



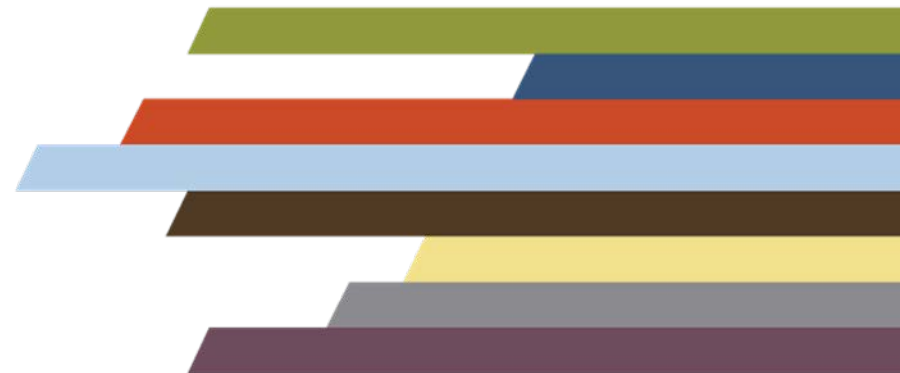
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October 6, 2020

# People of Color Learning Community Session 3



# Disclaimer

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This work is supported by awards 6UR1TI080205-02M002, SM081726 and 1H79SP081006-01 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.

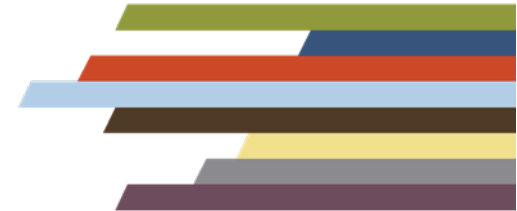


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# Facilitator

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**Albert Gay**  
**PTTC Associate**

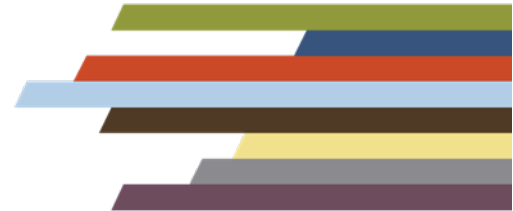


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# Agenda

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- Welcome
- Purpose/Objectives
- Advocating for Change
- People of Color Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Prevention in Communities of Color
- What's Next

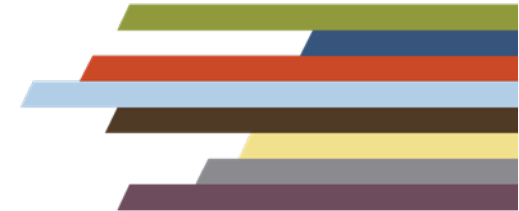


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# The Purpose

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The purpose of the learning community is to share strategies for creating change that lead to positive outcomes in communities of color.



# Our Learning Objectives

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- Discuss the significance of working with elected officials at the local, state, and national level to advocate for change that benefits communities of color.
- Select strategies to use in advocating for communities of color.



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# Presenters

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**Cyndi Munson**

**Bailey Perkins**

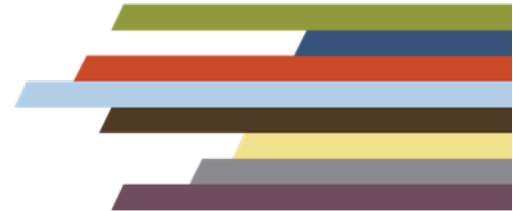


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Advocating for Change



# Overview

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- Why your advocacy matters
- Four key ways to effectively advocate
- Questions

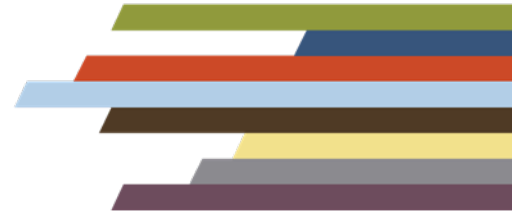


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# Why Your Advocacy Matters

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Lives hang in the balance and the systemic solutions to solving problems require public policy decisions.

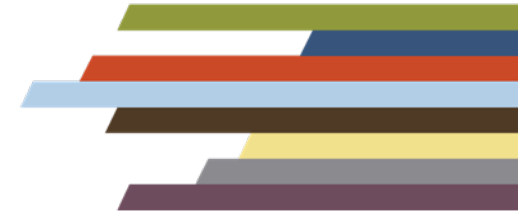


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# Advocacy vs. Lobbying

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Handout

While all lobbying is advocacy,  
not all advocacy is lobbying.

**Advocacy** is EDUCATION on an important issue.

**Lobbying** is a DIRECTIVE on a specific piece of legislation.

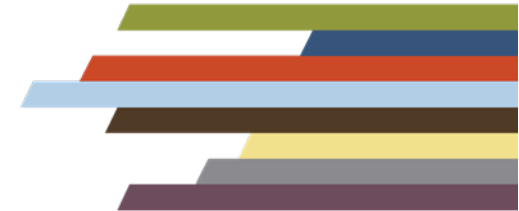


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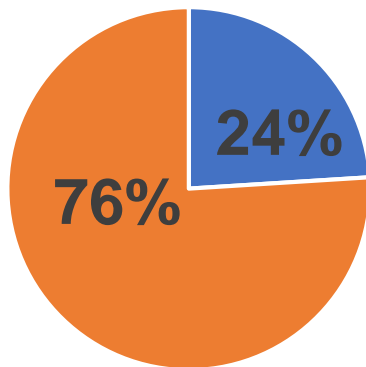
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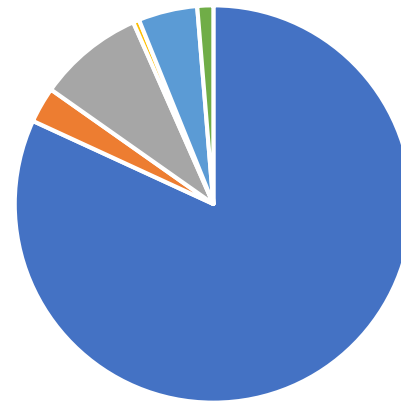
# Diverse Perspectives Needed

## State Legislatures Gender (2015)



■ Female ■ Male

## State Legislatures Race (2015)

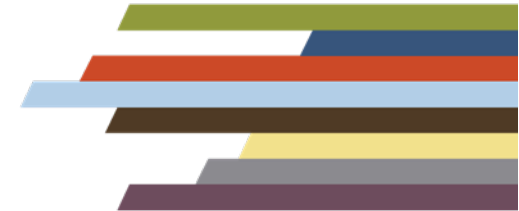


■ White ■ Black/African American ■ Latino/Hispanic ■ Multiracial ■ Native American ■ Asian

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# Nothing About Us Without Us

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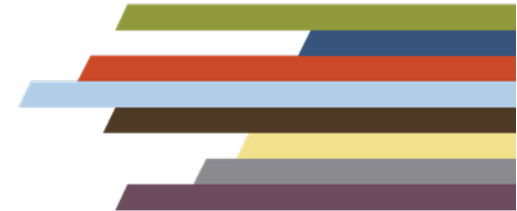
- Outcomes depend on who does and doesn't show up.
- Decision makers listen to who they know, who they trust, or who makes the most noise.
- Decision makers also care deeply about those who elect them (constituents).
- “If not you, then who?”



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# Overview

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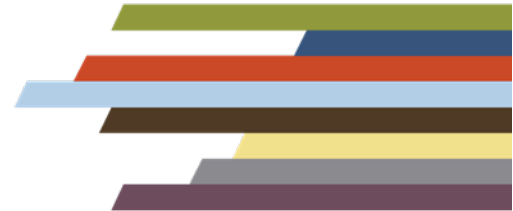


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# Four Keys to Effective Advocacy

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- Know your issue
- Know the process
- Know your target
- Know your strategies

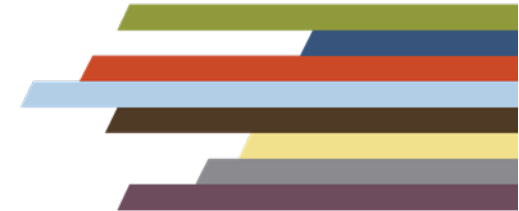


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# Key One: Know Your Issue

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Handout

- **You are the expert:** share stories, stay factual.
- **Do your homework:** on the issue's background and influencers

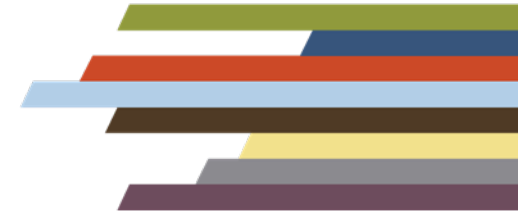


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# Key Two: Know the Process

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- Know the “rhythm” of your governing bodies
- Know standing committees
- Know key deadlines
- Know key positions in committees and governing bodies
- Know that every state and level of government operates differently

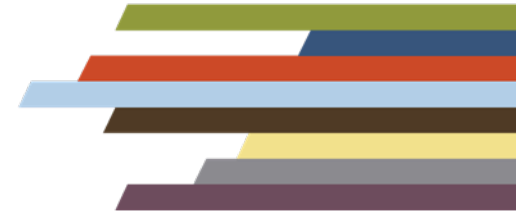


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# Key Three: Know Your Target



