



Strengthening Your Voice

- Educating and Bringing Awareness to Policymakers
 - Our Community
 - Programs That Work
- Preparing
- Following Up

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Why Get Involved

- You Are
- You Can
 - You already have the skills you need
 - It doesn't take that many of us
- You Should
 - There are things we want known
 - Democracy=Responsibility
 - Decision-makers REALLY need our help

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How Do We Affect Change?

Educating the people who can make the changes you want

- Informing Decision-Makers
 - Child abuse and neglect issues within your county
 - About great work being done
- Talk to Other People
 - About issues of concern
 - Sharing the good work

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What You Need to Know

- WHAT we are talking about – the issues
- WHO are making the rules – the players
- WHEN to target them – the process
- HOW to assure that they are informed – the message

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Know the Issues

- We Know the Issues
- We Are Experts in Life and Work
- Solution as important as the problem, and we know those too!

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Michigan Context

- Unprecedented Economic Distress
- Good/Bad News! Everyone Focused on Fixing the Economy
- Limited Tie To Child Well-Being
- Needs and Priorities Disconnected, Why?
 - Competition and ideology
 - **Policymakers may not hear about issues of concern or community successes**

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Know the Players

- Who can make the change
- What interests them
- Who Do We Know
- Who Do We Need

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What Motivates You?

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What Motivates Decision Makers

- Friends
- Title or position
- Information
- Numbers
- Constituents
- Success
- Money

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“When you need a friend, it’s
too late to make one.”

Mark Twain

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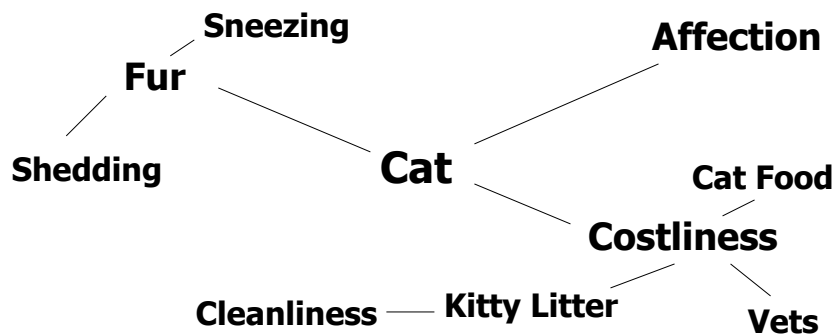
How Do We Get Them to Listen?

- We use mental shortcuts to make sense of the world
- Based on our life experiences, including the media
- We use “frames” to filter new information

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Cat Frame



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Putting Strategy Into Practice

- What is your message?
- Who are your best messengers?
- What could you do to prepare?
 - KEY: Make an appointment for 4/19
- What could you do to follow-up?

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What To Expect in Lansing

- Short Meetings
- Often Meeting With Staff – Hooray!
- Hand Them Something
- Leave With a Plan for Next Steps

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Prevention Awareness Day Follow-Up

- Thank You
- Extend Invitation to Visit
- Ask About Coffee Hours and Go
- Include Policy Makers in Communications
- Build Relationships With Key Partners

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Always Keep the Door Open

- If they don't make decisions that you agree with...
 - Can you blame them? Did they know what you know?
 - Express disappointment, but look for other possibilities
- If all else fails...
 - Don't get angry
 - Get a better person elected/appointed/hired

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