



# Strengthening Your Voice

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## **2018 LED and CAP Month Advocacy:** Raising Prevention Awareness Across Michigan

Michigan's  
**Children**

*Public policy  
in the best interest  
of children.*



# Building The Prevention Voice

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- Educating and Bringing Awareness to Policymakers and our Communities
- Preparing for LED/CAP Month
- Following Up



# Why Get Involved?

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- You Are
- You Can (Anytime, Anywhere)
  - You already have the skills you need
  - Doesn't have to happen in Lansing
  - It doesn't take that many of us
- You Should
  - Role as a public agency



# How Do We Affect Change?

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## **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
  - Using data, information and stories
  - LED
- Talk to Other People
  - About issues of concern
  - Sharing the good work
  - CAP Month Events



# What You Need to Know for LED and CAP Month

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



# Know the Issues

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- We Know the Issues
- We Are the Solution



# Know the Players

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- Michigan legislature and voters
- Every legislator can influence change
- What influences them?
- Who Do We Know
- Who Do We Need



# What Influences Decision Makers

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





# Michigan Situation

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- Good News! Everybody is for kids
- Good News! We know what to do
- Bad News! Limited political will to change the trend of disinvestment
  
- Why aren't they listening?



# How Do We Get Them to Listen?

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- We use “frames” to filter new information, based on life experiences
- Frame for prevention in the legislature: substance use
- Other things to remember: budget realities, tax cuts

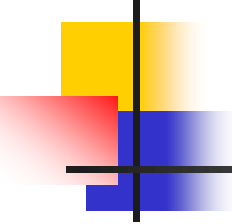


# Current Opportunity: State Budget Discussions

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## **The State Budget Provides the Clearest Indication of the State's Priorities.**

- Like Elsewhere In Our Lives: What We Resource is What Gets Done
- Governor Release Budget Recommendations
- Legislative Committees Beginning Their Review
- Short/Closed Process
- All Legislators Play Their Part

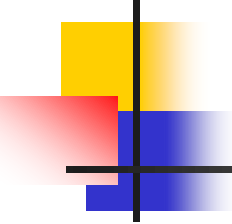


# Where Do You Fit In The Process?

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- Legislature will have released their budget
- They are busy, have lots of issues to weigh in on
- You can connect the dots between your work and the issues they are already talking about

# Where Do You Fit In The Process?



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- What do policymakers need to know about children, youth and families in your area?
- What do policymakers need to know about your program?
  - What are you focusing on?
  - What barriers are you facing?
  - How are you contributing to substance use prevention?



# What To Expect in Lansing

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- Meet us at the United Methodist Church in the AM
- Short Meetings
- Often Meeting With Staff – Hooray!
- Traditional meeting or ‘pull off the floor’
- We’ll schedule the appointments, we just need your schedule



# What To Expect in Lansing

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- During the meeting, don't forget:
  - The issue – unmet prevention need
  - Pertinent stats and info about your area
    - Rising need
  - Tie it to substance use
  - The work you're doing
  - The work you're most proud of
  - Who is coming? Who is saying what?



# What To Expect in Lansing

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- Be genuine, be professional
- Hand Them Something
- Leave With a Plan for Next Steps





# CAP Month Events Around MI

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- What is the message of your event(s)?
  - How can it support prevention advocacy?
- Have you invited or alerted media?
  - Ask a board member or other supporters to write to local media about prevention
  - Send a news release
- Have you invited policymakers?



# After Child Abuse Prevention Awareness Day

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- Communicating with lawmakers
- Thank you (public and private)
- Sharing additional info with lawmaker & staff
- Invitations to visit local programs and services
- Send lawmaker and staff your bulletins, newsletters throughout the year.
- Send photos and a pinwheel
- **IF YOU DIDN'T MEET:** Invite them to visit!



# After Child Abuse Prevention Awareness Day

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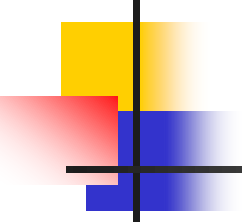
- Communicating in your community
- Provide report for in in-house newsletter articles
- Send press release to local media
- Share photos, info on social media
- Contact morning radio, TV
- Letters (thank you, private and public)



# Let Us Help You Prepare!

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- Any Questions?



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