CBPM
Community-Based Prevention Marketing

Are We Following the Plan?

8

CBPM for Policy Development **Step 8 Facilitator Guide**	
Each step of Community Based Prevention Marketing for Policy Development includes a learning module on the CBPM Policy Development website, a corresponding Facilitator Guide, and resources and worksheets specific to the activities for each step. The training module and Facilitator Guide complement each other and provide the facilitator and the coalition with a comprehensive understanding of the purpose of each step as well as the resources to complete the activities for each step. These Facilitator Guides were developed primarily to assist the facilitator by providing a lesson plan and activities to be completed by the coalition during each meeting. The corresponding training modules on the CBPM Policy Development website should also be viewed by the facilitator prior to the coalition meeting. The facilitator may then choose all or parts of the training module to share with the coalition. While some of the information provided in the website training modules may be helpful for the coalition, the decision to watch all or parts of the module—either as a group or separately before the coalition meeting—is for the facilitator to make, based on the needs of the coalition.	

Title	Step 8: Advocate for Policy Adoption
Time	70-110 minutes
Materials	**Materials needed:** **Group** - Display mechanism for eight steps in the CBPM for Policy Development process flowchart - Learning Module: *Successful Advocacy* - Completed SMP (Social Marketing Plan) outline and Strategy Workbook from Step 6 **Individual** - Letter to the Editor example - Elevator Speech example **Additional Resources:** General advocacy advice - Community toolbox http://ctb.ku.edu/en/tablecontents/sub_section_main_1198.aspx Agenda setting - Community toolbox http://ctb.ku.edu/en/tablecontents/sub_section_main_1027.aspx

	Guidelines for Communicating with Legislators
	http://www.flsenate.gov/cgi-bin/View_Page.pl?Tab=info_center&Submenu=2&File=communicate.html&Directory=Info_Center/about_legislature/&Location=app
	http://www.ons.org/LAC/Tools/media/ons/docs/LAC/pdf/10TipsCalls.pdf
	http://www.ons.org/LAC/Tools/media/ons/docs/LAC/pdf/10TipsLetters.pdf
	Working with the Media
	• APHA Media Advocacy Manual at http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf
	http://www.ons.org/LAC/Tools/media/ons/docs/LAC/pdf/10tipsMediaAdvocacy.pdf
	• Getting Your Message Out
	http://www.social-marketing.com/media.html
	Writing Policy Briefs
	• http://www.brookings.edu/comm/policybriefs/archive.htm
	• http://www-cpr.maxwell.syr.edu/pbriefs/pblist.htm
	Dealing with Opposition
	• "Encouraging Involvement of Potential Opponents as well as Allies http://ctb.ku.edu/en/tablecontents/sub_section_main_1205.aspx
	• "Responding to Counterattacks http://ctb.ku.edu/en/tablecontents/chapter_1035.aspx http://ctb.ku.edu/en/tablecontents/section_1278.aspx
	For Information about Bills in Other States
	http://www.ncsl.org
Objectives	Upon completion of this step, coalition members will have:

	1. Conducted one or more activities to advocate for policy change. 2. Developed a rapid response plan to enable its members to share breaking news, monitor the political context and make mid-course adjustments as needed. 3. Celebrated incremental victories in their advocacy efforts. 4. Made adjustments in their plan to overcome unanticipated obstacles or setbacks.

Prior to meeting	**Develop the Marketing Plan**
Activity	1. Provide all members with a copy of the marketing plan and ask them to consider ways to advocate for the policy.
Anticipatory Steps	• Step Eight equips coalition members to advocate for policy adoption. Resources are provided to teach coalition members the wide variety of skills needed to advocate for policy change. • Before beginning advocacy activities, it is important for all coalition members to understand potential restrictions based on professional affiliations. Many non-profit groups have specific clauses forbidding their employees from lobbying for policy change. Whenever possible, we avoid using the term lobbying and focus instead on advocating and educating community members about a particular policy. Please ensure that coalition members have checked the guidelines for their specific institutions before beginning the advocacy process. Once coalition members are clear about what type of activities are appropriate, they can then choose roles and responsibilities in line with any possible restrictions. And finally, reassure members who are not able to actively advocate that there are many other activities they can do to support the overall effort, including educating and informing the public about the specific health issue the coalition is addressing. • Depending on individual members' level of interest and abilities, they may use training resources in this module to learn how to: a) Lobby or advocate (engage in direct contact with decision makers and their support team). b) Prepare op-ed articles, letters to the editor, and policy briefs. c) Respond to media requests. d) Develop media strategy for getting the issue on the agenda and

		shaping the conversation.	
		• The coalition will also develop a rapid response plan to enable its members to share breaking news, monitor the political context, and make mid-course adjustments as needed.	
		• This step continues until the policy is enacted; however, incremental victories (e.g., media coverage, sponsorship by key stakeholders, etc.) are important and will be celebrated as they occur. As previously noted, advocacy strategies may be adjusted to fit the changing political landscape.	

Instructional Input			
During the Meeting	**Min**	**Activity**	**Objective**

Procedure	60-90	1. Review the marketing plan and resources available that will be used to help coalition members develop skills needed to implement each activity.
		    a. Review the types of advocacy activities (See helpful links in the Resources area).
		    b. Consider allies & opponents. Make a list for each, including what each group may win or lose from the policy change.
			1, 4

		2. Ask members to sign up for specific roles or activities. Consider existing strategic relationships that may facilitate change.	1

		3. Discuss ways for members to share information about their advocacy efforts and other news about the political environment (i.e., new opportunities or threats) that the coalition should address.
		    a. Review the information on developing a Rapid Response Plan.
		    b. Assemble a Rapid Response subcommittee.
		    c. Develop talking points that highlight the policy.
		    d. Anticipate questions about the policy and prepare answers.
			2-4

		4. Practice media interactions through mock interviews among coalition members	1, 4
		5. The Rapid Response subcommittee will draft a rapid Response Plan based on activities 3 and 4. a. This is a formal plan to monitor progress	2-4

		and breaking news and notify others in the coalition as needed. b. The subcommittee may also convene special meetings as necessary to adjust the plan to meet the changing political landscape.	
Conclusion	10-20	1. The facilitator reviews the advocacy plan. 2. The subcommittee schedules a meeting to review progress and draft a plan for communicating activities to the rest of the coalition.	N/A
Measures of Progress	- Activity completion - Formation of Rapid Response subcommittee - Completed sign-up sheet for advocacy activities		
Note to Facilitator	Multiple resources are provided in Step 8 to assist in the policy advocacy activities. Depending on the specific needs of the coalition and the community context in which policy development is taking place, choose the resources that best facilitate this process. At this point, the facilitator may want to remind coalition members that policy change often requires extended periods of time to be implemented and to demonstrate successful outcomes, especially when advocating for legislative change. Be sure to celebrate smaller "wins" along the way.		