
Action Alert



Meet w/Lawmakers
and Staff



Send Snail Mail



Testify on a bill



Call your lawmakers



Write a Letter to the
Editor



Get out the Vote



Recruit new Advocates



Text your Lawmakers



Attend a Training



Tweet your
Lawmakers



Be a Spokesperson



Attend an Advocacy Day



Sign a Petition

Spend Time on Outreach

- Consistent, personal outreach is necessary to cultivate strong advocates willing to take action
 - Send your messages from a real person with a real name
 - Consider who might be the best messenger for grassroots advocates – the campaign manager? A coalition partner? A trusted volunteer?

Most importantly, treat advocates like a long-term asset, not a short-term convenience. This is not your last campaign!



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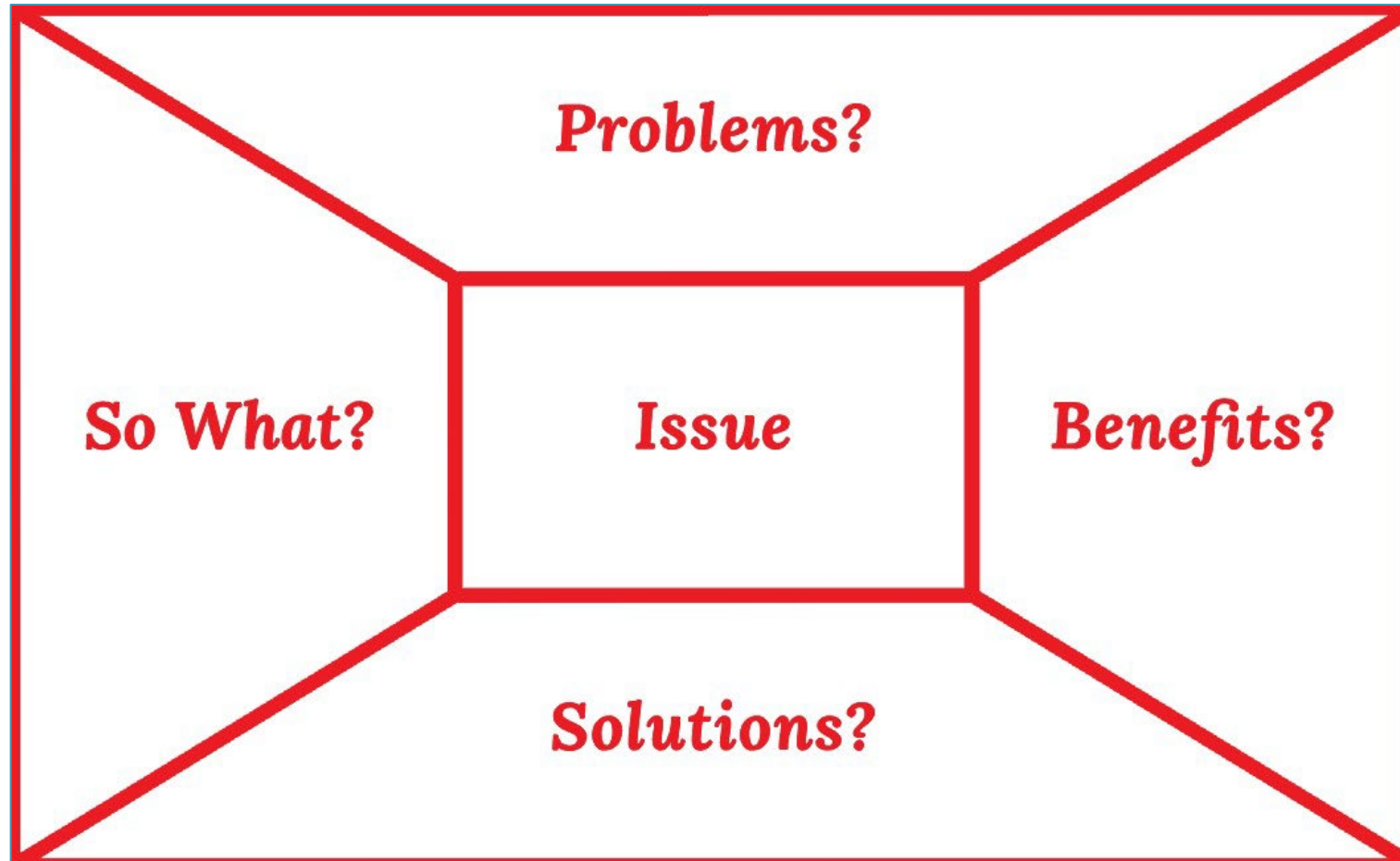
Communications & Messaging