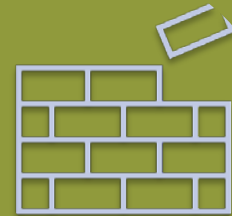
Handout



Clarify  
GOALS



Identify  
WHO and WHAT



Build  
RELATIONSHIPS

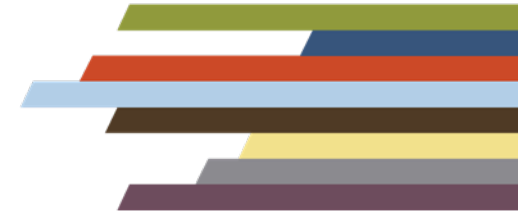


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# Key Four: Know Your Strategies



Handout

- Communicate with decision-makers individually
- Work with others (coalition building / mobilization) to reach decision-makers

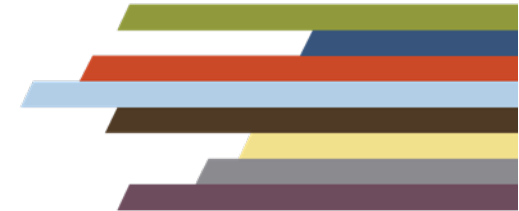


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# Key Four Strategy Continued: Know Your Strategies

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If the outcome doesn't reach your intended goal:

- DON'T GIVE UP!
- evaluate your strategy
- reassess the tactics
- re-engage with a fresh look

Don't burn out and don't re-invent the wheel.

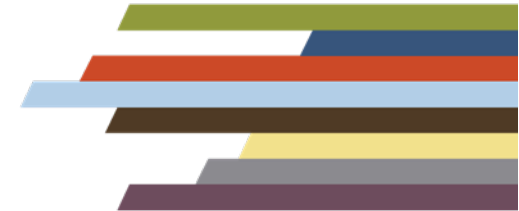


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# A Miracle on 23<sup>rd</sup> Street

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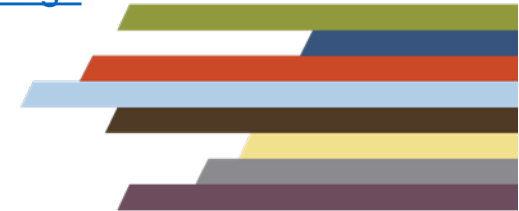
Link to video: <https://www.youtube.com/watch?v=uLcQFwUaFgo>

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Let's hear  
from you!

