Welcome!

Policy Advocacy

TCS TRAINING & CONSULTING SERVICES
BY YOUTH LEADERSHIP INSTITUTE

yli YOUTH LEADERSHIP INSTITUTE
Use Your Voice

We want to acknowledge that we are on the traditional territory of many Indigenous Nations.

Native Land brings about discussions of colonization, land rights, language, and Indigenous history tied to our personal histories.

Looking at the land from an Indigenous perspective means acknowledging that the land is a living being - this understanding both gives us insight into and increases our awareness of how we treat and interact with the land.

via Native-Land.ca

We invite each of you to share the land you are currently on in the chat.

Our Offices:

Marin - **Me-Wuk (Coast Miwok) Land**

San Francisco & San Mateo - **Muwekma, Ohlone, & Ramaytush Land**

Merced, Madera, & Fresno - **Yokuts Land**

Long Beach - **Tongva (Gabrieleno) Land**

Eastern Coachella Valley - **Cahuilla Land**

Youth Leadership Institute

Young people – particularly youth of color and their allies – are deeply motivated to address inequities in their communities.

At Youth Leadership Institute, young people realize their power by learning to use their voices to create meaningful change.

Learn more at yli.org.

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Introductions

Please also rename yourself with the following:

- Name

- Pronouns

- Org & County you're joining from

  - ***this is important for later!***

Zoom Reminders

- PLEASE RENAME YOURSELF USING YOUR NAME, PRONOUNS, AND ORG

- PLEASE STAY ON MUTE DURING THE TRAINING UNLESS YOU HAVE A QUESTION OR COMMENT

- WE'LL MONITOR THE CHAT IF YOU. WANT TO DROP IN ANY QUESTIONS

- WE'LL UTILIZE THE REACTION BUTTONS, ESPECIALLY THE THUMBS UP/DOWN

Community Agreements

- TAKE CARE OF YOURSELF

- EMBRACE THE AWKWARDNESS

- BE PRESENT TO LISTEN & LEARN

- TAKE SPACE, MAKE SPACE

- EMBRACE THE NUANCES

- INTENT VS IMPACT

- USE "I" STATEMENTS

- HAVE FUN!
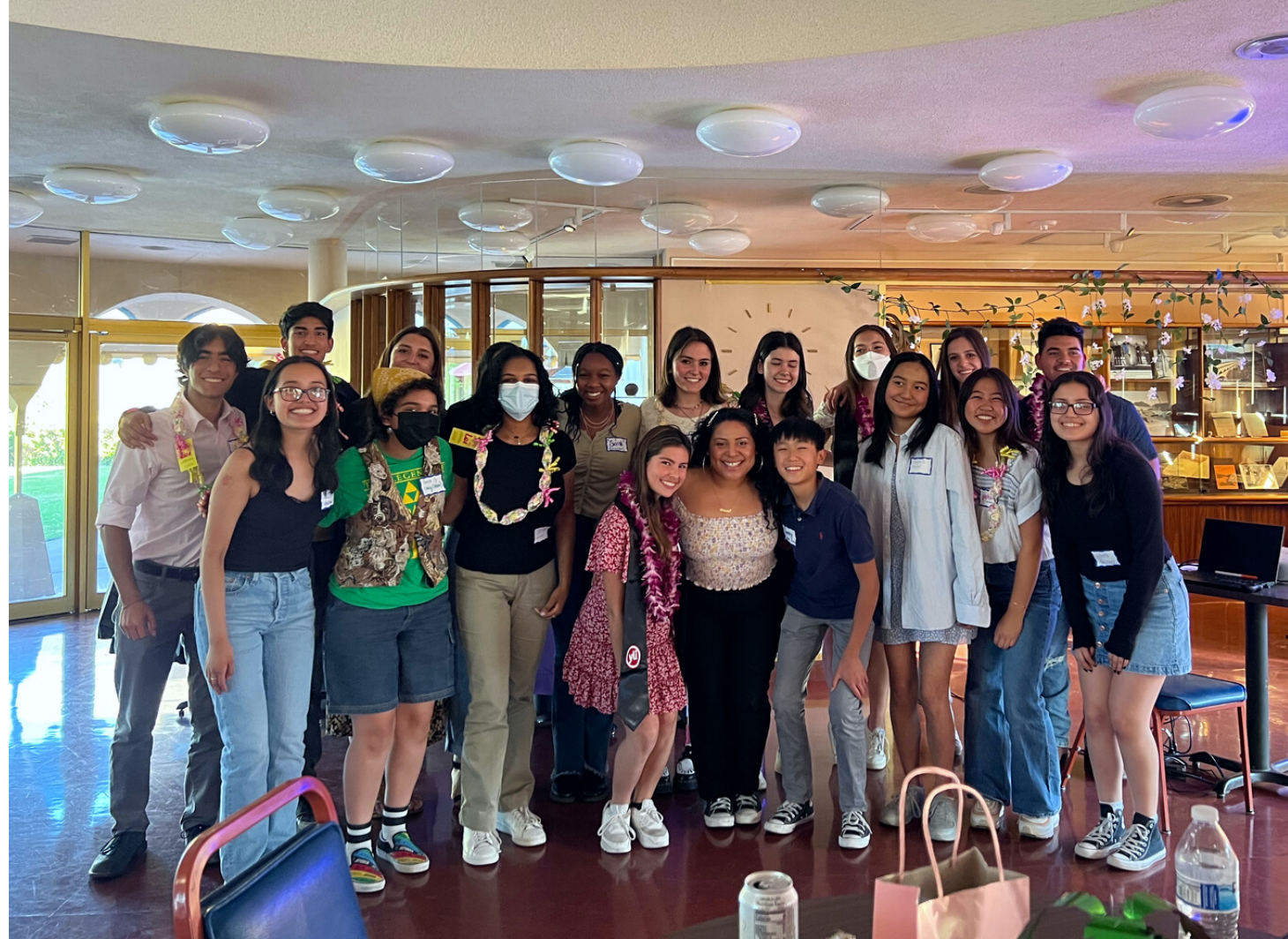
Training Objectives:

