OUTCOMES

- Increase provider input and participation
- Advocate for mental health/substance use disorder issues in the community
- Increase stakeholder input
- Develop a draft plan for advocacy efforts

ADVOCACY

- Definition of advocacy: Advocacy is a political process by an individual or group that aims to influence public policy and resource allocation decisions within political, economic, and social systems and institutions.
  - Media campaigns
  - Public speaking
  - Publishing research
  - Lobbying

WHAT IS YOUR ISSUE?

- What is the current situation?
  - “stats and stories”
  - Have data to support your statements
  - Talk to individuals with lived experience
  - Talk to others who are interested in your issue
- What do you want it to look like?
- How do you want it to be different?
- What is realistic?
ACTION PLANNING

• “Victory”
• Current reality
• Key actions
• Timeline
• Coordination

ACTION PLANNING
“VICTORY”

• Create an image of success and develop excitement about the issue
• Brainstorm your image of a “perfect” completion. Step into the future and visualize the final outcome.

ACTION PLANNING
CURRENT REALITY

Acknowledge the current reality surrounding the issue.
• Think of the group of people working on the project: List the strengths that will lead to “victory” and the weaknesses that threaten the accomplishment of victory.
• Think of success: List the potential benefits of pursuing the issue and the potential dangers of succeeding in the task.
ACTION PLANNING KEY ACTIONS

• Identify tasks that need to be completed

ACTION PLANNING TIMELINE

• What is your timeline to complete the event?
• What are the timelines for various actions that you need to complete?

ACTION PLANNING COORDINATION

• Coordinate the actions on the plan with others who can help you
ADDRESS YOUR ISSUE:

- Presentation to a group
- Article in the newspaper
- Blog
- “Letter” campaign

PRESENTATION TO A GROUP: WHO IS YOUR AUDIENCE?

- Who needs to take the action on the issue you are trying to address?
  - County Board of Supervisors
  - Local Mental Health Board/Commission
  - Local legislator for representing you in the CA Assembly or CA Senate
  - Local service clubs or groups
  - Others

PRESENTATION: WHAT APPROACH WILL YOU TAKE?

- There are many ways to take your message to your audience and each one requires a different approach:
  - Oral presentation at a meeting
  - Mail/email/postcard campaign
  - Newspaper or television
  - Personal meeting with individuals
How many of you have made a presentation to a group?

PRESENTATION TO A GROUP: PREPARATION

- Prepare your presentation carefully
- Know the rules of the group
- Decide if the use of PowerPoint is appropriate or not
- Prepare a handout or letter that includes your key points for distribution

PRESENTATION TO A GROUP: PREPARATION

What are the qualities of a good presentation?

- Introduce yourself and other speakers with context
- State your topic
- Describe the current situation
- Describe the change you want and what it will look like
- ASK for what you want from the group
PRESENTATION TO A GROUP:
PREPARATION

• Know the rules/procedures for the group including when and how long you will speak
• Prepare your speakers and practice
• If you use handouts, prepare and adequate number for the everyone who will hear the presentation
• If you are using a PowerPoint, prepare for the presentation with the clerk of the organization

PRESENTATION TO A GROUP:
BROWN ACT

Know when the group meets and how their meetings work:
• Public comment
• Agenda item
• Speakers
• Handouts

PRESENTATION TO A GROUP:
POWER POINT

• Remember when you use a PowerPoint presentation the audience looks at the screen and not at you
• NEVER EVER read your PowerPoint slides
• Limit the number of slides
• Each slide should contain a few words or pictures to convey a thought and the discussion should last for about 2-3 minutes
• Using animation and sound in a slide is sometimes distracting and “not professional”
• Are PowerPoint slides a good handout for this presentation?
PRESENTATION TO A GROUP:
HANDOUTS

- A good handout reflects your major points
- Leave room for note-taking
- Make handouts that can be printed in black/white

How many of you have made a presentation to an editorial board of a newspaper?

NEWSPAPERS:
EDITORIAL BOARDS

- An “editorial board” is a group of editors at your local newspaper who may meet with you to discuss your issue.
- How do you prepare for a meeting with an “editorial board”?

Local Mental Health Boards/Commissions
Training - Advocacy
How many of you have been interviewed by a newspaper reporter?

NEWSPAPERS: INTERVIEW WITH A REPORTER

- Newspapers are both printed and on-line
- REMEMBER THAT NOTHING IS “OFF THE RECORD”
- Develop a relationship with a reporter who can be your champion
- When a reporter calls, ask for some basic information and get back to him/her
- Don’t read the “comments” unless you want to raise your blood pressure...

SOCIAL MEDIA: BLOGS

- “Blog” is short for weblog
- Developing your own blog
- Responding to other blogs
MAIL CAMPAIGNS

- Are they a thing of the past?
- Mailing campaign strategy: postcards
- Focused mailing efforts

LET’S WORK THROUGH AN ACTION PLAN FOR A PROJECT:
FUNDING FOR A HEALTH AND WELLNESS CENTER

- Victory
- Current reality: strengths of the project group
- Current reality: weaknesses of the project group
- Current reality: benefits of the project
- Current reality: dangers/problems from the project

LET’S WORK THROUGH AN ACTION PLAN FOR A PROJECT:
FUNDING FOR A HEALTH AND WELLNESS CENTER

- Key Actions
- Timelines
- Coordination
LET’S WORK THROUGH AN ACTION PLAN FOR A PROJECT:

FUNDING FOR A HEALTH AND WELLNESS CENTER

Presentation to the Mental Health Board

- What are the rules for presentations?
- Who will make the presentation?
- Will we use a PowerPoint presentation?
- What handouts do we need?
- What groups will we invite to support our proposal? (e.g., people with lived experience, the newspaper reporter who is our champion)

"You've got to be very careful if you don't know where you're going, because you might not get there."

Yogi Berra

Thank you and good luck with your advocacy efforts!

Susan Morris Wilson
susanmorriswilson@gmail.com

CIBHS.ORG