

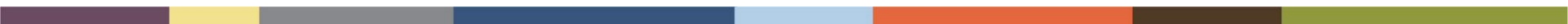
The Importance of Advocacy for Prevention: What It Is and Tips for Conducting It

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Great Lakes Prevention

Technology Transfer Center

September 20, 2023





The Great Lakes ATTC, MHTTC, and PTTC are funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) under the following cooperative agreements:

Great Lakes ATTC: 1H79TI080207-03

Great Lakes MHTTC: 1H79SM-081733-01

Great Lakes PTTC: 1H79SP081002-01

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The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

Thank you for joining us!

A few housekeeping items:

- **Technical Issues:** If you are having technical issues, please individually message Rebecca Buller or Jen Winslow in the **chat section at the bottom of your screen** and we will be happy to assist you.
- If captions or the live transcript would be helpful, please use your Zoom toolbar near the bottom of your screen to enable by going into the More section > select captions > show captions

A few more housekeeping

- **Questions for the speaker:** Please put any questions for the speaker in the **Q&A section, also at the bottom of the screen.**
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- Certificates of attendance will be sent out via email to all who attended this webinar in full. It can take up to two weeks to receive certificates.



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Presenters



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The Importance of Advocacy in Prevention

September 20, 2023

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Welcome!

Let's learn about who is in this webinar.

Please post in the chat:

- Your Name
- Organization



Learning Objectives

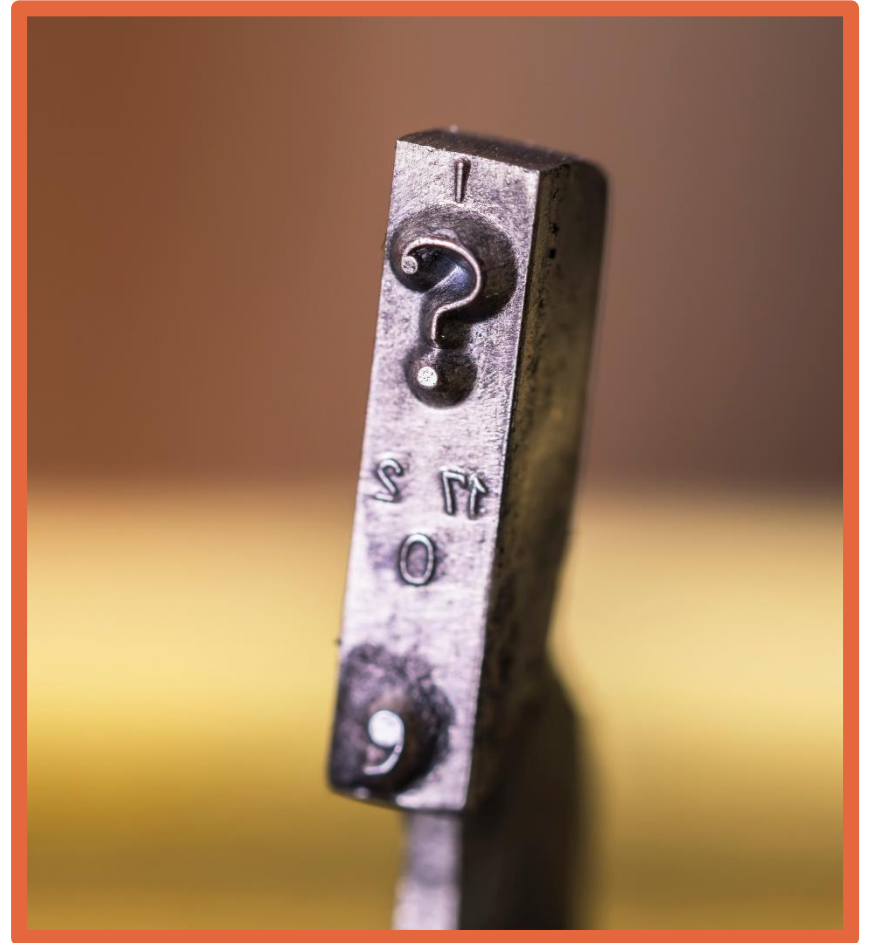
1. Describe the basic principles of advocacy
2. Explain the distinctions between advocacy and lobbying
3. Recognize the importance of advocacy for prevention
4. Identify the first steps necessary for developing an advocacy effort



Principles of Advocacy

Audience Question – Advocacy?