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Message Development



Message Development



Educator Support

Half of educators work a second job to make ends meet and the average teacher makes 85 cents on the dollar compared to similar fields. Through increased salaries and staffing, the Blueprint will better support our educators who dedicate their lives to children.

Economy/CTE

Increasing school funding will improve schools and prepare our students for the jobs of the future. The Blueprint will help our communities recruit businesses and attract entrepreneurs as our economy adapts to technological advancement.

Our kids can't wait for us to pass the Blueprint for Maryland's Future. The Blueprint will expand career and technical education, hire more educators and increase their pay, provide additional support to struggling learners, and create lasting educational equity and a more prosperous future for our state.

Accountability

This isn't just about increased funding, it's also about increased accountability. The Blueprint creates a new accountability system that will ensure funding is improving instruction, support, and educational equity and opportunities for all students.

Equity

No matter what neighborhood you raise your family in, it should have a great public school. But right now in too many places in Maryland, kids don't have the same access to a great education. The Blueprint will bring about real and lasting educational equity.

Core Principles of Communication Message Development

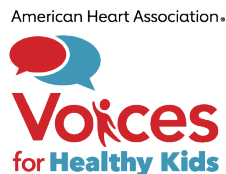
- Think about where they are coming from
- Start with what matters most
- Bullet points!
- Keep it simple



Creating Your Message

Frame your issue in a way that:

- **Makes it newsworthy or relevant**
- **Highlights the health equity at stake**
- **Shows how your issue affects real people**
- **Showcases support or momentum for your issue**



Media Advocacy



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What You Will Take Away

- An understanding of Media Advocacy through the Power Prism[®] model
- Knowledge of steps to take when planning for this kind of advocacy, including:
 - Research to create a media advocacy plan
 - Development of compelling, relevant, media-worthy stories
 - Methods and tools for media outreach and coverage
- Ways to get support from Voices for Healthy Kids



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Media Advocacy

Influence decision-makers to think (and act) differently about an issue that matters to you through the media outlets that matter to them.



What Is Media Advocacy?

Media advocacy is a way to influence decision-makers through media coverage, in a way that takes our point-of-view. It often:

- Exposes a problem we seek to fix
- Spotlights a solution we seek to implement
- Celebrates one of our allies – while tying into our advocacy goals
- Challenges one of our opposing forces

What is the Value of Media Advocacy?



Informing the public about the systemic culprits of health problems and community issues



Gaining opportunities for community members to share their experience and leadership on issues



Creating urgency around issues to inspire more involvement



APPLYING PRESSURE TO DECISION-MAKERS

Media Advocacy Planning



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Identify Media that Key Decision-Makers Follow

3rd Key Question: Who has the power to give it to you?

- Ask staff which media outlets key decision-makers pay attention to
- Do some sleuthing on social media
- Repeat as key decision-makers change!



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Look at Previous Media Coverage

Get a sense of previous reporting:

- How has this issue been portrayed?
- Who is speaking in support?
- Who is opposing?
- What are ways that issue might need to be re-framed or advanced?
- Which reporters are reporting on issues like this?



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Create a Media List

- Develop a robust media contact list, ready when campaign needs it.
- Coalition partners may already have a media list to share for the purposes of the campaign.
- Ask coalition partners about any personal relationships with media.
- **INCLUDE SOCIAL MEDIA HANDLES!**

Media list should include:

- ✓ Newspapers, television, radio, social media outlets/blogs
- ✓ Statewide and local media outlets in districts served by key decision-makers
- ✓ Reporters/columnists who cover health, children, politics, racial justice
- ✓ Diverse outlets that are inclusive of communities of color and audiences for whom English is not their primary language

Identify Campaign Experts



Issue Expertise



Lived Expertise

Plot Out Legislative and Campaign Events

Plotting out the legislative and special events calendars of coalition partners will help generate a coordinated plan to engage media to apply pressure on decision-makers.

