

# Power Prism<sup>®</sup>101

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Voices for Healthy Kids

July 18, 2023



American  
Heart  
Association.

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[voicesforhealthykids.org](https://www.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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# Ben Schmauss

National Senior Advocacy Consultant



# Lori Fresina

VP Executive Director

# TODAY'S OBJECTIVES

## Power Prism<sup>®</sup> advocacy framework

- Become familiar with the Power Prism<sup>®</sup> as a tool to move advocacy campaigns and your mission forward
- Understand the Three Key Questions for effective advocacy
- Have so much fun that everyone will want to attend the upcoming deeper dive trainings on the Power Prism<sup>®</sup> strategies and tools



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# WHAT IS ADVOCACY?

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.





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**A good rule of thumb for advocating and organizing with equity**

# The 3 Key Questions

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*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?**

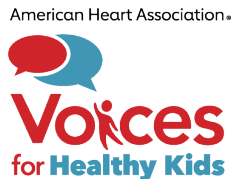
**What is the policy change you are seeking to address your issue?**

**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?**





# The Power Prism®

A tool for advocacy planning, execution, and evaluation



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# The Power Prism<sup>®</sup>

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



# Research & Data Collection



Strong data is critical – but strong data alone will not guarantee a campaign's success.



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# Types of Campaign-Related Research

- Scope of the problem: number of people impacted, populations impacted, health inequities
- Community-informed research
- Community-level history of systemic racism and health inequity
- Impact of policy: evidence that proposed solution will be effective
- Evidence that the impacted community supports the proposed solution
- Official process and timeline for policymaking body
- Campaign case studies
- Surveys of public opinion and experience
- Voter polls
- Opposition research
- Key decision-maker research
- Message research
- Evaluation of policy impact – especially on health equity

# Doing the Nuanced Research



Understanding the political landscape, connections to lawmakers, opposition arguments

- What makes your key decision-makers tick?
- What have they ever said/done/written about equity or structural racism?
- Who – among your allies – is friendly with key decision-makers?
- What do you know about your opposition?
- What is your opposition's influence on key decision-makers?
- What is the political landscape in which you are working?

LEARN  
MORE ABOUT  
KEY DECISION  
MAKERS



# Coalition Building & Maintenance

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Coalitions increase credibility and pressure on decision-makers



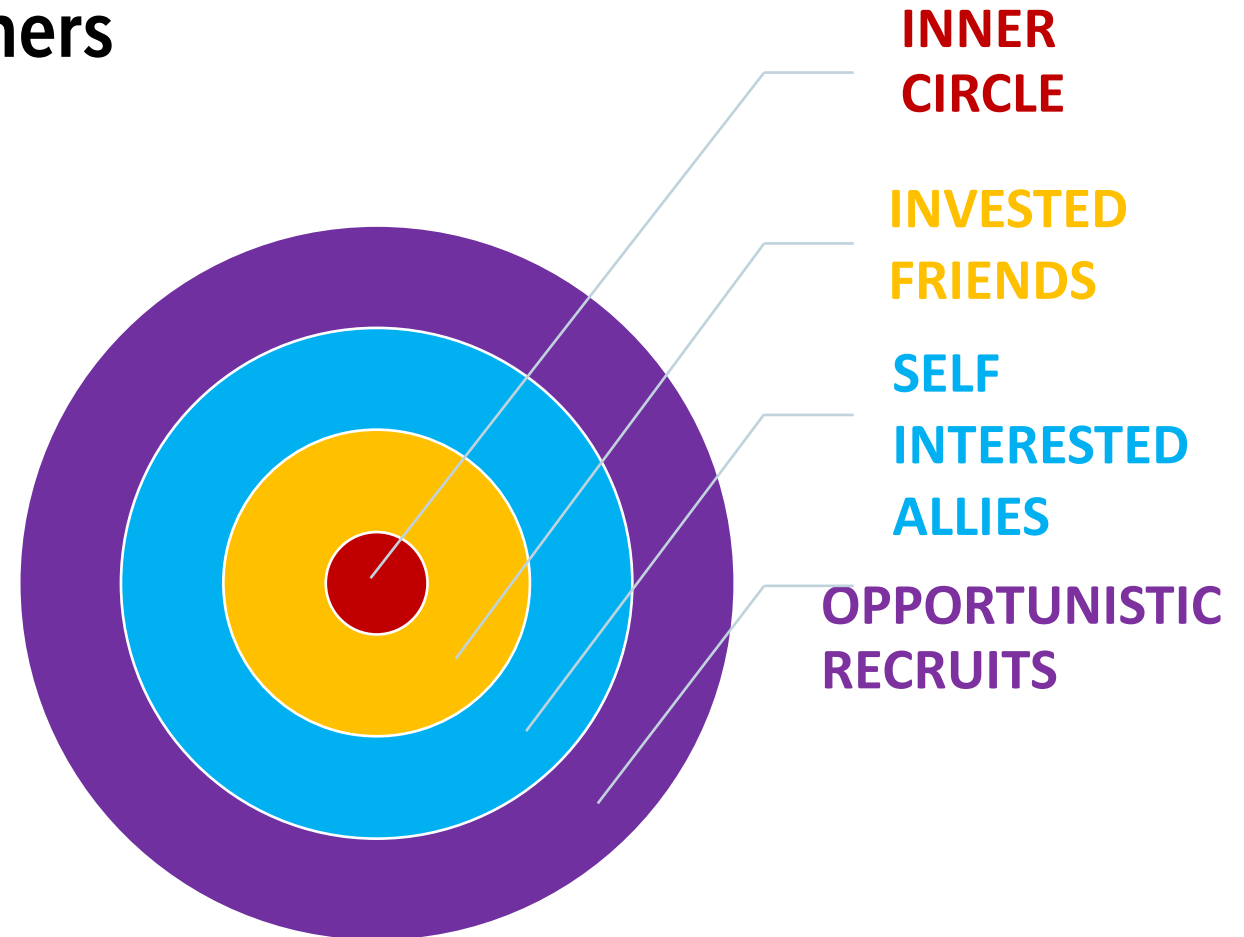
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# Coalition-Building for Health Equity

