

Engaging in State and National Policy and Advocacy Efforts

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Advocacy vs Education

- *Lobbying* – efforts to influence a specific piece of legislation, such as asking Congress to increase a budget or to support/oppose a bill, amendment, regulation or policy.
- *Education* – providing factual information such as a program description, goals, current budget, people served, and accomplishments.

Why engage in advocacy?

- Address growing burden of injury and violence
- Promote value of injury and violence prevention
- Educate policymakers
- Exercise your voice; engage in the democratic process
- **IT'S EASY!**

Why engage in advocacy?

- Policymakers want to know what their constituents care about
- If constituents don't voice the importance of injury, we can't expect policymakers to advance the injury and violence prevention agenda

Who do
elected
officials listen
to?

- Constituents
- Donors
- Party leaders

Basic advocacy principles

- Be prepared and organized to respond to policy needs/changes
- Provide reliable data and evidence to establish credibility among policymakers
- Personal/local stories are powerful, it's not all about the data!

Basic advocacy principles

Take some time to study the elected officials before you meet with them

- Visit their website
- Find out what committees they sit on
- Learn a bit about them

How to engage in advocacy

There are numerous ways to engage:

- Meet with your elected official in Washington, DC or back home
- Call your elected official's office to register a position
- Email your elected official/staff
- Attend a town hall meeting
- Write a letter to the editor in your local paper

How to engage in advocacy



Office Locations

Call toll-free from Wisconsin: [\(800\) 247-5645](tel:8002475645)

EAU CLAIRE [Directions](#)

402 Graham Street, Suite 206
Eau Claire, WI 54701-2633
Phone: [\(715\) 832-8424](tel:7158328424)

MADISON [Directions](#)

30 West Mifflin Street, Suite 700
Madison, WI 53703
Phone: [\(608\) 264-5338](tel:6082645338)

WASHINGTON, D.C. [Directions](#)

717 Hart Senate Office Building
Washington, D.C. 20510
Phone: [\(202\) 224-5653](tel:2022245653)

GREEN BAY [Directions](#)

1039 W. Mason, Suite 119
Green Bay, WI 54303
Phone: [\(920\) 498-2668](tel:9204982668)

MILWAUKEE [Directions](#)

633 W. Wisconsin Ave, Suite 1920
Milwaukee, WI 53203
Phone: [\(414\) 297-4451](tel:4142974451)

LA CROSSE [Directions](#)

205 5th Avenue South, Room 216
La Crosse, WI 54601
Phone: [\(608\) 796-0045](tel:6087960045)

WAUSAU [Directions](#)

2100 Stewart Avenue, Suite 250 B
Wausau, WI 54401
Phone: [\(715\) 261-2611](tel:7152612611)



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How to engage in advocacy



Fred Risser

STATE SENATOR *** 26TH DISTRICT *** WISCONSIN

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130 South, State Capitol (608) 266-1627 - P.O. Box 7882, Madison, WI 53707-7882 - E-mail Senator Risser



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How to Contact Me

A big part of my job as your State Senator is assisting constituents with problems and cutting red tape. I also welcome your opinion on pending legislation or existing law. If you want to know the status of legislation or need other information about government operations, let me know. I am also happy to speak to community organizations, schools, and at any other events of interest to the district. In addition to contacting me by email, you can:

Write my Capitol Address

P.O. Box 7882
Madison, WI 53707-7882

Madison Office

Address: 130 South, State Capitol
Phone: [\(608\)266-1627](tel:6082661627)
FAX: (608) 266-1629

E-Mail using the form below.

In any case, please include your name, address, phone number, e-mail address, if you have one, and the reason for your call. My staff or I will get back to you.

Email Address

Name

Address

Congressional staff



Legislative staff

- Expect and appreciate youth
- Be respectful – staff hold considerable sway over a policymakers' decision to support a particular policy
- They hold the key to advancing your issue in the legislative process

Legislative staff

When interacting with staff:

- Be courteous and positive
- Ok to start by asking their familiarity with your issue
- Try to learn a bit about their background and interests

Legislative staff

- House/Senate staff
- Personal office staff
- Committee staff
- General Assembly staff

How to make your meeting memorable

Why is this important?

- Be clear about what you want
- Be clear about why you're relevant
- Be clear about the impacts on real, live people

The meeting

- Know what your “ask” is and deliver it!
- Have your business card available to hand to front desk staff
- Meetings can occur in the strangest of places. This is not a reflection on you or your issue(s).
- Don't leave without getting a business card
- Follow up!!

Delivering your message

- Hello, my name is [] and I'm from [] (establishes relevancy)
- I am here to talk to you about [policy / relationship ask]
- This is important to me/my community because [personal story]
- That's why I ask that you [ask]
- I'd like to follow-up by [follow-up ideas]
- Thank you! In person and via email!

Delivering your message

- Do thank them for stands the policymaker has taken that you support.
- Do relate situations to his/her home state or district; keep it local.
- Do ask for the policymakers position and why.
- Do show openness to counter arguments.
- Do admit you don't know. Find out the answer and follow up!
- Do spend time with policymakers you may not agree with. You can lessen the intensity of the opposition and perhaps change it.

Delivering your message

- Don't overload a visit with too many issues
- Don't say – but I thought my meeting was with the Representative/Senator
- Don't be argumentative
- Don't say – I didn't vote for you last time and I won't vote for you next time
- Don't say – you must be my daughter's/son's age!!

The one
thing that
makes ALL
the
difference

PERSISTENCE!



QUESTIONS?