

# Research and Data Collection

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Voices for Healthy Kids



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





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# TODAY'S OBJECTIVES

## Power Prism<sup>®</sup> framework – spotlight on Research and Data Collection

- Introduce the Power Prism<sup>®</sup> as a tool to move advocacy campaigns and your mission forward
- In-depth discussion of the **Research and Data Collection** process using the Power Prism<sup>®</sup> as a guide



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# 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<sup>®</sup>

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



# Research & Data Collection

Without data that explains the problem and justifies a solution, a proposed policy is unlikely to gain support.



## **But first...**

Let's take a step back. It is important broaden our ideas about Research and Data Collection. Often, we think of Research and Data Collection as just the hard science – but when it comes to equity-centered policy campaigns, the research required runs the gamut.



# 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



**Let's dive in**

# Legislative Process Research

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First things first, you will need to understand the legislative process to change policy in your area.

# Research the Process



**Understanding the best process for how to change policy in your area will help you figure out the next steps of your research. If you know the process, you can identify:**

- Key decision-makers
- Potential bill sponsors
- Timing and key milestones

**Call the official clerk's office to find out the best governing body for your proposed policy.**

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You may need to speak with multiple people.

These staff are trusted gatekeepers – make a positive impression with patience and friendliness!



# Policy Change Process in Indian Country

*“Indian Nations had always been considered as distinct, independent political communities, retaining their original natural rights, as the undisputed possessors of the soil... The very term “nation” so generally applied to them means ‘a people distinct from others.’”*

*- Chief Justice Marshall, United States Supreme Court*

# Community-Informed Research



Next, it is critical to get an understanding of the community's sense of this issue.



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# Words to Live By

Nothing About Us, Without Us, Is For Us.

This slogan arose in the 1990's from the disability rights movement in South Africa as a reminder that no policy should be decided without the full and direct participation of members of the group(s) affected by the policy.





# Community-Informed Research

- Has there been ongoing inclusion of the community that is impacted by this issue?
- Is there a perceived or real need for this policy? What is the evidence from the community?
- Is there energy within the community to take it on?



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# Sources of Community-Informed Research

- Local health departments
- Nonprofit hospital Community Health Needs Assessments ([CHNA](#))
- Community coalitions
- [Data Walks](#)
- Health ministries within local faith-based organizations
- Person-on-the-street surveys
- Neighborhood Facebook groups



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# Learn More about Affected Communities - Sense of Place

- **Priorities of residents** – What are their most important concerns?
- **History of structural racism and health inequity in their areas – from the beginning**
  - Who were the First Peoples of the land - the indigenous communities that existed before European colonizers arrived - and how are their descendants included at decision-making tables today?
  - How do historical redlining maps compare to present day data maps showing income level, health indicators, school segregation and quality, and residential zoning?



# Strengths & Assets



**Points of pride & bragging rights**

*Oral historians & storytellers*

**Land Acknowledgements**

Where the locals eat

Cultural events and institutions

*'Famous' residents*

Local lists of 'who's who and persons of the year'

# Key People & Place Research

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You will need to research who the key decision-makers are, what makes them tick, and gather information to choose a bill sponsor wisely