## Consider engaging four types of partners

1. Organizations that share your mission
2. Organizations that share your vision
3. Organizations with a self-interest that is advanced if you win
4. Organizations that have a positive connection to your key decision-makers





# Coalition-Building for Health Equity

## Build a diverse coalition that:

- Has leadership from communities most impacted by the policy proposal
- Has meetings at times and in locations convenient for community-based groups
- Is geographically inclusive
- Has a blend of interests that support goal (residents, nonprofits like AHA business leaders, faith community, academia, youth, etc.)

# Coalition-Building Using the Power Prism®

**Do you have partner organizations who have strengths in:**

- **Research & Data Collection:** Ability to conduct surveys or other on-the-ground research.
- **Coalition Building & Maintenance:** Knowledge of and trust from communities most impacted
- **Fundraising & Development:** Ability to contribute to campaign in dollars or in-kind.
- **Grassroots & Key Contacts:** Strong grassroots networks, connected leaders.
- **Media Advocacy:** Strong public or media presence, relationships with media.
- **Decision-Maker Advocacy:** Location in key decision-maker districts, lobbyist intel, ability to organize or staff advocacy days.

# Fundraising & Development

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Advocacy campaigns can be ways to convert donors into advocates,  
and advocates into donors



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# Building Power Through Your Fundraising

**Can you engage your financial supporters in advocacy-related relationship building for this campaign?**

**AND**

**Can you leverage this advocacy campaign to raise money for your organization?**





## VICTORY!

Lori,

California voters have delivered a resounding victory for kids over the tobacco industry by overwhelmingly approving Proposition 31, a ballot referendum to uphold the state's landmark law ending the sale of most flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars.



### Momentum is growing across the U.S.

The California vote shows that voters strongly support eliminating flavored tobacco products. It also provides powerful momentum for similar action by other states and cities, as well as by the FDA, which has proposed rules prohibiting menthol cigarettes and flavored cigars.

Help us seize this momentum!

[DONATE TO SUPPORT THIS ONGOING WORK >>](#)

