Advocacy in 2017: The Role of Public Health Schools

Harold Cox

About me…

~~Advocacy in 2017: The role of public health schools~~
Advocacy in 2017: Are we doing enough?

Harold Cox
Boston University

Students want to know

Student Are Engaged

Today's Talk

- Why/What/How?
- Benefits
- Challenges
- Call to Action

Tobacco

Success Story

Policy Increments

- 1975
- 1984
- 1986
- 1987
- 1995
- 1999
- 2003

1999

- No smoking in restaurants with bars

- Variances for restaurants with bars

- Very hard to enforce

- We need level playing field

2001

- Cambridge Alone

- The whole state

- Surrounding communities

clean air
WORKS
ACTION FOR SMOKE-FREE WORKPLACES

The Regional Approach

- Wrote standard policy banning smoking

- Identified 9 communities surrounding Cambridge

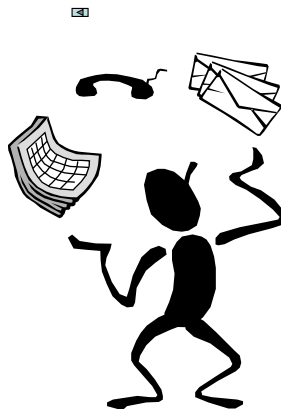- Held meetings with health directors and tobacco advocates

What Happened

- Coalition Grew -- 9 to 19 members

- Had Babies -- Clean Air North;Clean Air West

- Boston's Mayor endorsed the campaign

- Somerville says "yes" *if* Cambridge will

Cambridge

- 4 Councillors FOR

- 4 Councillors AGAINST

- 1 Councillor SWING

Let the Games Begin

HOORAY!!!
June 9, 2003

What Worked

- Highly motivated and compatible group
- Work narrowly defined
- Able to modify
- Clear leadership
- Achieved goal

Elements of Advocacy

- Define the issue and goal
- Identify and engage decision-makers
- Identify Opposition and Obstacles
- Identify Advocacy Partners
- Create a plan; tactics
- Develop advocacy messages

More to do…

- Opioid crisis
- Gun violence
- Food availability

Overturning ACA
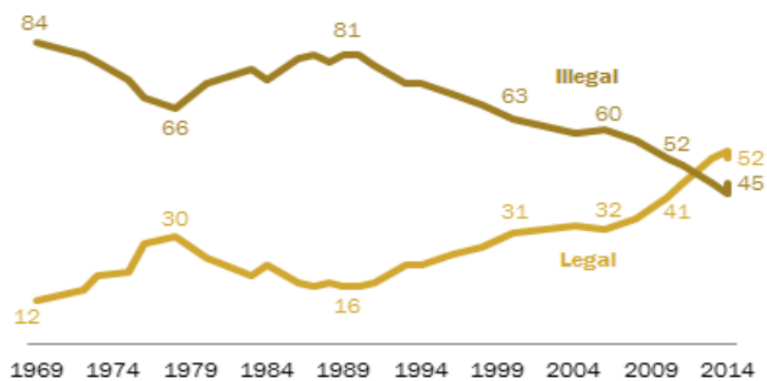Climate Change
Immigration policies
The Wall

- "The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic"

  Peter Drucker

TRENDS

Slim Majority Supports Marijuana Legalization

% saying the use of marijuana should be ...

Survey conducted Oct. 15-20, 2014.
1973-2008 data from General Social Survey; 1969 and 1972 data from Gallup

PEW RESEARCH CENTER

Implications

- more with less…..less with less
- develop new partnerships
- communicate in new ways
- advocate for public policy

Broad Spectrum of Activities

- Policy advocacy
- Program advocacy
- Internal advocacy

Advocacy Skills

- Researching topics
- Negotiation skills
- Working with Media

Good Writing Skills

COALITION BUILDING FOR THE WIN!

Failure Story

Agenda for Children

- Phase 1:   Define agenda goals

- Phase 2:   Define objective
                    Define action goals

- Phase 3:   Implementation

- Community engagement integrated within each phase

Agenda for children

What didn't work

- Undefined project
- Team was not inclusive
- Took too long
- Project kept expanding
- Who is in charge
- Didn't know community

Successful Engagement

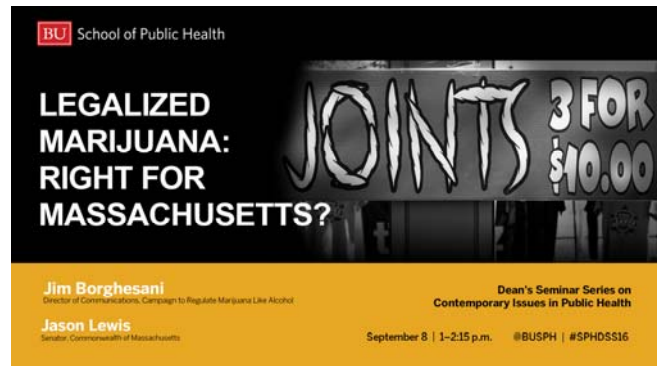# Build Trust

HOW?