# Identify Key Decision-Makers

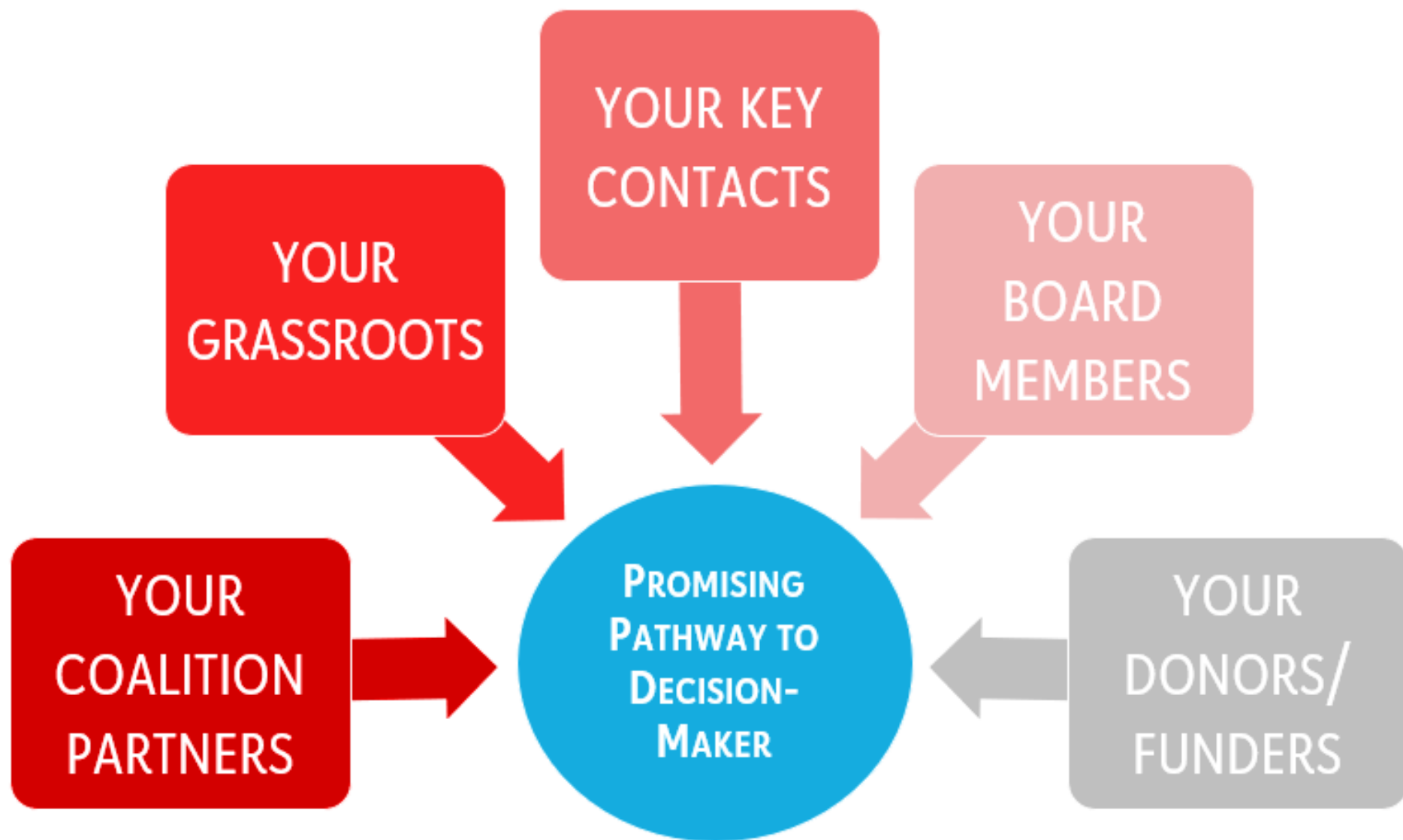
## 3<sup>rd</sup> Key Question: Who has the power to give it to you?

- Which specific decision-makers have the power to make that change?
- What motivates these key decision makers?
- How will you access and influence these decision makers?