- To learn about policies and how policies are made at the local level

- To examine the local policy practice

- To reflect on your current work and the ways in which we leverage policy advocacy to mitigate the war on drugs

Mentimeter

How confident are you in implementing a policy campaign?

the yli model

Leadership Development

- Youth are building holistic leadership skills such as public speaking, analyzing root causes of issues, culturally competent healing, and more

Research

- Youth are researching their communities' needs through Youth-led Participatory Action Research and other methods

Storytelling

- Youth are shaping the narrative of their communities' stories through digital and print stories, podcasts, videos, and more

Campaigns

- yli young people and partners have led over 130 policy changes across California

What is policy?

POLICIES CAN BE DEFINED AS:

STANDARDS OR RULES FOR BEHAVIOR OR PRACTICE THAT ARE FORMALIZED TO SOME DEGREE, AND ARE EMBODIED IN RULES, REGULATIONS, OR OPERATING PROCEDURES

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Family & Group Policies

- Policies enacted in individual's homes (or during out meetings in groups)

- Family members establish family policies rules, expectations, and ways of doing things. Consequences may be present for breaking rules or not meeting expectations

- Groups set community agreements to establish a safe space for meetings

Institutional Policies

Policies enacted by various institutions such as colleges, community groups, schools, etc.

Examples include:

- A corporation's internal rules relating to alcohol use during business hours,
- A university's internal rules about alcohol use on campus.

Along with the policies, institutions can develop internal penalties for institutional members who fail to follow stated policies. These penalties may go as far as not allowing someone continued access or membership in the institution.
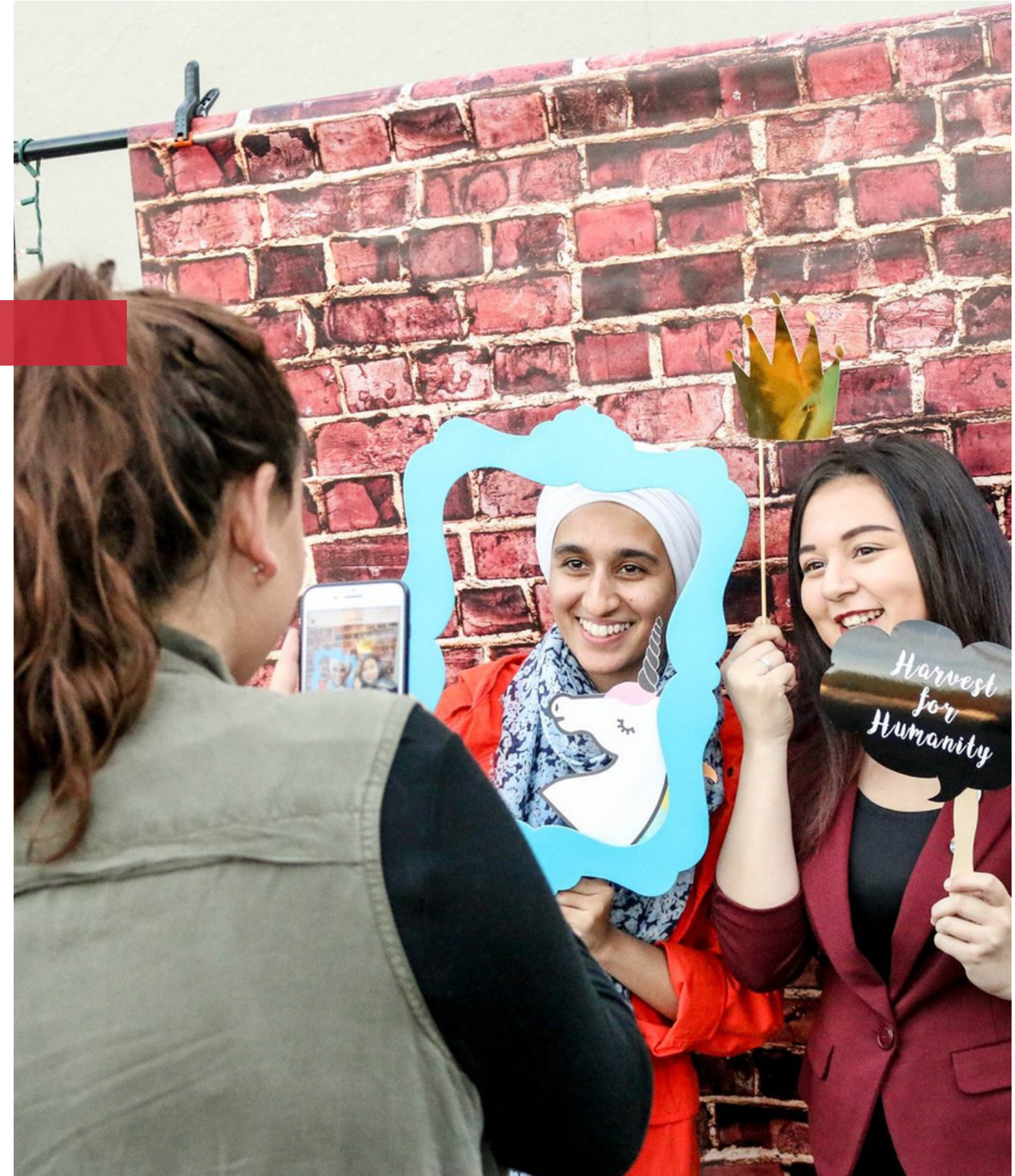
Public Policies

Policies enacted by federal, state, or local governments.

Ordinances, public policies, and other regulations are usually accompanied by specified penalties that can be applied when violated. The 21-year-old minimum drinking age is an example of a public policy.

Today we are going to focus on Public Policies!

Why local policies?

Local policies can be more restrictive than state policies, they can have more impact, and can be easier to pass to reflect community needs and concerns

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Now let's look at how we can use policy as a tool to leverage social change for healthier, safer, and more equitable communities!

Policy Advocacy

- Influencing decision-makers to create or support policies that positively affect the community
- It gives an opportunity for the community to exercise power

Advocacy

- Arguing on behalf of a particular issue, idea, or person

- Standing up for something you believe in

Advocate

- Stands up for people

- Speaks out & gets their voice heard

- Meets with people in power & asks for specific things

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Activity: **Steps to Policy Scramble** (15 mins)

- As a team, select the jamboard page that matches your group number (room 1 = page 1)
- You will have 10 minutes to put the steps in the correct order
- After, we will go over the correct steps together in the main room

Steps To Policy Advocacy

1. Define the problem
2. Set goals & objectives
3. Identify Decision Maker(s) & Influencer(s)
4. Do research that supports your policy solution(s) to the problem
5. Build relationships and with usual & unlikely allies
6. Identify potential opponents
7. Communicate your research's findings & recommendations
8. Secure policy champion(s)
9. Gather support
10. Evaluate process

What do we need to pass policy?

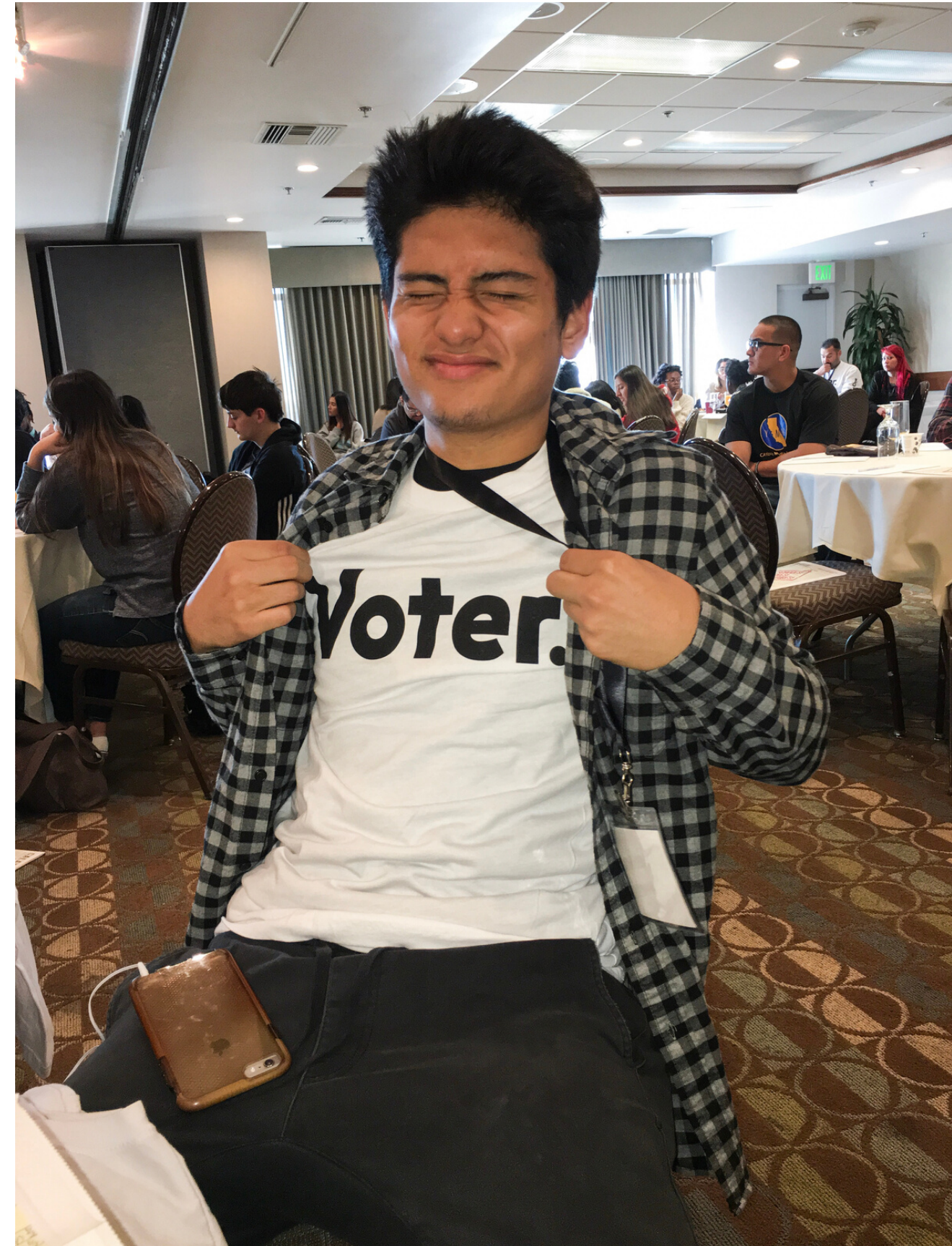What do we need to pass policy?

PEOPLE POWER!

What is power?

Power: The ability to change or control your circumstances or the conditions you're living in

Institutional Power: The way society is set up. Power in the hands of a few people who make decisions that affect all people

People Power: The power we all have as everyday people to collectively make change

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When is a time that you have seen people power?

Tool 1: Power Mapping

- It is a strategy of determining who you need to influence to start the dominoes in motion.

- In order to map, you must determine an individual's:
  - Ability to influence other members
  - Alignment with your goals

Outlining A Power Map

1. Map members of a board, commission, or city council based on their influence and alignment

2. Map any relevant individuals, organizations, or institutions that influence the campaign

3. Create a prioritized plan of action to influence key players

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Corner 1: Considered to have high influence and are in support of your goals. These will be your champions in moving an agenda forward

Corner 2: Offer high support, but have low influence

Corner 3: More opposed to your goals, but without much influence

Corner 4: May provide the most challenges, as they have high influence and are in strong opposition to your cause

MORE POWERFUL

4   1

STRONGLY DISAGREE ← → STRONGLY AGREE

3   2

LESS POWERFUL
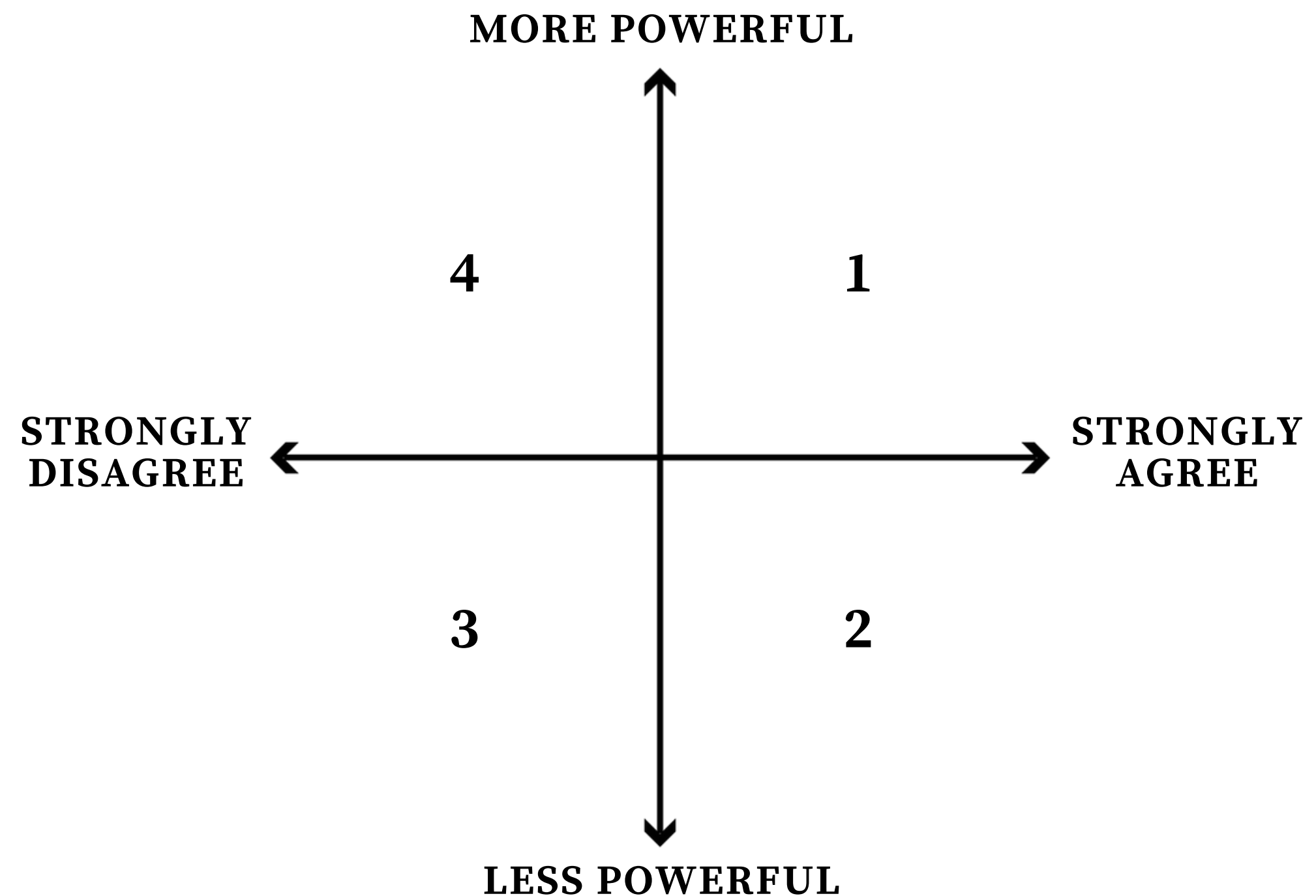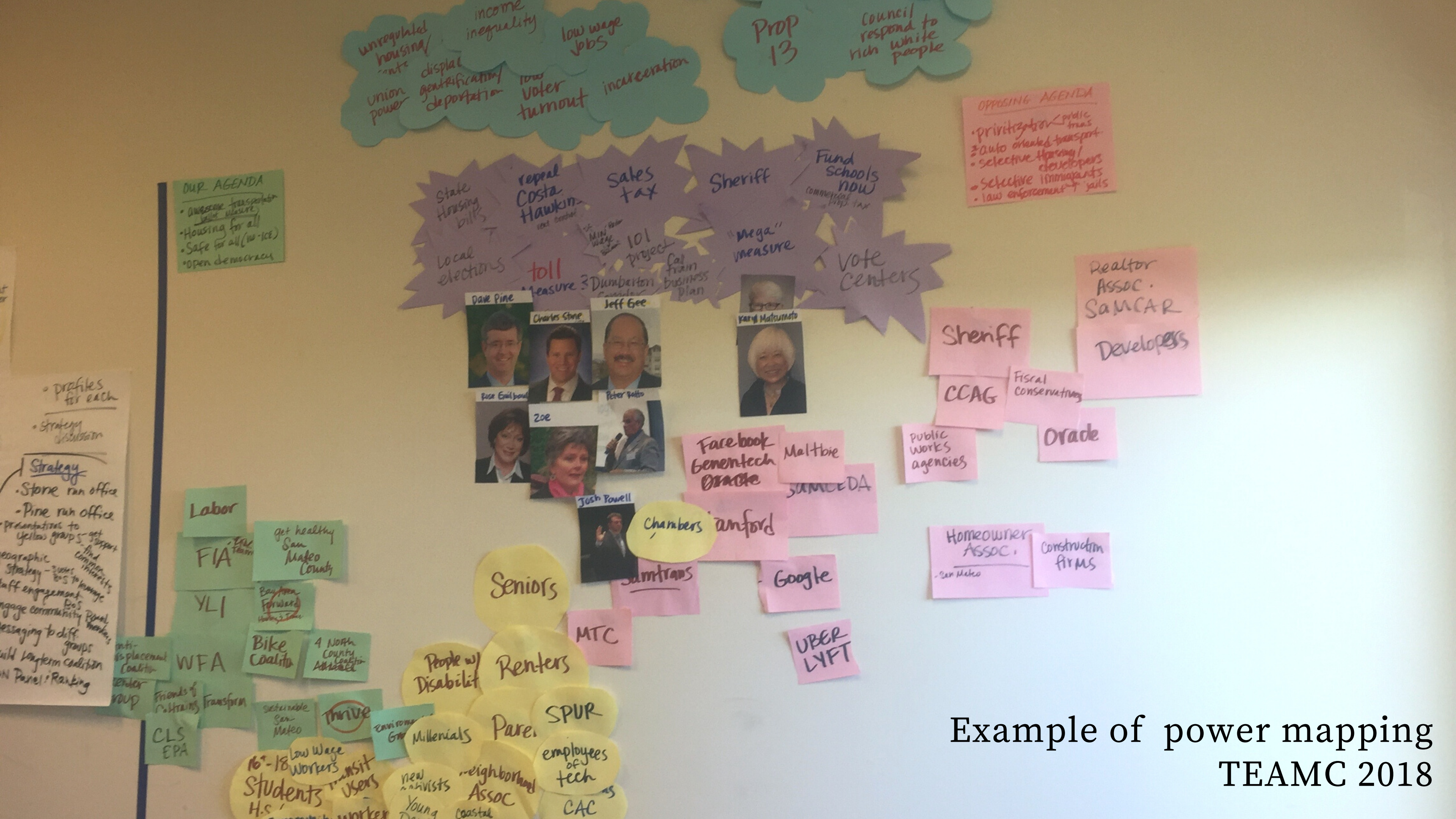
Example of power mapping
TEAMC 2018

Question To Consider While Power Mapping

- What did they do prior to holding their position? How could this have influenced their current positions/work?