## Equality Ohio

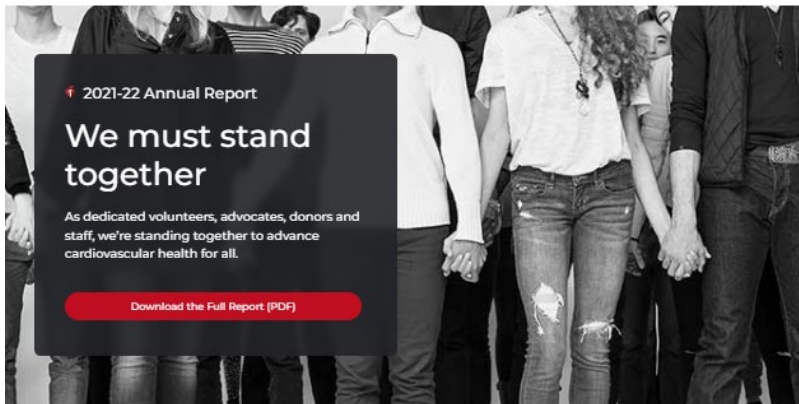
8,739 Tweets

Following

🤔 How will you support equality? Join Defenders of Equality or Donate 1x here: [linktr.ee/EqualityOhio](https://linktr.ee/EqualityOhio)

# Sell your advocates on donating

# Sell your donors on advocating



[Advocating for Systems Change](#) | [Empowering Healthier Communities](#) | [Improving Care for All](#) | [Fueling Scientific Discoveries](#) | [Financial Highlights](#)

## Greetings from our CEO and chairman of the board and president

We're advancing health equity for all.



FROM THE  
CHIEF EXECUTIVE  
OFFICER

"Together, we built momentum toward our 2024 Impact Goal to advance cardiovascular health for all by identifying and removing barriers to health care access and quality. Behind every life changed were dedicated volunteers, donors and staff — the heartbeat of our organization."



FROM THE  
CHAIRMAN OF THE BOARD  
AND PRESIDENT

"This past year we boldly stood together with our global family of advocates and volunteers to champion change necessary to support patients, caregivers and communities around the world." — Donald M. Lloyd Jones, MD, ScM, FAHA, President

Heart Attack and Stroke Symptoms | Volunteer | Learn CPR | SHOP | [DONATE ONCE](#) | [DONATE MONTHLY](#) | Q

## Advocating for Systems Change

**W**e know that cardiovascular disease causes 17 million deaths worldwide every year. That's why we are standing up to the scourge of tobacco companies, bringing lifesaving research innovations to market and working relentlessly to give everyone the chance to eat healthier.

**We must fight together.**

### Standing Up to Tobacco Companies

Flavored tobacco products contribute to higher rates of heart disease, stroke and other illnesses.

A Stanford and AHA report documented tobacco companies have intentionally marketed their deadly products to Black, Hispanic and young people. The results have been tragically effective: 85% of Black and 48% of Hispanic people who smoke use menthol. More than half of teenagers who start smoking begin with menthol. Flavored tobacco products contribute to higher rates of heart disease, stroke and other illnesses.

Through our Tobacco Endgame strategy, we're determined to end this blight.

You're the Cure buoyed the federal government's proposed regulations to remove menthol cigarettes and flavored cigars from the market, with more than 4,100 online comments supporting the rules.

### No Surprise Billing: Advocating for the No Surprises Act

"Thanks to the No Surprises Act, patients suffering from cardiac arrest, heart attack or stroke can now focus on their urgent medical needs and not have to worry about receiving a financially devastating surprise bill," American Heart Association CEO Nancy Brown said.

After four years of dedicated work by our nationwide network of grassroots advocates, the No Surprises Act has taken effect, shielding people from unexpected bills and financial disaster.

Surprise medical billing occurs when a patient is billed directly for out-of-network medical care they thought their insurance would

"Thanks to the No Surprises Act, patients suffering from cardiac arrest, heart attack or stroke can now focus on their urgent medical needs and not have to worry about receiving a financially devastating surprise bill," American Heart Association CEO Nancy Brown said.

# Grassroots & Key Contacts

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



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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 Power: Voters/Residents

- 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.
- Make a habit of asking for home address at community meetings, coalition meetings or other campaign events – and helping people find out who their lawmakers are.



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AHA Northern Nevada

@AHANorthernNV

Thank you to 12-year-old Ruby Schmauss who spoke w/ legislators about the prevalence of vaping at her school in support of SB 263. Help us urge lawmakers to prioritize the health of Nevada kids. Click the link to tell state officials to vote YES on SB 263. [act.yourethecure.org/L25haos](https://act.yourethecure.org/L25haos)



# 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 Grassroots Capacity for This Campaign

## ... And your next one!

- Identify advocates that live in key legislative districts.
- Identify gaps and find constituents to fill gaps.
- Ask coalition partners to educate/mobilize their supporters on this issue.
- Tap into the Voices for Healthy Kids Action Center for grassroots support.
- Ask advocates early on to share their personal stories about this issue so you can begin to identify and work with them on advocacy.
- Share campaign successes and thank advocates every time.