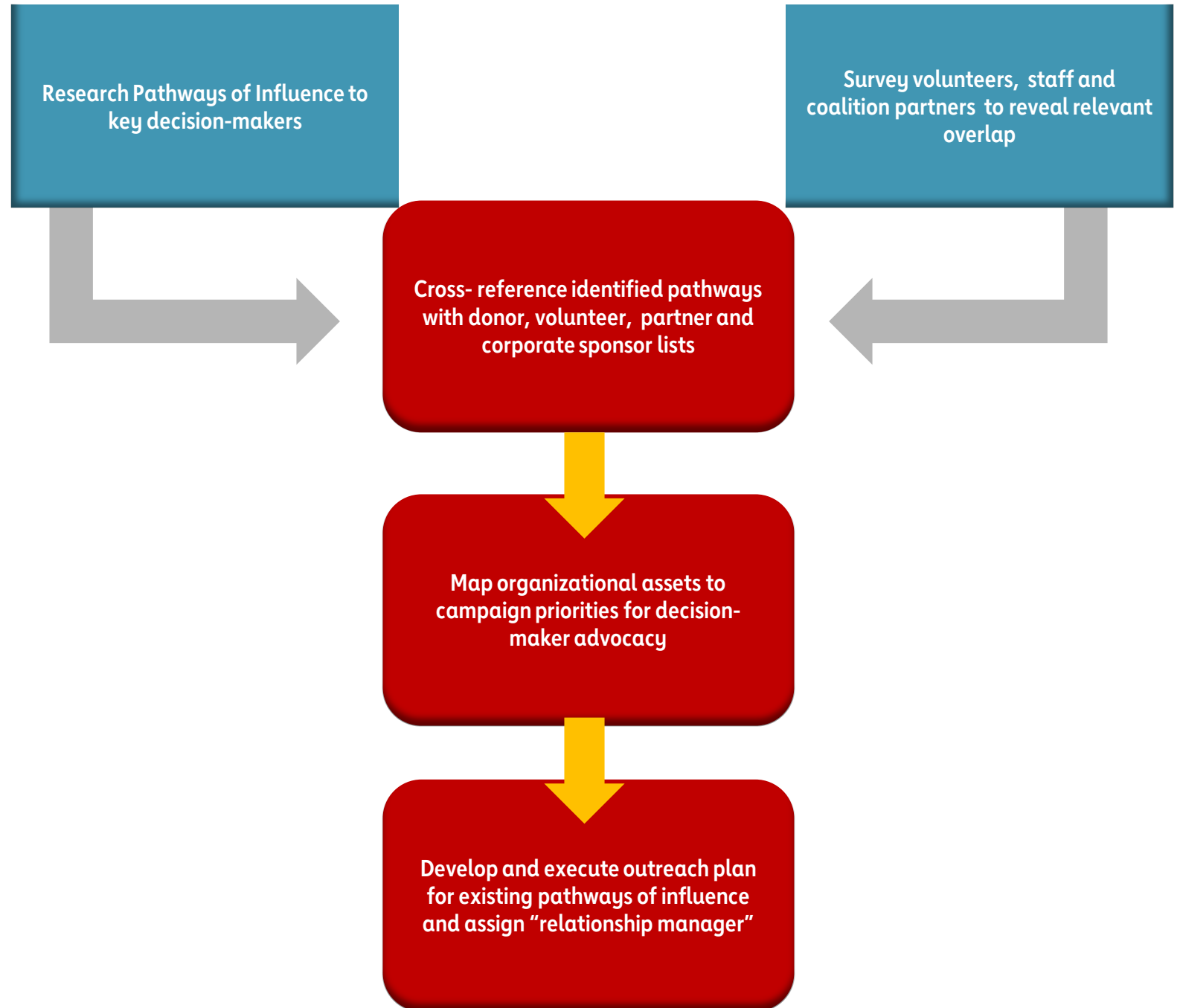
LEARN  
MORE ABOUT  
KEY DECISION  
MAKERS







# Research to Uncover Pathways of Influence



# Researching Bill Sponsors



- **Identify potential sponsor connections to your legislation** – Do they care about this issue? Do they represent you or a coalition partner?
- **Research committee relationships** – Does your potential sponsor have good relationships with leadership of the committee your bill goes to?
- **Find sources of inside information** – Do you know a professional lobbyist who works for a partner organization? What can they tell you about your potential sponsor and how to approach them?