Questions and Discussion

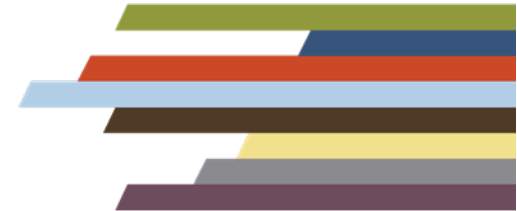


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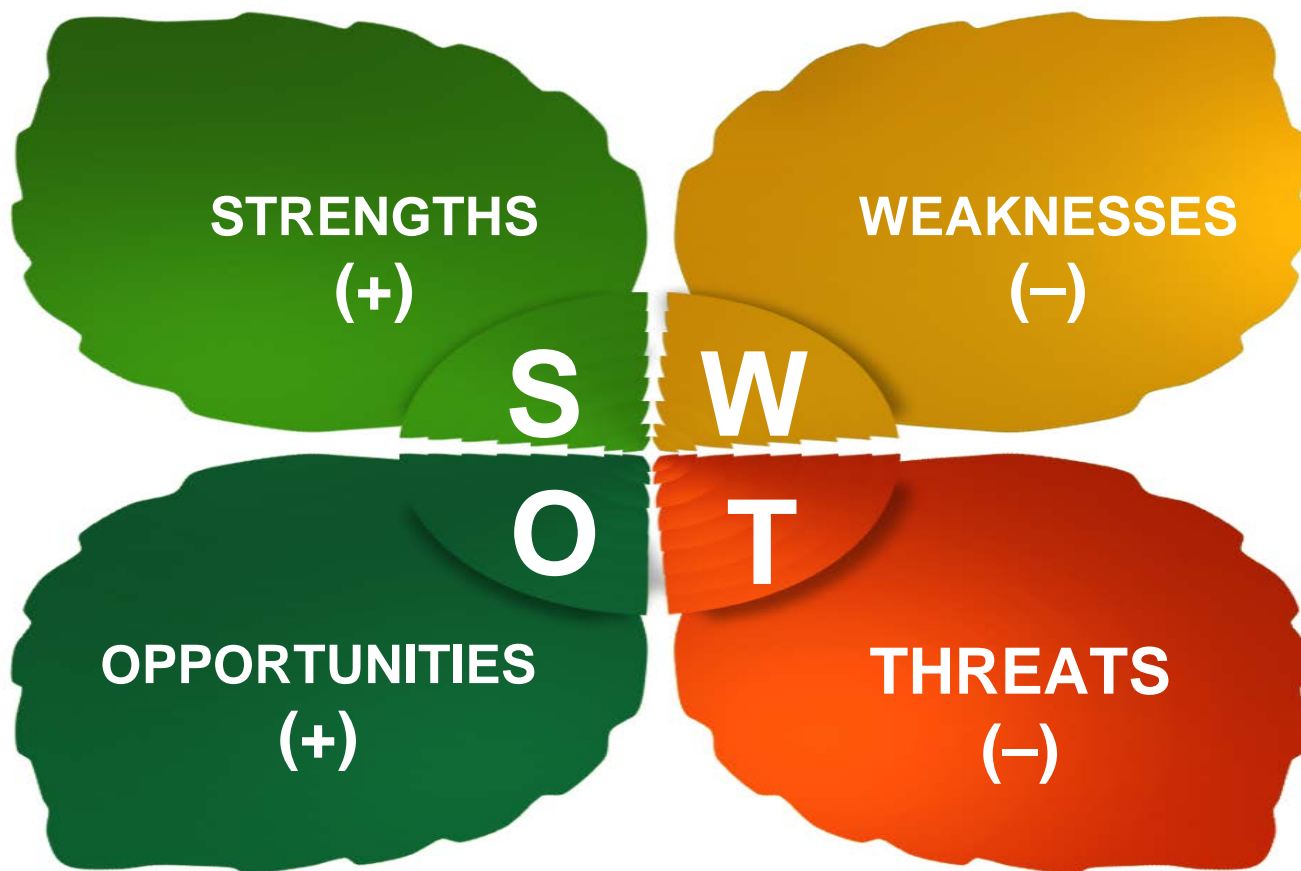
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# SWOT Analysis Follow Up

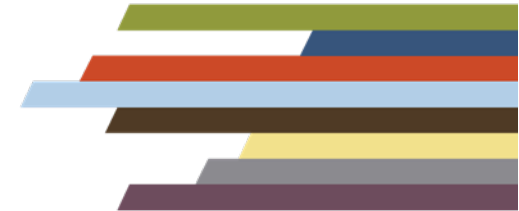


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# What's Next?

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Please save the dates for the upcoming sessions.

- November 4, 2020 (Wednesday)
- December 1, 2020

Time: 2:00 p.m. CT / 1:00 p.m. MT

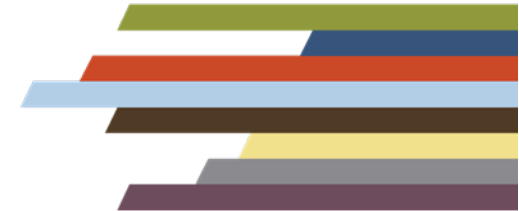


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# Connect with Us!

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## PTTCNETWORK.ORG



Join our mailing list!



Watch the website for future events!



Download the resources from the website!



Use, provide feedback, share and promote the toolkit!



Check out the PTTC Pandemic Response Resources page



Ask us! Access TA from the PTTC

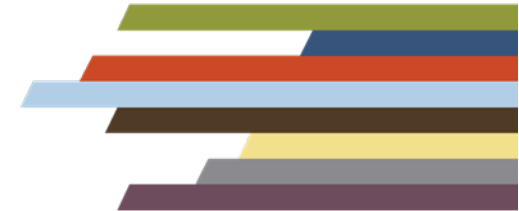
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# Citations

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- Slide 11: Advocacy vs. Lobbying. (2019, September 12). Retrieved September 24, 2020, from <https://www.councilofnonprofits.org/advocacy-vs-lobbying>
- Slide 12: Legislative News, Studies and Analysis: National Conference of State Legislatures. (2015). Retrieved September 24, 2020, from <https://www.ncsl.org/research/about-state-legislatures/who-we-elect-an-interactive-graphic.aspx#>

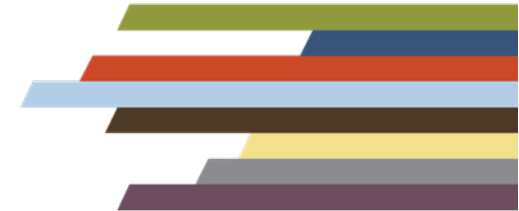


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# Thank you

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If you have questions or comments contact:

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SSW PTTC Co-Director

[lwilliamson@ou.edu](mailto:lwilliamson@ou.edu)



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