- What are their perspectives or voting histories on issues of planning and economic development?

- Who has endorsed them? Who has opposed them? Or, who appointed them?

- Who funded their campaigns?

- What are their positions (votes) on major issues facing X community?

BREAK TIME

What do we need to do before we begin policy advocacy efforts?

What is your capacity?

- Is there a lead adult staff person who will be assigned to this policy advocacy project?
- Are there organizational resources to support a longer-term assignment for the lead staff person?
- Is there support by the lead staff person's supervisor and other management to undertake policy advocacy?
- If it is youth-led, is there a group of at least 5 youth to form the core of the policy advocacy team?
- Is the lead staff person comfortable with and prepared to interact with key institutional or political leaders or their aides?

- Can this group of youth meet at least once per week?
- Does the assigned lead staff person possess enough verbal and written communication skills to effectively communicate with a variety of institutional and political leaders and other stakeholders?
- Are there at least some young people in your group who can meet outside of regularly scheduled sessions for meetings with community stakeholders, campaign allies, & policymakers?
- Outside of planning and prep for youth meetings, will the assigned lead staff person have time to conduct day-to-day logistics and related activities necessary to sustain a policy advocacy effort?

What is the inside/outside strategy?

- A helpful way to think and organize your thoughts around strategy is the **inside/outside strategy**, which aims to really put into practice what it looks like for institutional power and people power to find common ground.

- Sometimes you have campaigns that have lots of people power support, maybe everybody is concerned about climate change and raising water levels, but the decision makers do not see that at the top of the their political agenda.

- Anyone have examples from their work that they want to share?

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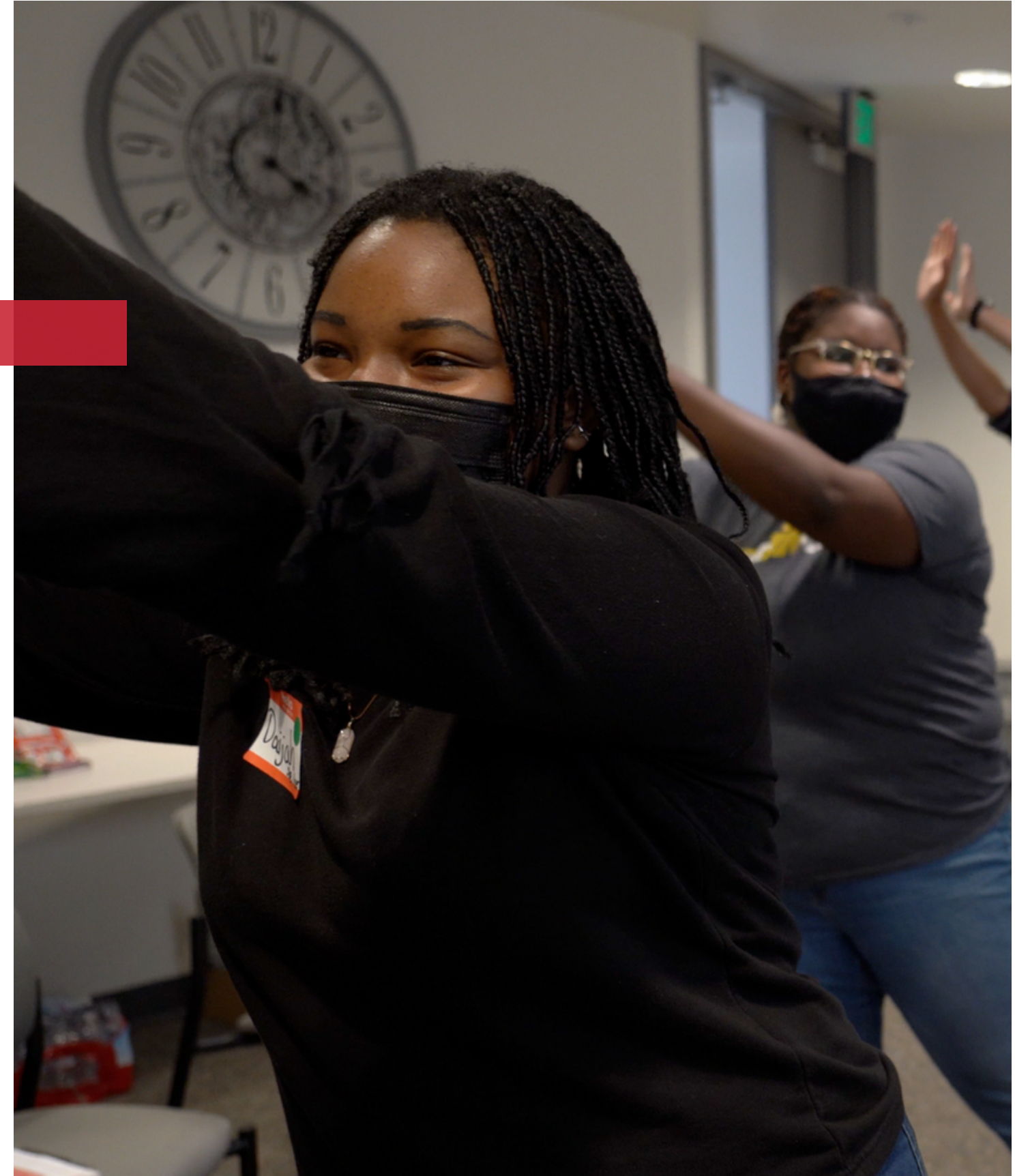
Campaigning & Community Organizing