What does the term
“advocacy” mean to
you?



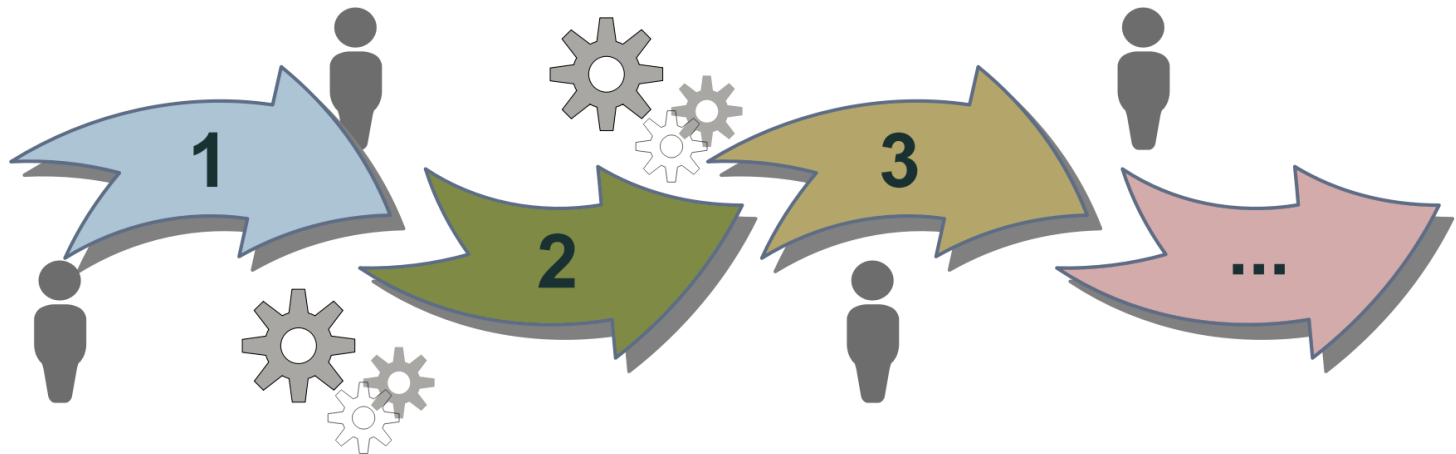
Advocacy...

- Aims to bring about social and/or organizational change
- Raises awareness and support for a particular issue
- Is done at all levels -- individual, organizational, community, and structural
- Is evidence-based



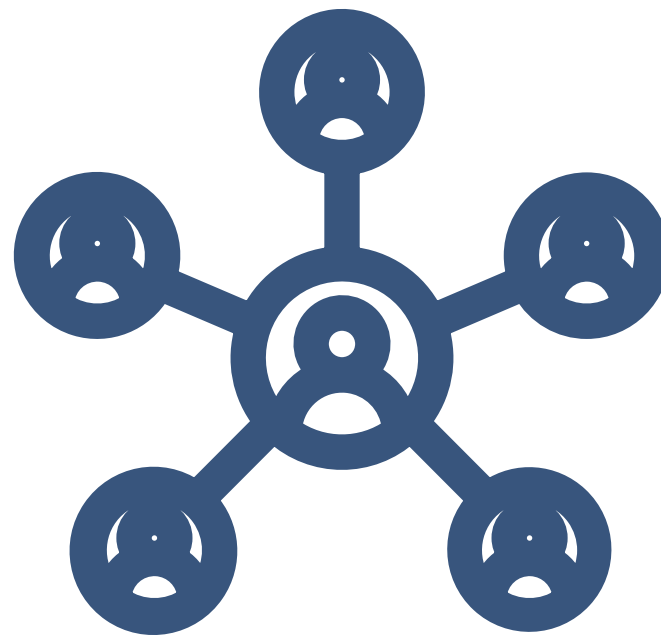
Advocacy Can Help Support...