# Key Contacts or “Grasstops”

- These advocates have positions, special expertise, or personal relationships that connect them more directly to key decision-makers.
- Grass tops can be cultivated by researching a key decision-maker’s interests and affiliations and forming relationships with leaders of those organizations.
- Your grassroots or donors may already be a grasstop! Ask them about their relationships with decision-makers or their connections.



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# Media Advocacy

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



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# Media Advocacy

- Influencing key decision-makers to support your issue through the media outlets that matter to them.
- How do you find out which media outlets matter? Ask them! Follow them on social media to see what media outlets they re-post or re-tweet.
- Influencing residents and employers to become advocates for change through the media outlets that matter to them.
- Community newspapers, radio stations, and social media, particularly critical in communities for which English is not the primary language



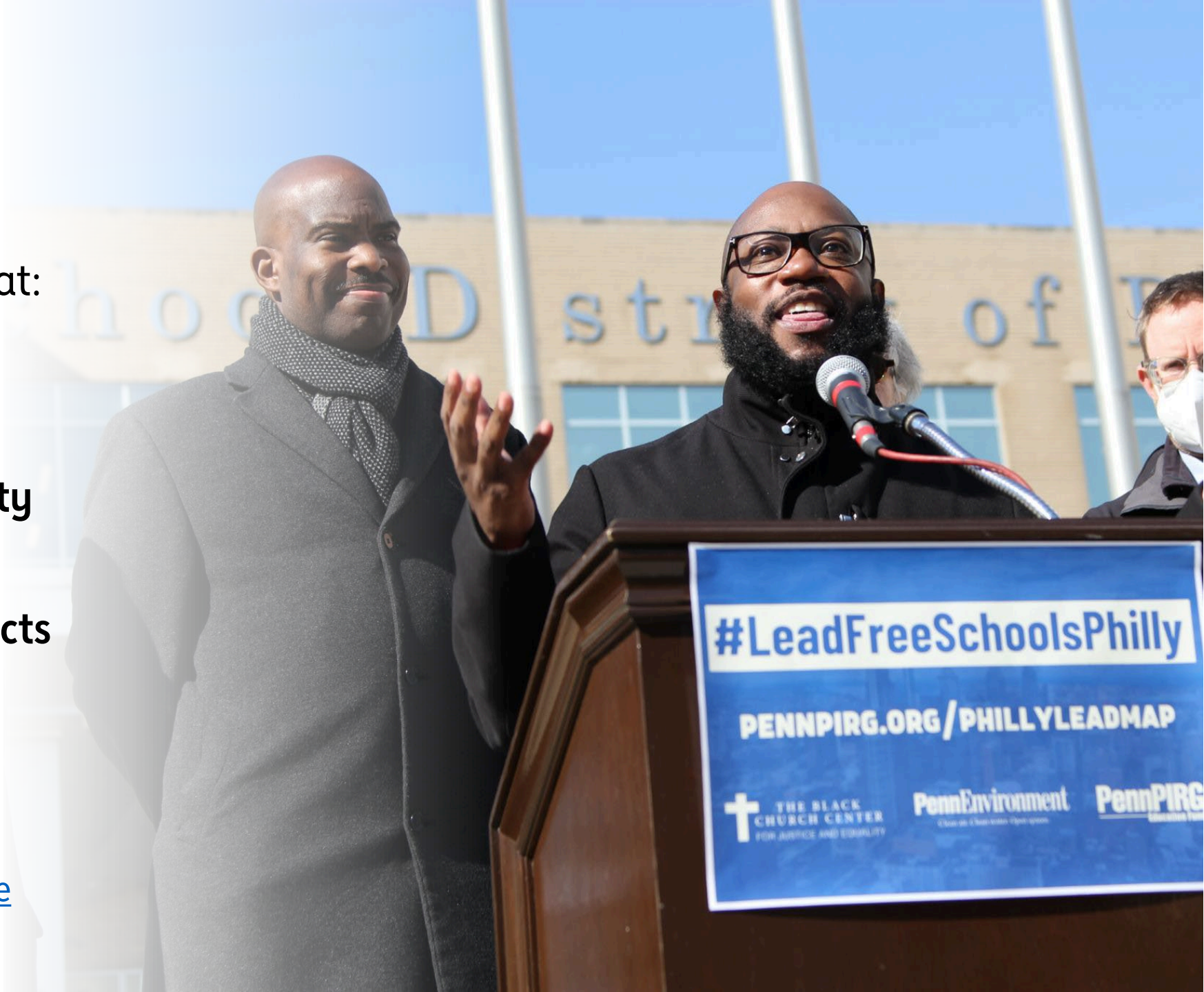


# Creating Your Message

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**

[\(59\) Get the Lead Out - YouTube](#)