- Now that we know who we need to prioritize (elected officials, community organizations, other stakeholders, etc.), next comes us strategizing and organizing how to make this happen

- The three steps to an effective campaigning or organizing are to educate, agitate, and organize

Educate

1. Your organization to make sure they are all on the same page and can also support and show up when they need to.
2. Have 1-1 with council members to gauge their interest and support (priorities come out of the power maps)
3. Have meetings with allies (organizations, community members to get them on the loop). If you have already involved them in the assessment phase, it would be an easy buy-in.
4. What are ways you can educate the community?
   a. Public awareness campaign
   b. Media messaging, podcasts, radio
   c. Community meetings and listening sessions

Agitate

1. Share the need and necessity of the policy you are pushing:
   a. Why is it important?
   b. How do they benefit the community, youth, etc?
2. You want to agitate stakeholders so they are fired up and show up!

Organize & Mobilize

1. Have a direct ask
2. Ask people to show up to the meetings to give public comment
3. Should we cover how to give an effective public comment?
4. Have people send in letters of support & provide templates
5. Post on social media and tag elected officials
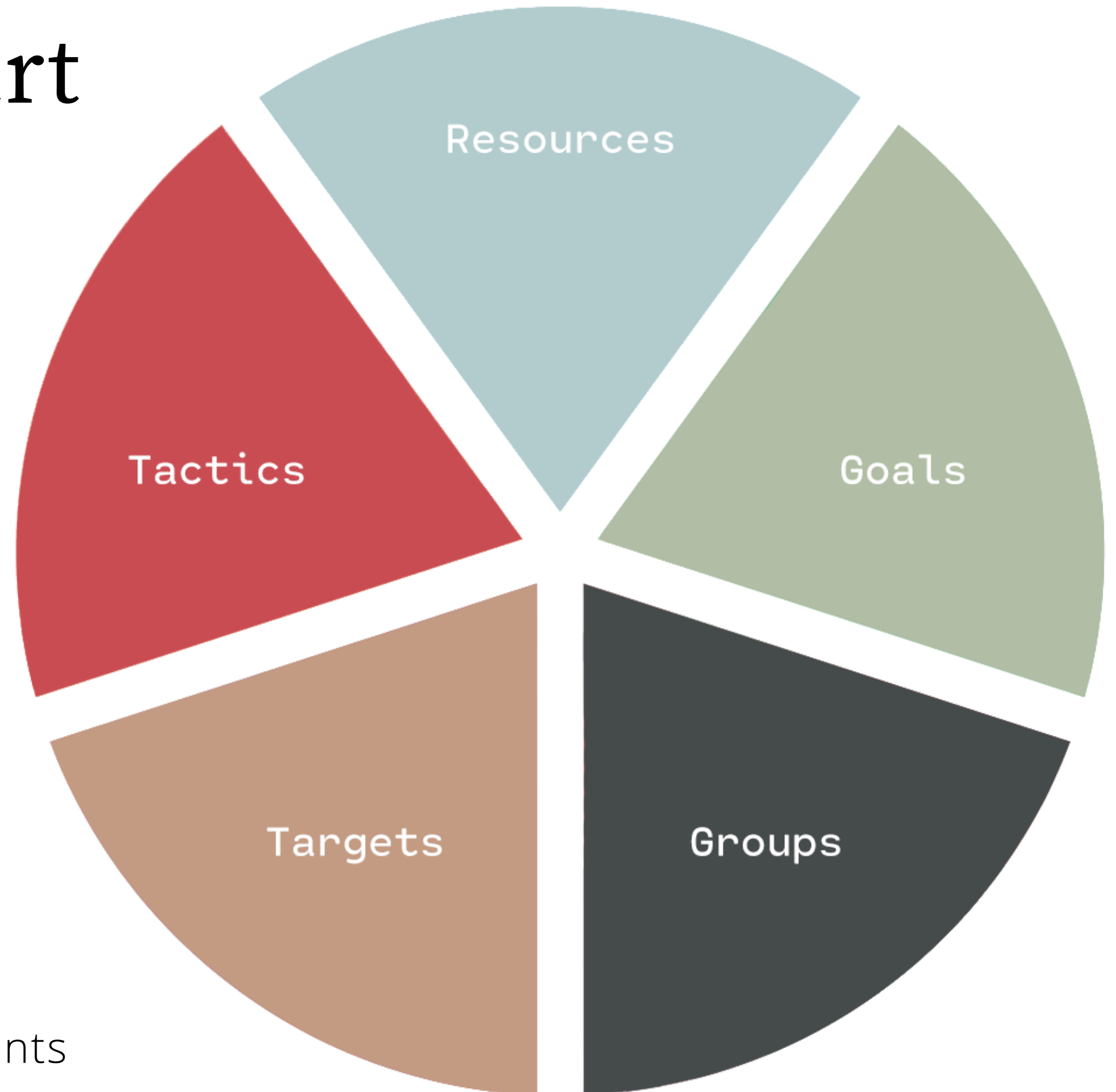
Storytelling & Advocacy

