



# Parent Possible Home Visiting Conference

April 6, 2017

**COLORADO CHILDREN'S CAMPAIGN**

# Agenda

What are three pillars of effective advocacy?

How does the legislative process work?

How can I make a difference?



# A little about us

## Katie

- Have worked in public health and women and children's advocacy for 13 years
- Have run programs for/helped to build anti-violence and health access community networks
- Registered as an unaffiliated voter
- Part-time stay at home mom

## Jacy

- Have worked in advocacy community organizing for 19 years
- Have trained hundreds of young Latinas, moms and others to advocate at the state and national Capitols
- Registered as an unaffiliated voter
- I am a part-time stay at home mom
- And perhaps most important for today...





# A little about us



# A little about you

Raise your hand if...

- You are a parent...grandparent
- You work at a school... district level... regional level
- You've ever written a letter to the editor...a guest commentary...a blog
- You've ever contacted a state legislator... governor... federal legislator



# Who can advocate?

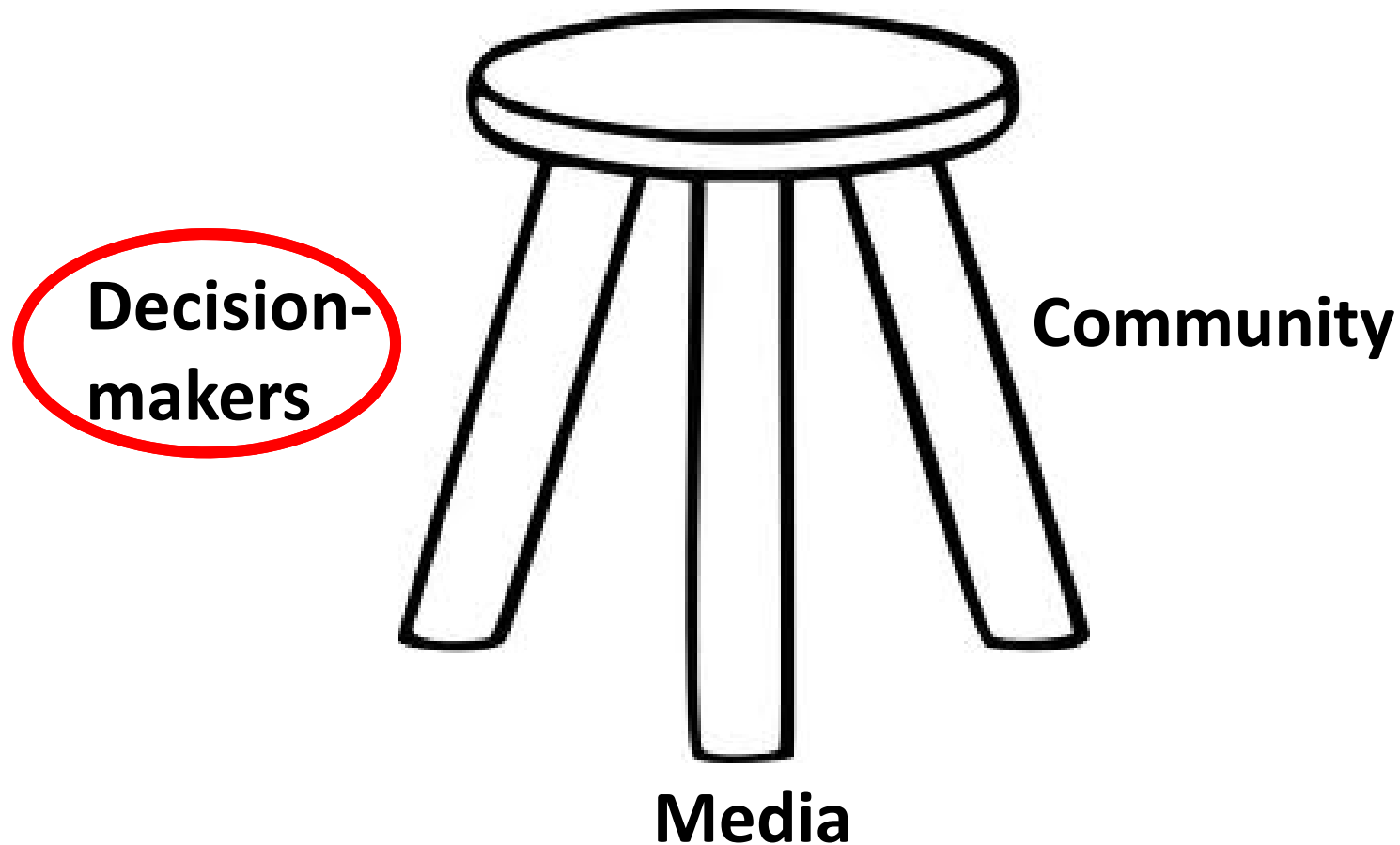
## **You—you are the expert!**

When you talk about an issue you care about, you are advocating. Advocacy can take many forms—speaking out, letter writing, protesting, voting and even wearing a t-shirt that makes a statement.

Advocacy happens when you meet with a legislator on an important issue, write an editorial for a newspaper, raise awareness for a cause at a community event, or even promote an issue while having dinner with friends.