# Messenger Considerations

- Have you identified at least one personal impact story you can share with media?
- Who are the most compelling spokespeople and why?
- Are there coalition partners you should include?
- Is there a media angle and compelling messenger within the key decision-maker's district?



# Decision-Maker Advocacy

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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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# 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

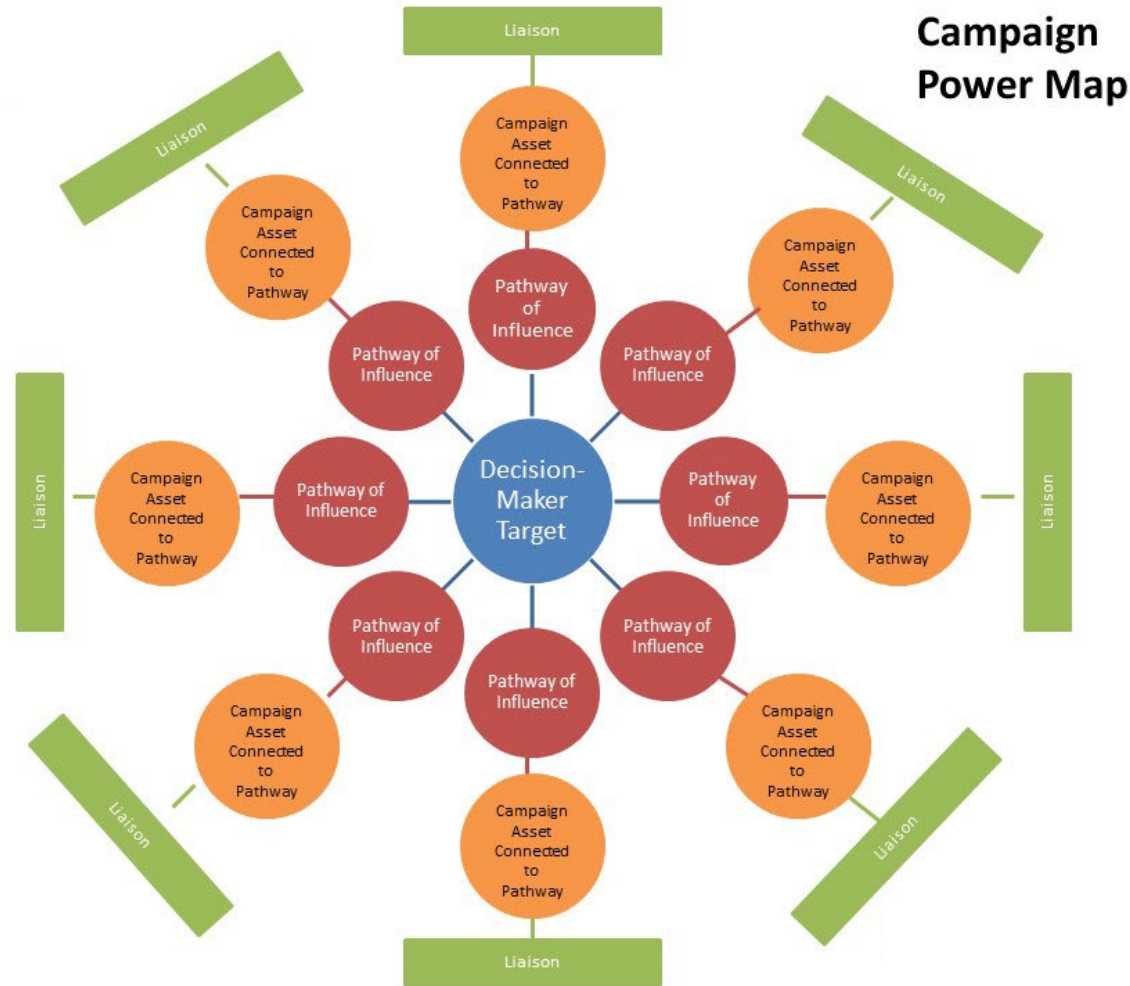
# POWER-MAPPING

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



