



POLICY ACTION: AGENDA DEVELOPMENT AND IMPLEMENTATION IN NEW MEXICO

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TODAY'S OBJECTIVES

- Briefly describe current context
- Illustrate importance/usefulness of policy work
- Discuss lobbying concerns
- Discuss prioritization process as a systematic approach to policy work
- Discuss coalition dynamics
- Discuss implementation of agenda
- Examples
- Q and A (throughout)

NATIONAL PERSPECTIVE AND CONTEXT

- **Economy** – Slow improvement with only 4 states reporting new deficits since beginning of FY12
 - Federal help likely at an end
 - L-o-n-g road to recovery
 - Federal deficit reduction actions
- **Cancer control in general**
 - Tobacco: 3-legged stool
 - Cuts to CRC program (CO)
 - Cuts to B and C in many states from FY10 to FY11
 - B and C wait lists, etc
- **Impact**
 - All are hurt
 - Some hurt disproportionately
 - Coalition resources strained
- **Political context**

NEW MEXICO INFORMATION

- **How Do You Measure Up?**
 - <http://action.acscan.org/site/DocServer/HDYMU-2011.pdf?docID=19846>
- **New Mexico**
 - Tobacco excise taxes – Green (\$1.66 per pack)
 - Smoke free – Yellow (with several cities s/f)
 - Tobacco prevention funding – Yellow (25-49% of CDC)
 - CRC – Green (strong screening law insures coverage for full range of tests)
 - B and C – Yellow (state funds equal to .01 – 99.9% of CDC award)
 - QoL Palliative care – Program in 0-40% of state's hospitals

WHY POLICY?

- Many People Benefit:
- Passage of law or ordinance impacts a whole group of people all at once
 - If we aren't "in the game" others will be
 - Government controls allocation of huge amount of resources
 - Government sets societal priorities through budgeting and regulatory policies
- Often Benefits Those Who Can't Work for It:
- Many of those who we want to help simply cannot advocate for themselves for any number of reasons
 - Lack of time
 - Lack of personal efficacy
- Ancillary benefits
- Why don't people want to work on policy issues?

LOBBYING CONCERNS

- **Be aware of how the following may impact your lobbying activity:**
 - **CDC Restrictions**
 - **State and Local Agency Restrictions**
 - **IRS Restrictions**
 - **Federal, State and Local Registration and Reporting Requirements**

**PLANNING FOR SUCCESS -
DEVELOPING A POLICY AGENDA**

- Recognize it – See that a problem exists
- Analyze it – Begin to understand the problem, how to fix it, make it an issue
- Legitimize it – Get others to understand it, educate and build momentum to fix it
- Prioritize it – Get it on the agenda of decision makers
- Humanize it – How we sell our solution to decision makers

**PRIORITIZATION: SYSTEMATIC
STEPS TO SUCCESS**

- Problems
- Issues: Recognizing Solutions
- Prioritizing Among Solutions

**APPROACHING POLICY WORK:
PRIORITIZING ISSUES - MIDWEST
ACADEMY CONCEPTS**

Will the issue:

- Result in real improvement in people's lives?
- Give people a sense of their own power?
- Be worthwhile?
- Be winnable?
- Be widely felt?
- Be deeply felt?

**APPROACHING POLICY WORK:
PRIORITIZING ISSUES - MIDWEST
ACADEMY CONCEPTS**

Will the issue:

- Be easy to understand?
- Have a clear target?
- Have a clear, workable timeframe?
- Be non-divisive for the coalition?
- Build leadership for the coalition and member organizations?
- Set organization up for next campaign?
- Be consistent with values and vision?

**AS YOU PRIORITIZE: UNDERSTAND
THE CONTEXT**

- Analyze the situation
 - What are your policy priorities?
 - Should you Legislate or Educate?
- Analyzing factors and variables for each potential issue area of work:
 - Economic conditions?
 - Governmental context (Executive, Legislative support)
 - Champions?
 - Competing priorities?
 - Do you have any momentum from previous campaigns?

**AGENDA IMPLEMENTATION:
POWER**

- How might we define "power"
 - The ability to get someone to do something they otherwise would not do
- Why is "power" important?
- How do we know we have "power"?
- What are some sources of power?
- How can we expand our "power"?

AGENDA IMPLEMENTATION: COALITION STRENGTH

- What is a coalition?
 - Role for individuals and organizations?
- Why build a coalition?
 - Positives?
 - Negatives?
- How do coalitions work differently on policy issue campaigns than on educational campaigns?

AGENDA IMPLEMENTATION: COALITION OPERATION

- Coalition Operation
 - Group dynamics
 - Tactics
 - Decision-making
 - Remember that contributions vary by group
 - Stable and senior representation
 - Distribute credit fairly
 - Coalition staff should be neutral
- Coalition Ongoing Operation
 - New partners?
 - Resources
 - Develop Expertise – Become “go to” group

MOVING THE AGENDA: FORMULATING THE CAMPAIGN PLAN

- Midwest Academy Strategy Chart
- Set goals (long, medium, short-term)
- How to build the organization(s)?
 - What resources are available?
 - \$, staff time, grassroots capacity, etc
 - How will organizations expand capacity?
- Know your allies and opponents
- Who can give you what you want?
 - Targets? (Always a person)
- Implement the plan -- Tactics

IMPLEMENTATION: PLAN YOUR WORK AND WORK YOUR PLAN

- Pre-session: Know your important audience(s) and EDUCATE them appropriately
- Utilize coalition power appropriately
- Inside game or outside game?
- Be persistent – don’t get frustrated
 - Build POWER
- Celebrate victories
- Be Vigilant – What was won can easily be lost
- Implement appropriately
- Plan anew: Your next objective awaits you

DOES IT WORK? EXAMPLES OF SUCCESS

- Colorado – 2004 → \$726 million to CHP, tobacco control, CCPD grants to date (money now cut due to budget difficulties)
- Guam – 2010 → Tobacco tax increase
- Cherokee – 2007 → