Strengthening Your Voice

2018 LED and CAP Month Advocacy:
Raising Prevention Awareness Across Michigan
Building The Prevention Voice

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

- 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?

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

- 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

- We Know the Issues
- We Are the Solution
Know the Players

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

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

- 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?

- 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

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?

- 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?

- 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

- 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

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

- Be genuine, be professional
- Hand Them Something
- Leave With a Plan for Next Steps
CAP Month Events Around MI

- 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

- 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

- Communicating in your community
- Provide report for 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!

- Any Questions?
Bobby Dorigo Jones, Policy and Outreach Associate  
(517) 648-5072  
robert@michiganschildren.org  

Michigan’s Children  
www.michiganschildren.org