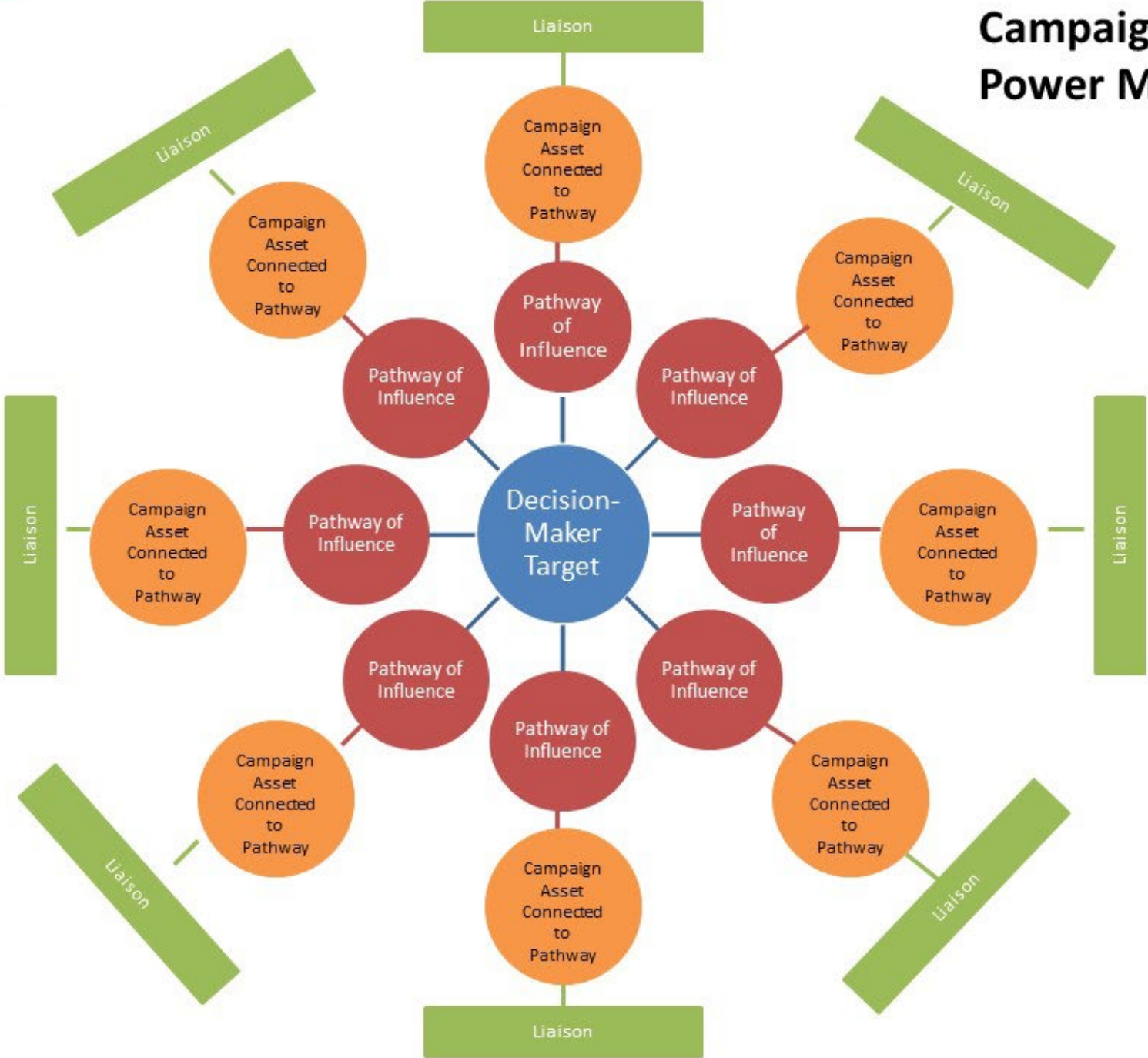
# Power-Mapping

## Step-by-step recipe for success



- Determine the handful of key decision-makers at each step of the process
- Research possible *pathways of influence* to those key decision-makers
- 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)
- 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
- Bring the plan to life

# Campaign Power Map



# 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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# Constituents Turn Good Meetings into Great Ones

- Lawmakers need to know that their voters care about 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.