- Expanded access to resources
- Program structure and priorities
- Policy change
- Process change

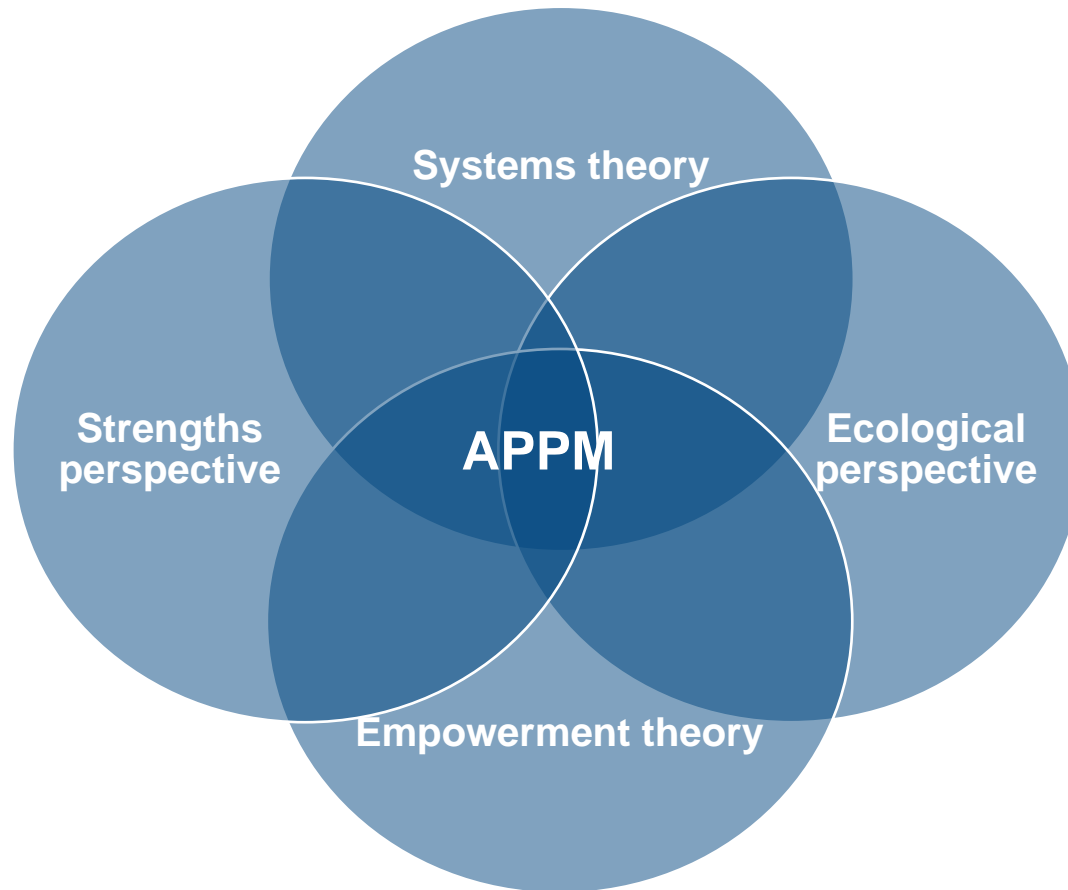


Who Advocacy Targets

- General public
- Organizational leadership
- Public health officials
- Media outlets
- Elected officials
- Policymakers
- Private sector



Theoretical Framework



Advocacy Practice and Policy Model (APPM)

Basic Components of Advocacy



Understanding (and effectively communicating) the issue



Recognizing and building relationships with allies



Identifying opponents and resistance



Developing a plan

Examples of Advocacy



Goals for Advocacy in Prevention

- Expand the reach of services
- Build a culture of prevention
- Improve public health outcomes
- Contribute to prevention science research
- **Advance policy changes**



Prevention and Policy

- Prevention needs to address the broader context in which misuse occurs
- May require policy interventions (e.g., laws, ordinances) that impact the supply, demand, or harm done by substances
- Achieving policy change is different from most other prevention activities
- Generally, not achievable by prevention professionals or our usual partners
- Requires action by **policymakers**

Who Are Policymakers?