# Strong Bill Sponsors

- A strong bill sponsor and diverse and bi-partisan co-sponsors create a stable foundation for campaigns.
- For state legislation, it can help to have a house sponsor and senate sponsor to file two versions of your bill. If you have one strong champion, ask for their help to identify a counterpart!



# Securing Bill Co-Sponsors

- Seek strong back-up to your lead sponsor
- Strive for bi-partisanship
- Aim to have co-sponsors from each region of the city or state
- Seek a co-sponsorship list that is inclusive
- Recruit unlikely bedfellows beyond the health arena
- Try to recruit members of committees that will hear your bill



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# Opposition Research

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Understanding the opposition can help you prepare to counter their arguments

# Understanding Your Opposition

It is critical to understand who might oppose your campaign and the kinds of arguments that they will use. This will help you present data to reframe those arguments. Opposition could be:

- Industry or business
- Organized citizens with conflicting interests
- Peer lawmakers, committee leadership or legislative leadership
- Your own colleagues with competing interests for public resources

# Researching Opposition Arguments

## Research into your opposition's arguments can uncover inconsistencies

- Look at official testimony, statements to the press, and how they position their issue on their websites, advertising, or other communication
- Ask elected officials what they might be hearing from opposition

## Opposition arguments can be reframed

- Knowing how you will be opposed gives you the opportunity to think about how to shift that perspective.



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# Messaging Research

Voices for Healthy Kids has tested messaging for many policy issues that can help with re-framing opposition arguments

- Health equity message research
  - Individual policy message research
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# Building Your Case



Appeal to key-decision makers and their supporters.

# Build Your Case

Don't worry about trying to make key decision-makers experts on your issue. Build a case that makes your policy an appealing solution.



# Present the Problem

- Scope of the problem to demonstrate how many people are impacted
- Health effects of the problem
- Demographics and characteristics of those most impacted, highlighting health inequities
- Impacts of systemic racism on health inequities



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# Localize and Personalize the Problem

To the extent that you can, gather local data that makes the problem relevant for key decision-makers. This includes data on the problem, as well as research on the history of health inequity in your area.

- Data on the problem by district, city or region
- Data on the problem highlighting impact on populations key decision-makers serve, highlighting inequity
- History of health inequity and systemic racism

# Campaign Resources

Overview

About The Issue

Build A Campaign

Recruit

Engage

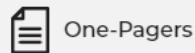
Mobilize

**Resources**

## EARLY CHILDHOOD

### Paid Family and Medical Leave One-Pager

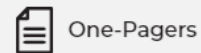
Informational materials, like core background details and stats, in one page.



## EARLY CHILDHOOD

### Paid Family and Medical Leave Business One-Pager

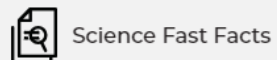
Business-focused informational materials, like core background details and stats, in one page.



## EARLY CHILDHOOD

### Paid Family and Medical Leave Fast Facts

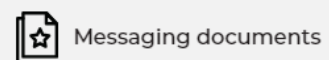
American Heart Association science-approved fast facts for campaigns focused on Paid Family and Medical Leave.



## EARLY CHILDHOOD

### Paid Family and Medical Leave Message Wheel

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



**Fast Facts and  
Messaging**  
*Tested and ready to use*

# Success Stories

ALABAMA

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Voices for Healthy Kids Readies Alabama Women to Be Advocates for Policy Change

ACTIVE, EQUITABLE COMMUNITIES

MARYLAND

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Voices for Healthy Kids Helps NAACP Maryland State Conference Keep Local Ideas Strong

PREEMPTION EFFORTS

ARIZONA



Double Up Food Bucks Arizona Doubles Its Investment and, as a Result, Doubles the Good