# Three Pillars of Advocacy



# Community





# Media



# Decision-Makers



# Colorado General Assembly

- The legislative session lasts 120 days
  - 2<sup>nd</sup> Wednesday of January through 2<sup>nd</sup> Wednesday of May
- 100 Lawmakers
  - 35 Senate – Republican majority
  - 65 House – Democrat majority
- In 2016, 685 bills introduced
  - 387 were passed
  - 298 were killed



# Legislative Process

1. Bill introduced
2. Assigned to committee
3. Committee hearing with public testimony & vote
4. Second reading in full chamber
5. Third & final reading
6. Moves to other chamber where the process repeats
7. If passed, goes to Governor for signature or veto



# Legislative Process

- The earlier you weigh in on a bill, the greater impact you can have.
- Try to weigh in before the bill is introduced, or while it is in committee





# Legislative Process

At [leg.colorado.gov](https://leg.colorado.gov) you can:

- Learn what bills are pending
- View calendar of committee hearings & floor votes
- Learn which legislators serve on which committees
- Find contact information for all legislators



# Legislative Process

 [Children's Issues](#)[Data and Research](#)[Take Action](#)[Stay Informed](#)[Join Us](#)[About Us](#)

## Capitol Update 2017



Each week of the 2017 session of the Colorado General Assembly we'll bring you the latest news and analysis of legislation impacting the early development, health and education of Colorado kids. Below is a list of all the bills we are tracking. Each bill title links to analysis, testimony, fact sheets, vote totals and other information to help you stay informed.

### March 31, 2017

Long Bill: SB 17-254 (Lambert/Hamner)

HB17-1003 (McLachlan) Strategic Plan to Address Teacher Shortages

HB 17-1106 (Wilson & Pettersen) Extend the Early Childhood Leadership Commission

HB17-1184 (Duran/Grantham) Modern Technology in Public Schools

HB 17-1186 (Pettersen & Landgraf/Coram) Health Coverage Prescription Contraceptives Supply

SB17-068 (Todd/Singer) Early Support for Student Success through Access to School

Together, we can ensure Colorado is a great place to be a kid.

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- ★ [Legislative Center](#)
- ★ [Action Alerts](#)
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# Tips for Legislator Outreach

- Learn about your lawmakers prior to meeting.
- Dress appropriately (business attire).
- Decide what you want to say.
- Strategize and rehearse.



# Tips for Legislator Outreach



- Personal stories will have an impact.
- Don't attack, criticize, or threaten.
- If you don't know something, say so.

**This is about  
building a  
relationship!**



# Tips for Legislator Outreach

- Introduce yourself as constituent.
- Be brief.
- Ask for a commitment from them and how you can help moving forward.
- Leave a fact sheet.





# Tips for Legislator Outreach

- Address legislators as Representative \_\_\_\_\_  
or Senator \_\_\_\_\_
- Always introduce yourself:  
**Why** you are interested in the issue?  
**Where** in THEIR district do you live?



# Tips for Legislator Outreach



- Follow up with thank you card.
- Share any information you promised.
- Keep in touch!



# Lobbying vs. Advocacy

Advocacy is focused on **education** about a specific issue on behalf of the people your organization serves.

Lobbying is focused on convincing decision-makers to take a **specific position** on a specific policy or law.



# Lobbying vs. Advocacy

## **Lobbying: Any attempt to influence *specific* legislation**

Lobbying involves attempts to influence specific legislation at the local, state, or federal level:

- Contacting any legislative member, legislative staff, or government employee to influence him or her to propose, support, or oppose specific legislation
- Trying to persuade the public to share your views on a particular legislative proposal



# Lobbying vs. Advocacy

**Advocacy: Stakeholders making their voices heard on issues that affect their lives and the lives of others**

- Telling legislators how a state or federal has helped your constituents.
- Educating a legislator about the effects of a policy on your constituency.
- Inviting a legislator to visit your organization so that he/she may see first-hand how public funding or policy affects day-to-day operations.
- Updating the members of your own organization on the status of legislation, without a call to action.





# Lobbying vs. Advocacy

- Different organizations have different levels of comfort with advocacy and lobbying activities and may operate with different expectations.
- It's always best to talk with your supervisor or board of directors to ensure you understand your organization's advocacy guidelines.



# Who can advocate? YOU!

**Tell your story!**

**Tell the story of a child in your community.**

- Facts and statistics only take us so far when advocating to address the challenges children encounter throughout Colorado.
- What do the facts and statistics mean for the lives of children in your community?
- Give life to the facts and statistics by telling a story about a specific child you have known or worked with, or a challenging situation you have witnessed.



# Stories are powerful

## For every challenge, a child.



# You can make a difference!

- Your voice matters because decisions about child health and well-being are too important to be left solely to others.
- “If you think you are too small to make a difference, try sleeping with a mosquito.” -*Dalai Lama XIV*



# Ideas for next steps

- Call your legislators and let them know how home visiting programs have positively impacted your community.
- Follow your legislators on social media to stay informed about their priorities and town hall meetings.
- Email your legislator to share your opinion on a current bill.
- Sign up for KidsFlash





Keep in touch!

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# Keep in touch!

- [www.coloradokids.org](http://www.coloradokids.org)
- KIDS COUNT Data Center  
<http://datacenter.kidscount.org>



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