- Wide range of individuals, and organizations, across all levels and branches of government
- Have varying authorities that can be used to achieve policy change
- Usually do not implement programs or strategies themselves



Why Work With Policymakers

- Goal: To inform their decision-making in ways that benefit substance misuse prevention efforts and improve behavioral health
- Prevention professionals typically engage policymakers for three reasons:
 1. To advocate for policy change related to specific areas of need
 2. To build support for evidence-based substance misuse prevention programming
 3. To obtain support for non-policy decisions in accordance with rules, regulations, or standards

Policy Change...

- Focuses on societal and community level influences
- Can address social determinants of health and their impacts
- Can be more targeted to specific needs
- Can build support for a culture of prevention

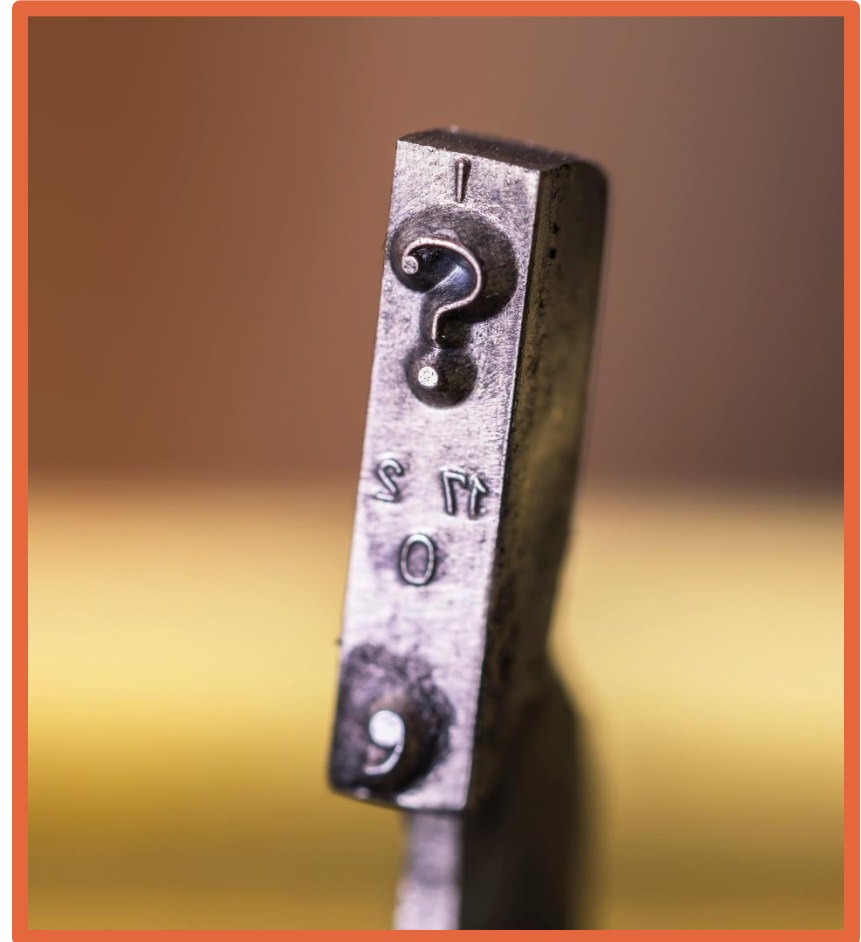
Allows us to better **target the goals of advocacy** in prevention!



**Advocacy
vs.
Lobbying**

Audience Question – Lobbying?

- It can be challenging at times to differentiate between advocacy and lobbying, but failing to do so can have consequences that may put your organization in jeopardy with the IRS.
- Which of the following is an example of lobbying?



Lobbying Includes...