Legislative calendar, including:

- Deadlines for submitting bills
- Deadlines for bills to be reported out of committee
- Legislative recesses

Partner events calendar, including:

- Special events like fundraisers
- Legislative events like lobby days
- Annual events like report releases, awareness months, etc.

Research Your Opposition

It is critical to understand who might oppose your campaign and the kinds of arguments that they will use. This can help you think about how to reframe those arguments in your media advocacy or pick effective messengers.

Opposition	Messengers
Anti-tax groups	Issue experts who study tax policy
Industry groups	Supportive business or school leaders
Those that may not understand role of structural racism	Those with lived experience most directly impacted by the health inequity and proposed policy; community leaders

Developing Stories and Cultivating Spokespeople



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How Does Media Activity Advance Campaign Goal?

Keeping this in mind will keep focus on media targets, message and key messengers!



Components of a Compelling Message

- Name the **Problem**
- Envision the **Solution**
- Create the **Ask**
- Explain the **Urgency**
- Paint the **Hope**



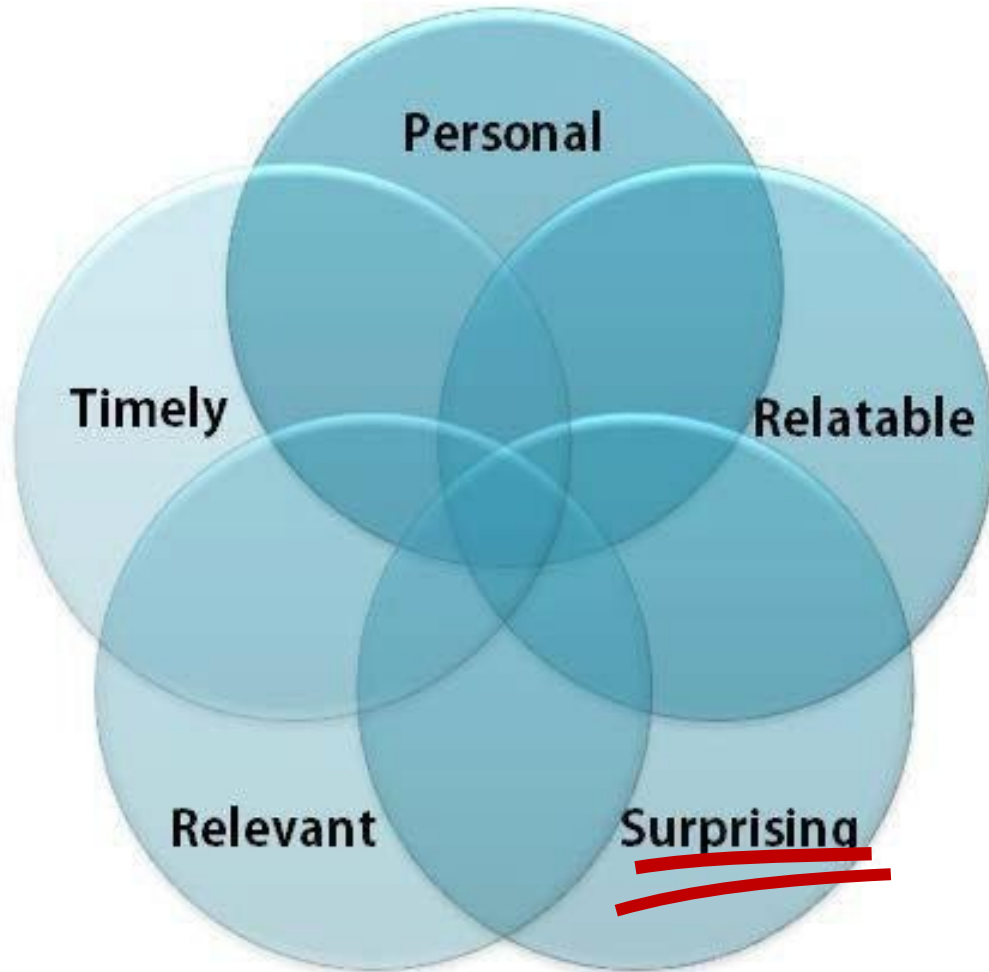
Frame Your Message



Frame your issue in a way that:

- **Makes it newsworthy or relevant**
- **Highlights the health equity at stake**
- **Shows how your issue affects real people, but in the context of the system that is causing or solving the problem**
- **Showcases support or momentum for your issue**

Develop Media-Worthy Stories



Powerful stories can transform a campaign.

Campaign communications should strive for storytelling that **has 5 essential elements.**

Surprising elements are critical!

Build Relevance to Your Target Media

- An event that has draw because of the location or attendees
- Locally-based information or data that will matter to your target media outlet readers/viewers
- Relevance because of a local organization's or local citizen's involvement or support
- Messaging tailored to target media's audience

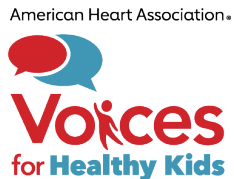


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Consider Your Messengers

- Have you identified at least one personal impact story you can share with media?
- Who are the most compelling spokespeople and why? Those with issue expertise? A partner in a key decision-maker's district?
- Are there coalition partners you should include?



Highlight Personal Stories



1. What do you want those who hear your story to think about or understand about the issue?
2. How do you want listeners to feel when they hear your story?
<https://youtu.be/PUHop5i8-f4>
3. How might your story convince a lawmaker that our goal is important?

“Portrait” vs. “Landscape” Framing

Remember that the system that you are trying to change is the true hero or the villain.

Keep personal stories relevant to your issue and what lawmakers can do to make change!



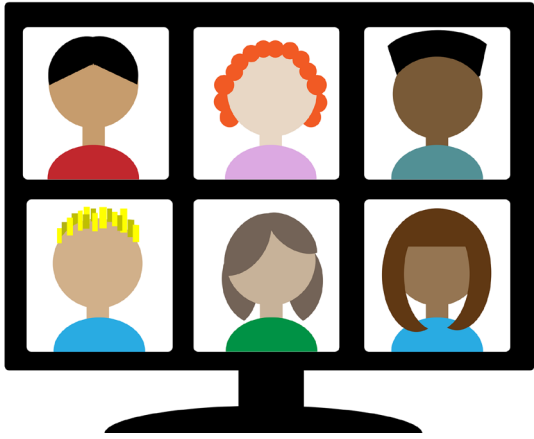
Youth voices resonate with media and lawmakers



Youth Advocates in the Media

Provide Training for Spokespeople

Training Webinars



Trainings as part of Advocacy Days



One-on-One Coaching



Contacting the Media



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Contacting the Media



FIRST RULE: *Only reach out when something is newsworthy!*

newsworthy adjective



news·wor·thy | \ 'nüz- ,wər-thē , 'nyüz- \

Definition of *newsworthy*

: interesting enough to the general public to warrant reporting

And...

Identify and reach out to
reporters who cover **your issue**
specifically

Newsworthy Campaign “Events”

Examples

- ✓ Bill is poised for a vote or hits legislative milestone
- ✓ Campaign advocacy day or awareness event
- ✓ Similar bill passes in states or cities that lawmakers consider “peers”
- ✓ Media in another region covers your issue favorably
- ✓ Opposition is voiced on your issue
- ✓ Data or report is released
- ✓ Organizations pledge support or celebrity speaks out on your issue
- ✓ ... and more

Contacting Diverse Media Outlets

- *Not sure if there are news outlets in your area that cater specifically to Black, African American, Latino, Native American, Alaskan Native, Hawaiian Native, Pacific Islander, and Asian American communities? Google it!*
- *Non-English radio, print, and digital sources can be a great way to connect and engage with communities (and their lawmakers)*
- *Actively seek out diverse sources to be interviewed as issue experts, advocates, and for first-person testimonials*



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Thank Media and Offer Yourself as Resource!