Think. Teach. Do.

Activist Lab

Educate
Innovate
Advocate

Dean's Seminars

Advocacy Boot Camp
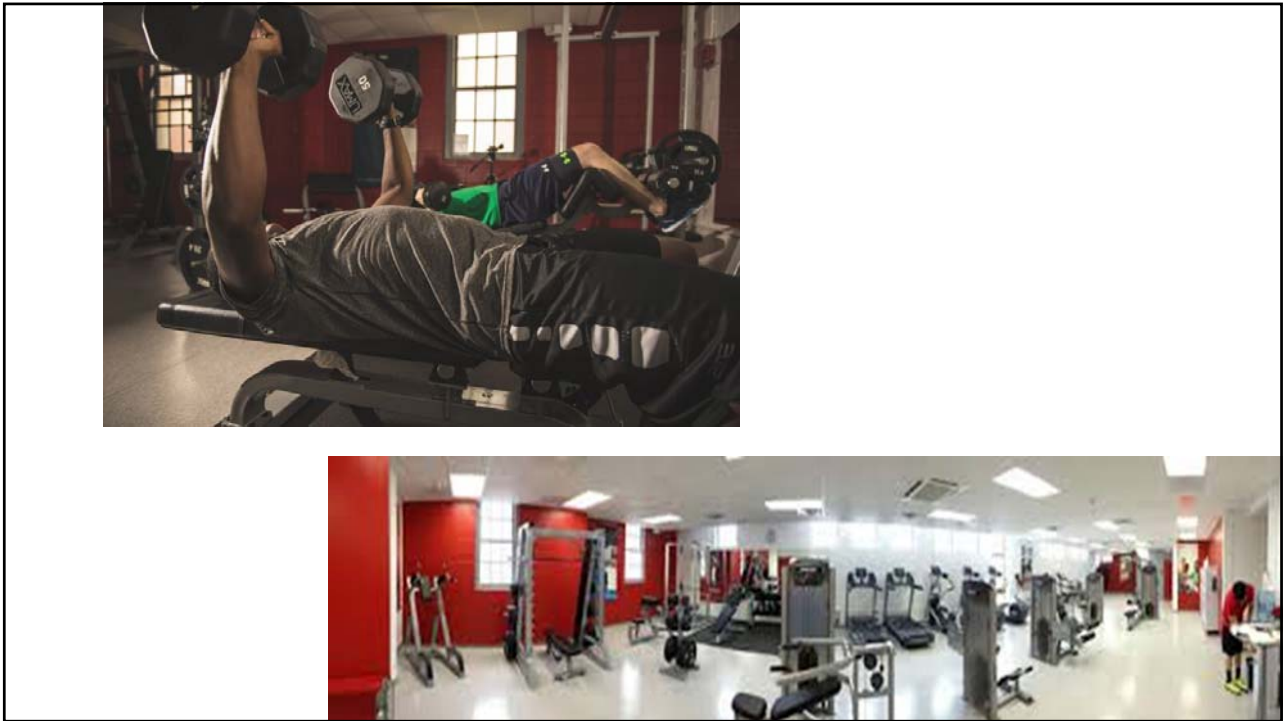
Advocacy Primer

Workforce training

Water for Homeless

Spring Break Challenge

Hackathon

Activist Bucks

Student Involvement

- How do we integrate the center's work throughout the school?
- How do we engage the school? The community?
- What are the issues to address?
- How do we prioritize?

Advocacy in 2017: Are we doing enough?

Student: Advocacy Survival kit

- Plan for small wins
- Check your facts
- Keep it simple
- Be passionate and persistent
- Be prepared to compromise
- Stay the course
- Keep eyes on prize

Questions to Ask: School

- How do we teach/practice advocacy now?
- Are we doing enough?
- What are the barriers to doing more or doing anything at all?
- What resources are needed?

Advocacy: What do YOU want to change?

➤ Take a picture with your sign

➤ Share on social media with **#Act4Change** (and tag us!)

➤ Follow @ActivistLabSPH and **#Act4Change** for more photos!

#ACT4CHANGE   @ACTIVISTLABSPH

#ACT4CHANGE

Possible Benefits to school

- Provide practicum/dissertation opportunities for student
- Provide mechanisms to introduce school to at-risks population and current public health topics
- Provide highly visible outreach and service activities to local neighborhoods surrounding BUSPH
- Meet school-wide service and workforce development criteria for CEPH accreditation
- Provide community-based teaching opportunities (similar to Blackstone Spring Break Challenge '13)
- Provide a mechanism for collaborations across the entire BUMC to address health care disparities
- Provide a laboratory to develop skills in effective community engagement

Three BASIC Questions

- What do you want?

- Why do you want it?

- Who has the power to give it to you?