- Attempting to influence specific legislation, appropriation, or measure
 - Can be in support or opposition
 - Directly contacting policymakers and/or their staff (including time spent planning)
- Urging the public to contact legislative staff or policymakers about specific legislation
- Coalition meetings that coordinate lobbying about specific legislation



Education and Advocacy vs. Lobbying

Education	“There were over 71,000 fatal fentanyl-involved overdoses nationwide in 2021.”
Advocacy	“County health departments play a key role in preventing fatal overdoses by providing education and access to naloxone.”
Lobbying	“Please vote for House Bill X, which will provide additional funding for purchasing naloxone.”

Exceptions to Lobbying

Technical assistance

- Testifying/sharing expertise with a legislative body or committee
- Must be done in response to a written request by the entire governing body
- Must be made available to every member of requesting body

Nonpartisan analysis, study, or research

- Independent and objective exposition of a subject
- Results must be made publicly available and easily accessible

Financial Restrictions on Lobbying

- Revocation of 501(c)(3) status
 - “Substantial Part” and Expenditure tests
 - Not relevant to 501(c)(4), 501(c)(5), and 501(c)(6) organizations
 - Different rules for churches and religious organizations, private foundations
- Limits on use of federal awards



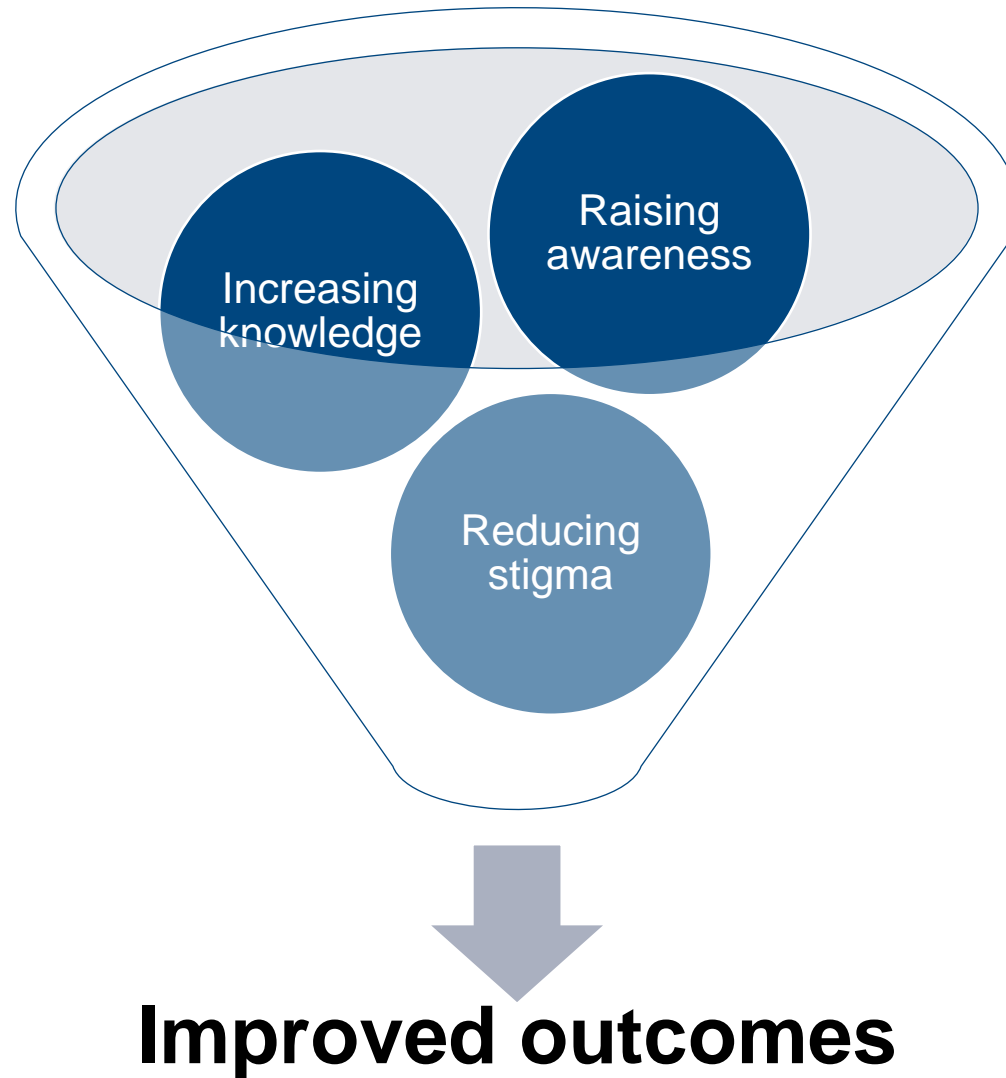
When Does Advocacy Become Lobbying?