1. Media campaigns and storytelling tools that amplify demands at all stages of campaigning and cannot go unnoticed
2. Our young people in the past five years have stepped up to the plate and have gotten louder because of storytelling

HEAL✚H

RESOURCES IN LONG BEACH

a zine by long beach youth

Tool 2: Strategy Chart

Action Planning Overview

- Targets: Primary & Secondary

- Tactics: Actions

- Resources:

    - What do we have?

    - What do we need?

    - What strategies & policies already exist?

- Goals: Long Term Goals, Intermediate Priorities, Short Term Priorities

- Groups: Constituents, Allies, & Opponents

Strategy Chart Hawaiian Gardens SFMUH

GOALS	ORGANIZATIONAL CONSIDERATIONS	CONSTITUENTS, ALLIES + OPPONENTS	TARGETS	TACTICS AND TASKS

LONG TERM: Build youth coalition that is equipped with the tools to advocate for issues in their communities.	1. **Current Organizational/Coalition Resources:**
	
	Material/Equipment
	
	• Printer (black/white and color capabilities, 2 sided printing, scanner)
	• tablets (POS) (2 tablets)
	• Paper for outreach materials (8.5in X 11 in white and multi-colored paper)
	• Educational materials (materials can be provided/ created based on facts/ information from AOD contract monitor)
	• Portable table
	
	Skills/Experience
	
	• Agency experience in MUH policy campaigns/wins
	• Media
	• Youth development
	• Spanish
		1a. **Constituents:**
		• Youth
		• resident leaders
		• Henry Rios, an alcohol and other drugs prevention manager for Norwalk and Hawaiian Gardens. He's leading a smoke ban at Cerritos College.
		• Volunteers from City volunteer program (video - https://www.youtube.com/watch?v=HUhcmY5wvqU
			1. **Primary:**
			
			• Mayor Myra Maravilla
			• Mayor Pro Tem Jesse Alvarado
			• Council Member Luis Roa
			• Council Member Monica Rodriguez
			• Council Member Hank Trimble
				1. **Tactic** (Activity 1.3)
				   a. Conduct 900 POS
				   b. Develop findings and recommendations
				   c. Present findings and recommendations to City Council
				2. **Tactic** (Activity 1.4)
				   a. Conduct a pre-policy adoption key informant interview with Secondary target
				   b. Document a summary of meetings to share community voices with Council Members
				3. **Tactic** One on One Meetings with local key decision makers
				   a. Conduct policy record review (Activity 1.5)
				   b. Conduct media record review (Activity 1.6)
				   c. Develop educational materials tailored specifically to decision makers
				
				5. **Tactic** - Community Engagement (Activity 3.2)
				   a. Attend local community events

The strategy chart is a more common planning tool that takes into account your goals, targets, resources, and tactics that are necessary to make your campaign a success.

Keep in mind how your tactics can be use an inside/outside approach to not only target your institutional target/power, but makes sure that it sees community and people power as a resources in the community

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Here is an example when you're thinking about what tactics are useful and what level of engagement these targets require

You have an education tactic where you build education packets to take to the city council member you are targeting.

When it is time to agitate a little, you show fill up the city council meeting with people affected by second hand smoke. After, you continue to mobilize your people and show up at every city council meeting, you make sure they don't water down your policy as well.

Real World Policy Advocacy

In breakout rooms, you will be presented with a detailed scenario.

Your group will take the time to answer the questions on the last page.

15 mins

A Note On The Policy Process

The policy process is more important to youth development than the policy outcome- because we built youth power, increased civic engagement

Young people got more time to get those policy wins (and if we did it right, they will stay involved), but they do have limited time with us

Sometimes staff are learning with youth as they go, so it is OK to start small first - maybe that is a (school, community center, local city department) policy that introduces youth to the policy process - and then we build

TRAINING EVALUATION:

THANK YOU!