Creating a Culture of Health
Advocacy and Policy Tools
Latino Coalition for a Healthy California Staff

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**Mission:** To advance and protect the health of Latinos through policies and advocacy to create healthy communities in California.

**Vision:** Eliminate the inequalities that exist among Latino communities in California.

- Health Care Access
- Social Determinants of Health
- Health & Human Rights
The inequality of living conditions is determined by deeper social structures and processes.
Health Inequalities Framework
Learning Objectives

● Describe the connection between health and advocacy
● Cover the fundamentals of advocacy, including definitions and tools for partners newly engaged in formal advocacy spaces
● Increase knowledge on communication with decision makers, advocacy communication and steps to increase an organization’s advocacy capacity
What is advocacy?
Advocacy - everyone is an advocate!

**Dictionary Definition:** Public support for or recommendation of a particular cause or policy.

**Bolder Advocacy Definition:** Promotes active engagement in democratic processes and institutions by giving nonprofits and foundations the confidence to advocate effectively and by protecting their right to do so.

**LCHC Definition:** Taking action to advance and protect your health, your family’s health, and community health.

Source: Bolder Advocacy
Types of Advocacy

- **Policy Change** includes policies at the legislative or organizational level; written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)

- **Systems Change** involves change made to the rules within an organization; changes in organizational procedures (such as personnel, resource allocation, programs)

- **Environmental Change** is a change made to a physical environment; Physical, observable changes in the built, economic, and/or social environment.
Questions?
Definition: Influencing and shaping the functions of government agencies and the programs that serve our communities. Administrative advocacy takes places at all levels of government- local, state, and federal level.

Advocacy Activities:
- Public comment on proposed rules and regulations (i.e. Public Charge)
- Requesting enforcement of existing rules and regulations
- Executive Orders
- Administrative hearings

Resources:
Administrative Advocacy Fact Sheet
Policy Advocacy: Legislative Advocacy

**Definition:** Influencing and shaping the development of public policy. It happens at all government levels- local, state, federal.

**Advocacy Activities:**
- Relationship building activities
- Network building, capacity and leadership building
- Hosting a public meeting
- Briefings on an issue
- Educating decision-makers and lawmakers

**Resources:**
- How to Create a (c) (3) Advocacy Plan
- Yes, Nonprofits, You Can Lobby
- Mays and May Nots for Coalitions
- Terminology

Source: Bolder Advocacy
Policy Advocacy at the Local Level
Policymaking at the Local Level

- Local governments have control over those areas directed by the state.
- Local policymaking can be complicated with various entities and jurisdictions.
- Local government policy typically covers the following areas: education, housing, land use, emergency response, parks and recreation.

Benefits
- Access to the decision-making process.
- Allows community standards and priorities to influence allocation of scarce resources.
- Facilitates accountability by community members/constituents.
What influences elected officials?

- Constituents/Voters
  - District Residents
- Staff
- Media coverage
  - Positive / Negative
- Advocacy
  - Letters, calls, meetings
- Approval
City Council

- Composed of the mayor and city council members representing different districts within a city.
- Responsible for passing policies that support the safety and development of cities
School Board + Superintendent

- Locally elected
- Responsible for governing the local schools in a community
- Superintendent - executive of the school district, boards chief advisor
- School principals all report to superintendent
- Adopts and monitors budget
County Board of Supervisors

- Executive, legislative and judicial functions
- Members are elected by voters in their districts
- Establish priorities for the county
- Oversee majority of departments and programs for the county
Policy Advocacy at the State Level
State Representatives

Governor, Gavin Newsom

Senate President Pro Tem, Toni Atkins

Patricia Bates, Senate Minority Leader

Assembly Speaker, Anthony Rendon

Assembly Minority Leader, Brian Dahle
Legislative Process

Assembly (80)

Senate (40)

Resources:
Lifecycle of California Legislation
Legislative Process
Legislative Terms
Policy Advocacy at the Federal Level
Federal Representatives

Diane Feinstein, Senate

Kamala Harris, Senator

53 California House of representatives
Questions?
Advocacy Tools
Developing an Advocacy Plan

1. Identify the problem
   a. Identify allies and partners who share values and goals
2. Information gathering
   a. What does the landscape look like?
   b. Who are the decision-makers?
   c. Support
   d. Opposition
3. Identify existing rights
   a. Laws, rules, policies
4. Identify a solution
5. Identify advocacy strategies
Advocacy Strategy

- Telling your story
- Organizing community members
- Meetings/calls with representatives
Telling your story

Benefits:
- Inspire action
- Contribute to creating an advocacy community
- Teach/transmit advocacy skills
- Help build the history of advocacy in the community
- Make advocacy a broader spaces, more accessible for all

Resources:
- Tools for Building Power Through Personal Stories
- Introduction to Storytelling
- Oral Health Messaging Tool
Organizing

Benefits:
- Build power
- Build relationships
- Join or build coalitions
- Build community capacity by identifying shared values and concerns
- Hold decision-makers accountable

Resources:
- Education/Know Your Rights
- Training & Capacity Building
- Introduction to Power Analysis
Communicating with representatives

Benefits:
● Build allyship to support your idea
● Establish a personal relationship
● Raise awareness of decision maker of the issue impacting you and your community
● Create policies that advance the health of your community
● Reforming harmful or ineffective policies.
● Ensuring good policies are implemented and enforced.

Resources:
Tips on Meeting with Your Elected Officials
Resources

- Federal level representatives
  - www.callmycongress.com
- State representatives
  - http://findyourrep.legislature.ca.gov/
- Vote History
  - www.votesmart.org
- Contributors
  - www.opensecrets.org
Key Takeaways

● Policy advocacy impacts our health!
● Everyone can be an advocate!
● Effective advocacy includes building strong relationships with allies, decision-makers, and community members.
● Storytelling is one of the most powerful tools for advocacy success, make sure to share your story!
Q & A
Thank you!

Learn more: www.lchc.org

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