Advocacy	Lobbying
Meeting with a state Representative to educate them about the importance of funding behavioral health in the community	Meeting with a state Representative to ask them to <u>vote for H.B. 505</u> , which would provide emergency funding for behavioral health
Preparing educational materials that share success stories from local law enforcement who have been trained to administer naloxone	Preparing materials about law enforcement use of naloxone that explicitly support or oppose <u>specific legislation</u> about naloxone training
Sharing statistics about the emergence of xylazine in your community and the response of the local health department on social media	Sharing a message urging the Governor to <u>vote for legislation</u> that increases funding to the local health department on social media
Sending a newsletter to members in your coalition discussing opioid misuse and evidence-based interventions	Emailing a call to action to coalition members encouraging them to <u>contact their legislators</u> in favor of prevention legislation



Advocacy in Prevention

Advocacy is Critical to Prevention



Audience Question – Policy Changes?

What kinds of policy changes are you looking to implement that benefit your prevention goals?



Supply Reduction



Minimum Legal Drinking Age



Vaping and smoking legal age increase



Retail access restrictions



Law enforcement

Demand Reduction Efforts

- Use **prevention, treatment, and research** to reduce substance use
- Address individual and interpersonal risk and protective factors
- Provide information and skills to enhance positive behavioral change and increase resiliency



Harm Reduction Efforts

- Reduce harms caused by substance use and aim to create connections with individuals who may not be ready yet to receive SUD treatment
- Offer a set of practical strategies and ideas
- Have been proven to prevent death, injury, disease, overdose, and substance misuse



Advocacy in Action: RISE Drug Free MKE 53206 DFC Project

Issue: Preventing youth substance use in one of Milwaukee's most impoverished zip codes

Partners: Residents, youth centers, community organizations, hospital systems, schools, churches

Advocacy: Youth trainings, community cleanups, drug take-back events, media stories, retailer compliance checks, public education

Results: Decreased youth substance use, changed attitudes towards substance use, increased coalition membership



Why Policy Changes?

- Policy changes are great because they tend to:
 - Have broad reach
 - Be cost efficient
 - Be sustainable
 - Have enduring effects
- Leverage policy changes to aim for additional changes and improvements in our prevention and advocacy efforts

Developing an Advocacy Effort



Audience Question – First Step?

As you are developing an advocacy effort, what is your first step?



1. Before You Begin



Follow the Principles of Strategic Planning



Know Why You Want To Advocate

- Conduct a needs assessment
- Identify goals and intended outcomes



Don't Go It Alone

- Find other organizations, individuals, coalitions, etc. who share your goals
- Identify groups that may be in opposition to your cause



Identify Relevant Policymakers

State legislators

Federal and
state agency
heads

School board
members

County board
supervisors

County
executive
officers

State advisory
panel members

Congressional
representatives

Mayors

City council
members

Governors

Know Your Issues “Inside and Out”



