Women’s Leadership Workshop: Meeting with your Legislators

Deloris Dockrey, MPH, Director of Community Organizing
Tyeisha Adams, Health Educator
Hyacinth AIDS Foundation
Objectives

- To present advocacy issues to policy makers
- To personalize the issues for the listener by telling personal anecdotes that illustrate the advocacy point being made.
- Experiencing AIDS WATCH 2015: Issues
Advocacy is ......
Some examples of advocacy campaigns

HIV/AIDS

Americans with Disabilities Act
People change what they do less because they are *given analysis* that shifts their *thinking* (and more) because they are *shown a truth* that influences their *feelings*.

*John P. Kotter, Leadership Expert, Harvard Business School*
The Handicap Parking Bill
the analysis

- Approximately 200,000 people in NJ meet the definition of “aged, blind or disabled”
- People with disabilities shop, work and vote
- People without disabilities take these activities for granted
- People with disabilities are often excluded from these activities because accessible parking spaces are being used by persons who no longer required their use or park there illegally.

What could you show to evoke feeling?
Know your issues!

- HIV Basics
- Women’s Issues
- Domestic Violence
- Access to Healthcare
Where would you advocate for change? Why?

- Executive Branch
- Legislative Branch
- Judicial Branch
Preamble
Three Ring Government
I’m Just a Bill
PREAMBLE

https://youtu.be/30OyU4O80i4
THREE RING GOVERNMENT

I'M JUST A BILL

https://youtu.be/tyeJ55o3El0
Take a Stand – Activity
Five Parts of a Classical Argument

1. The introduction
2. The narration
3. The confirmation
4. The refutation & concession
5. The summation
The Introduction

- Warms up the audience.
- Establishes good will and rapport with readers.
- Announces general theme or position of argument.
The Narration

- Summarizes relevant background material
- Provides any information audience needs to know about the environment and circumstances that produce the argument
- Sets up the stakes – what’s at risk in this question.
Lays out in a logical order (usually strongest to weakest or most obvious to most subtle) the *claims* that support *your position*, providing evidence for each claim.
The Refutation and Concession

- Looks at opposing viewpoints to the writer’s claims.
- Anticipates objections from the audience.
- Allows as much of the opposing viewpoints as possible without weakening the position.
Summation

- Provides a strong conclusion.
- Amplifies the force of the argument.
- Shows readers that this solution is the best at meeting the circumstances.
What does your audience value?

In other words, what will they hear?

Money?  Efficiency?  People?
Ms. Manners Takes the Hill

Effective Message Delivery for Advocacy
Meeting with Your Legislator

- Dress appropriately
- Be on time
- Coordinate who is saying what
- Don’t talk over each other

- Do not be hostile
- Show your appreciation
- Establish an on-going relationship
- Stick to your agenda
- This is not a photo-op
The Meeting Before the Meeting

- Gather Materials
- Do Research
- Strategy
- Pre-Meeting
- Prioritize Planning Tasks
- Delegate Responsibilities
Create the Agenda

- Introductions
- Thank you
- Overview of grassroots activities and environment
- Asks
  - Reply to support
  - Reply to non-support
Once an unimaginable goal, we now have the knowledge and tools to end AIDS in America

- Support the ACA
- Investment in the Ryan White Program
- Fund stable housing – HOPWA
- Support Comprehensive Sex Education
- Lift the federal ban on Syringe Exchange
- Support the REPEAL HIV Discrimination Act
- Increase appropriations for federal HIV/AIDS programs
Meeting Conduct and Etiquette

- Balance politeness with assertiveness
- Stay on topic
- Be specific in your ask

Be politely on target.
Questions or comments?
Contact

- Deloris Dockrey, MPH
- Director of Community Organizing
- Hyacinth AIDS Foundation
- [www.hyacinth.org](http://www.hyacinth.org)
- 732–246–0204