HEALTHY, ACCESSIBLE FOOD AND DRINKS

DISTRICT OF COLUMBIA



Community Program Teaches D.C. Residents How to Be Their Own Best Advocates

GEORGIA



Savannah Nonprofit Expands Victories with Voices for Healthy Kids Grants

INDIAN COUNTRY



Navajo Nation Extends "Junk Food Tax" Responsible for Raising Millions in Revenue for Community Wellness Programs

# Campaign Toolkits on our Website

## CAMPAIGN TOOLKITS

### Paid Family and Medical Leave

Too many people are forced to sacrifice their savings or their jobs when they need time off to bond with a new child or care for themselves or their families. Throughout this toolkit, you'll find resources that can help you advocate for paid family and medical leave in your state.

#### Overview

About The Issue

Build A Campaign

Recruit

Engage

Mobilize

Resources





# Present the Solution

- How the problem will be improved by the proposed policy – localize this whenever possible! How will things improve in key lawmakers' districts?
- Reframe any opposition arguments or use countering data
- Incorporate tested messaging



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# Free Research and Data Support

- AHA Science Review
- Voices for Healthy Kids '[Fast Facts](#)'
- Polling/messaging research help
- Legal technical assistance
- Pulling in local data for your campaign
  - Ask us about [mySidewalk](#) – a data platform we operate that helps use data to tell your campaign story.
  - Types of information we can pull: local data by census tracts, zip codes, and in some cases, legislator districts.

# Accessing Voices for Healthy Kids Technical Assistance (TA)

[https://aha.cherwellondemand.com/CherwellPortal/VFHK?\\_ =2ef481f1#0](https://aha.cherwellondemand.com/CherwellPortal/VFHK?_ =2ef481f1#0)

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.

# 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

# More to Localize the Problem & Solution

- **Youth Surveying:** Compelling data about lawmakers' communities, collected by – and presented by – youth.
- **Personal Stories:** First person narratives are one of the most powerful forms of data in advocacy.
- **Local Data of Community Organizations:** Working with community-based organizations to highlight their findings or experiences – including strengths and assets.



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# Youth Surveying for Truth

A strategy for uncovering truths and engaging the next generation



## Worksheet: Developing a Youth Survey

A youth survey is an easy way to gain attention to your campaign – but it is essential to plan well to get the most out of it! This worksheet provides planning guidance for youth advocates and adult mentors to help ensure your survey gets you the data you need. The survey can be administered in person or online – digital tools like SurveyMonkey and Google Form can be linked to through social media or email.

Remember, try to keep your survey short – it should take less than 5 minutes to complete. Also, it is important to word your questions to get answers that are easy to analyze. Try not to ask many open-ended questions; instead, think of ways to phrase your questions so that you have Yes/No or multiple-choice answers.

Timeline	Your Response
What is your deadline for sharing survey data? (For example, to present at a lobby day or before a key committee votes.)	
When do you need all survey responses in order to meet the deadline?	
What is your midway check in date? (This is important for analyzing data to make course corrections if needed – for example, getting more responses from key districts and ensuring your survey sample matches your region in terms of gender, youth of color, and other demographics.)	
Targets	Your Response
What is your goal number of survey responses?	
Who are your key decision-makers, and what are their districts or regions?	
How can you recruit youth from those areas to complete the survey?	
How can you track youth in the survey to make sure you have representation from those areas? (For example, asking them their town or zip code – but not other identifiers so they can remain anonymous.)	

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# Final Thoughts

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# Learning Through the Work

Research and Data Collection will inform your work throughout your campaign and beyond. You are:

- Learning about the political context for your issue
- Building your knowledge about lawmakers
- Expanding the body of research on your issue
- Creating new contacts for your organization

Remember that knowing which individual lawmakers, at each step, have the power to give you what you want is the best way to utilize all your advocacy power tools!





**“The power of statistics and the clean lines of quantitative research appealed to me, but I fell in love with the richness and depth of qualitative research.”**

*- Brené Brown*

# Thank You

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