Research relevant context and history

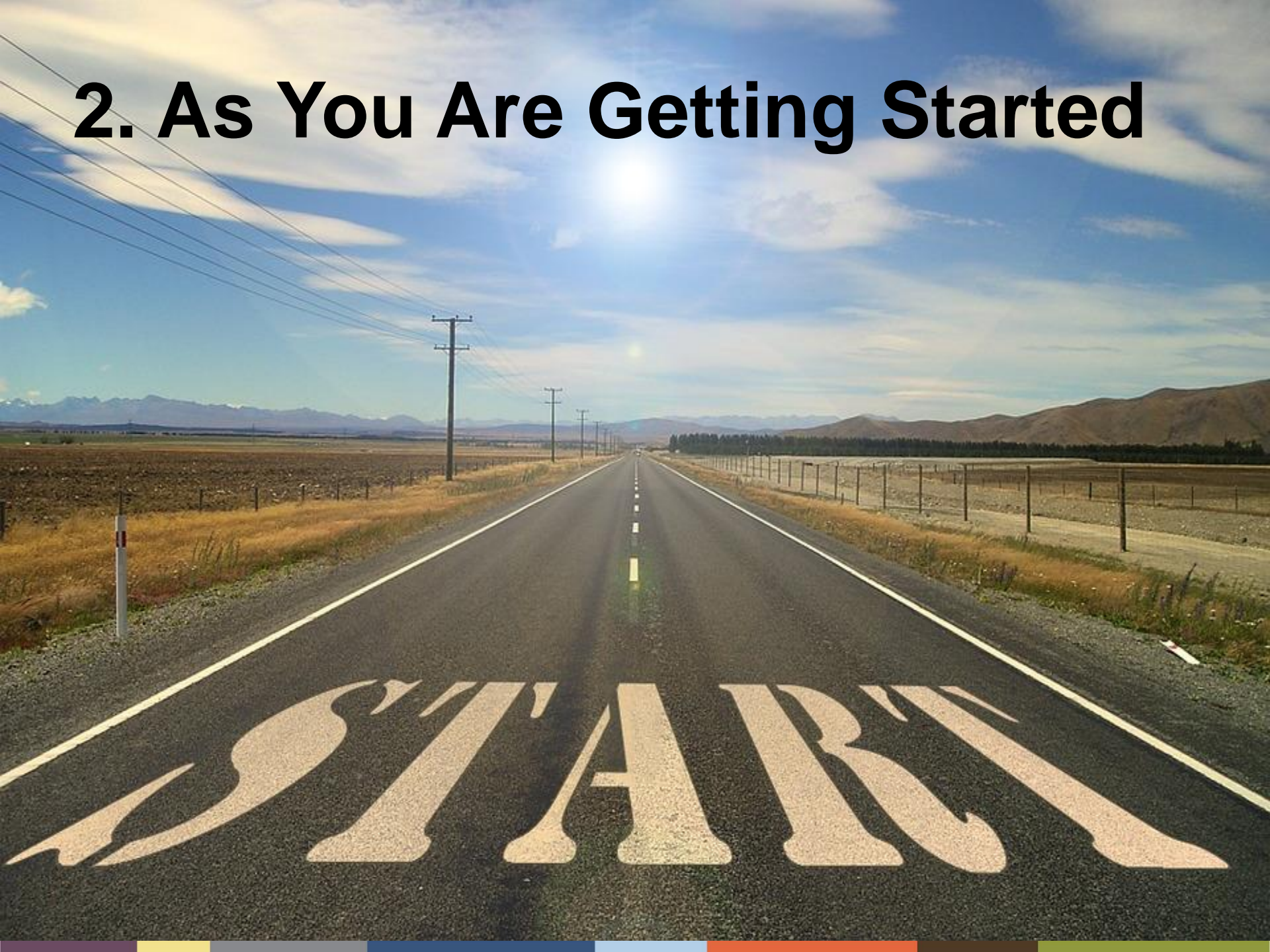


Understand how the issue impacts historically marginalized groups



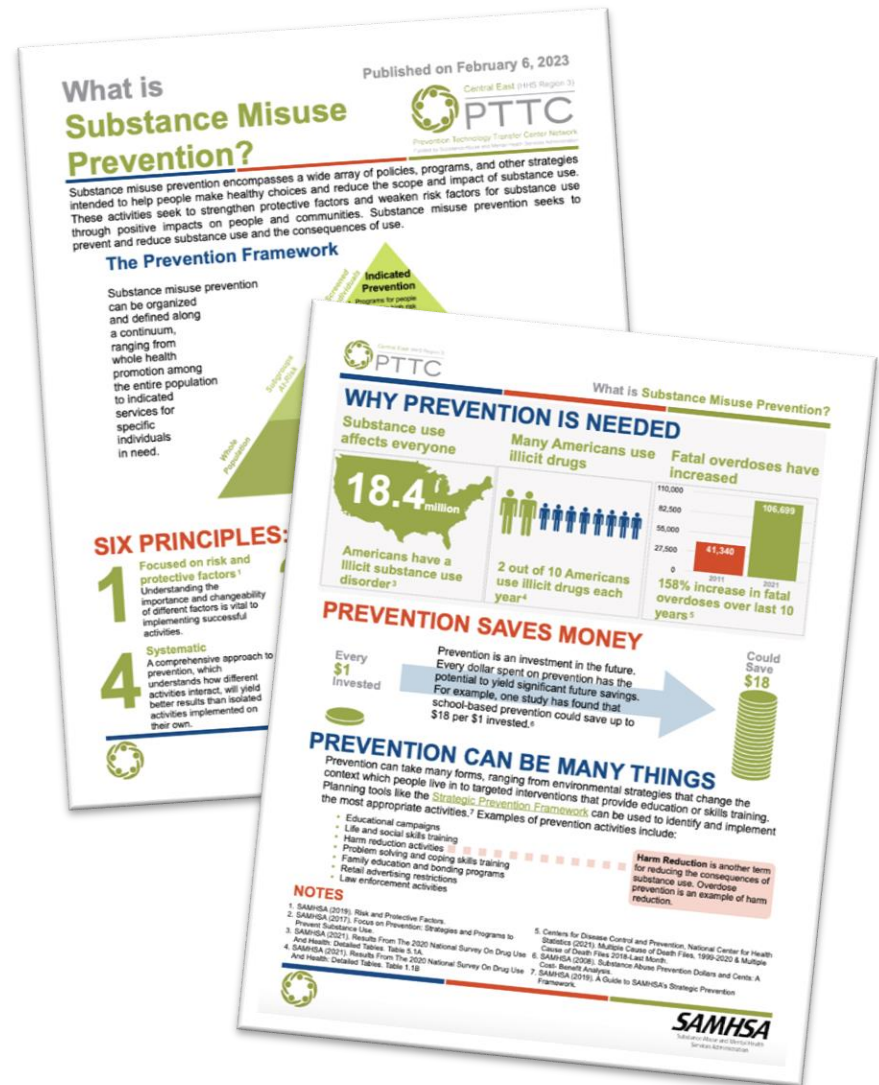
Be prepared to respond to questions and counterarguments

2. As You Are Getting Started



Create Short and Compelling Handouts

- Summarize your key talking points in factsheets or infographics
- Share in meetings and at events
- Provide copies for policymakers, their staff, and anyone else they may want to share with



Be Professional, Courteous, and Brief in Meetings



Develop and practice an “elevator pitch”



Make your points respectfully and concisely



Listen attentively and don't dismiss concerns



Pay attention to everyone in attendance – ***including staff***

Invite Policymakers to Prevention Events

Allows them to:

- Learn more about the issue
- See firsthand its importance to the community
- Connect with stakeholders in the community

Make sure that:

- The event runs smoothly
- You have a clear plan for how policymakers will be involved
- You take photos and post them to social media

Decide What Success Looks Like

- Think incrementally
- Don't be discouraged by a lack of short-term results
- Acknowledge and track every success
- Learn from missed opportunities



Conclusion

- Advocacy is an important way for prevention professionals to go about making change
- If you engage in advocacy, make sure to understand the differences from lobbying
- Policy change and collaborating with policymakers is a part of a comprehensive prevention approach
- There are numerous tips and tools to help develop a strong advocacy strategy to benefit your prevention goals!

Let's Hear From You!





Contact Us



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