# Appeal to Decision-Makers' Self-Interest!

Self-interest is not always a bad thing... you can connect your issue to their interests

**Do they care about...**



**or...**



**FOOD INSECURITY**

**or...**





# 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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# Pulling it together



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# Releasing New Data at a Press Conference

## PLAN

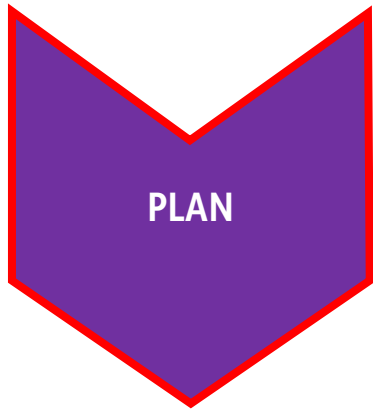
- Draft press release with quote from coalition director
- Line up speakers to accept calls from interested reporters – content expert, lawmaker, coalition leadership  
*Media Advocacy*

## PUSH

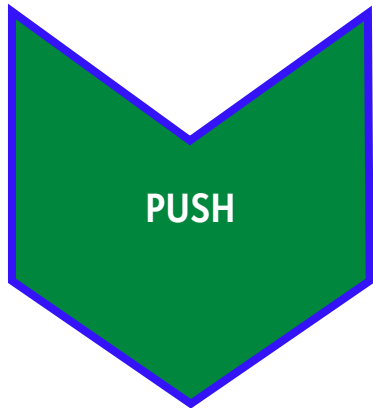
- Distribute press release *Media Advocacy*
- Call media outlets to follow up and pitch story *Media Advocacy*
- Respond to any press inquiries about press conference *Media Advocacy*
- Arrange interviews with speakers *Media Advocacy*

## PRODUCE

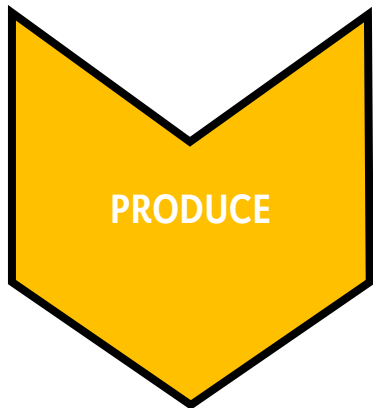
- Media covers or does not cover story *Media Advocacy*



- Have community groups survey local opinions about ways new tax revenue can improve equity in community *Research and Data, Grassroots*
- Draft press release with quotes from community member, coalition director and a decision-maker who has influence with your target *Coalition Building, Decision-Maker Advocacy, Grassroots*
- Distribute to media outlets followed by your key decision-makers *Decision-Maker Advocacy, Media Advocacy*
- Include a personal story in press release highlighting health impact of sugary drinks *Grassroots, Media Advocacy*



- Alert grassroots and grasstops advocates, coalition partners, decision-maker allies and funders to press conference and provide them with talking points *Grassroots, Fundraising, Decision-Maker Advocacy, Media Advocacy*
- Ask coalition partners to follow up with media they know best – including non-English language media *Coalition Building, Media Advocacy*
- Send engaged community members, coalition partners and grassroots link to release on your website with photos from press conference and ask them to forward to their networks via organizational updates, newsletters, Facebook, email, and Twitter *Coalition Building, Grassroots, Media Advocacy*



- If story runs, assess opportunity for follow-up LTE, ed board, appreciative emails from grassroots community members *Grassroots, Media Advocacy*
- Share story with grassroots, grasstops, coalition partners, and funders *Grassroots, Fundraising, Media Advocacy*
- Promote story through Facebook Likes and Tweets *Grassroots, Media Advocacy*
- Distribute published story to decision-makers with note about how they can help *Decision-Maker Advocacy, Media Advocacy*
- Request a meeting with decision-maker target *Decision-Maker Advocacy*

# Building Power with a Press Conference

# 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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# POWERPRISM

Additional information can be found at: [www.PowerPrism.org](http://www.PowerPrism.org)

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



# Closing Thoughts and Questions – Use the Chat

Today was a waterfall and you can only fill your bucket. What are you leaving with?



**WHAT RESONATED WITH  
YOU TODAY? (FILLED  
YOUR BUCKET)**



**WHAT ACTION CAN YOU  
TAKE WITH WHAT YOU  
LEARNED ?**



**WHAT ELSE COULD HELP  
YOU FIND SUCCESS?**

# Questions?

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**THANK YOU**

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