If you liked an article, send a thank-you to the reporter via social media or email and urge advocates to do the same.



Use Social Media to Amplify Media Successes

- Share published articles or op-eds
- Feature photos from media events
- Highlight quotes from campaign or advocates
- Share posts with partners
- **Tag key decision-makers!**

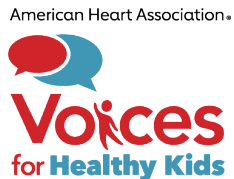


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Quick Exercise

- Choose 2-3 popular news outlets in your city
- Look up its pages on either Twitter, Facebook or Instagram
- Check the number of followers they have
- Compare and determine who has the most
- Report out



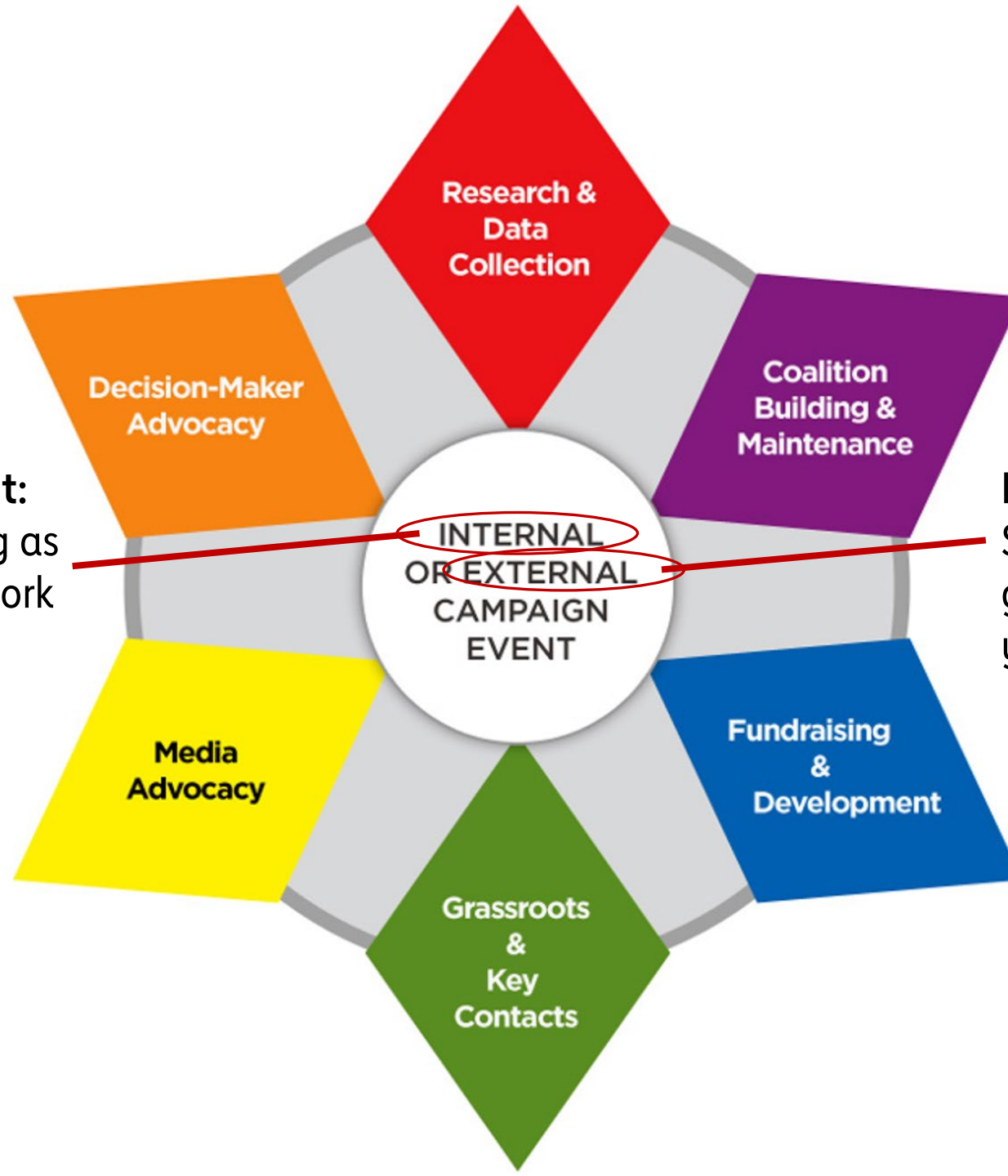
Building Power with Media Advocacy



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Internal Campaign Event:
Something you are doing as part of your campaign work or strategy.



External Campaign Event:
Something that happens – good or bad – outside of your control.

Use Campaign Events to Engage Media

- Bill is poised for a vote or hits legislative milestone
- Campaign advocacy day or awareness event
- **Other examples from your experiences?**



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Create Hero Opportunities

Your campaign can use media to make supportive lawmakers look good to constituents, colleagues or other interests

- Letter to the editor thanking sponsor
- Press release that includes quote from sponsor
- Social media postings that praise and thank supportive lawmakers



With a little effort, supporters can become champions!

Spend Time on Relationships

Personal outreach is necessary to cultivate strong media relationships and relationships with advocates willing to speak with the media.

- Reach out to reporters to comment on their pieces – without an ask
- Thank advocates personally for sharing their experiences
- Leverage but be respectful of relationships your partners may have with media



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Messaging and Media Resources



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Messaging Resources

Messaging

Tested and ready to use

Build A Campaign

- Recruit
- Engage
- Mobilize

Resources

Success Stories

HEALTHY, EQUITABLE SCHOOLS

Fast Facts for Water Access in Schools

American Heart Association science-approved fast facts for campaigns focused on Water Access in Schools.



Science Fast Facts

HEALTHY, ACCESSIBLE FOOD AND DRINKS

Water In Schools Messaging One-pager

Messaging documents provide everything from simple phrases you can use to sample language you can copy, paste and customize in your campaign.



Messaging documents



One-Pagers

HEALTHY, ACCESSIBLE FOOD AND DRINKS

Water Access Message Wheel

Messaging documents provide everything from simple phrases you can use to sample language you can copy, paste and customize in your campaign.



Messaging documents

HEALTHY, ACCESSIBLE FOOD AND DRINKS

What is the germiest thing in a school?|

What is the germiest surface at a school? The water fountain!

Campaign Toolkits



FEATURED TOOLKIT

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.

[EXPLORE TOOLKIT](#) 

Success Stories

MARYLAND



Serving healthy drinks to children in Maryland

HEALTHY, EQUITABLE SCHOOLS

OHIO



Creating a healthy food financing initiative in Ohio

HEALTHY, ACCESSIBLE FOOD AND DRINKS

MISSISSIPPI



Mississippi's State Wide Education and Outreach Campaign

ACTIVE, EQUITABLE COMMUNITIES

FLORIDA



Florida's Law Requiring Transportation Planning Include Bicycle and Pedestrian Considerations

ACTIVE, EQUITABLE COMMUNITIES

NEW MEXICO



Creating Opportunities for Healthier School Foods for Native American Students

HEALTHY, ACCESSIBLE FOOD AND DRINKS

PENNSYLVANIA



Philadelphia win puts sugary drinks in crosshairs nationwide

HEALTHY, ACCESSIBLE FOOD AND DRINKS

Final Thoughts



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Technical Assistance Areas

- Coalition & Community Engagement
- Decision Maker Advocacy
- Fundraising and Development
- Health Equity and Inclusion
- Legal Review
- **Media Advocacy**
- National Partner Engagement
- **Digital 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**



Accessing Voices for Healthy Kids Technical Assistance (TA)

Voices for Healthy Kids offers public policy campaigns technical assistance to help move policy forward but to also build the capacity of the organization.

- Resources
- Experience
- Training
- Much More!

All TA Requests are submitted through our online TA Portal through a form that captures your request and allows our team to provide the TA in a streamlined easy format.

All users will have a log in to access progress and outcomes of the TA provided.

https://aha.cherwellondemand.com/CherwellPortal/VFHK?_af=2ef481f1#0

Questions?



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THANK YOU
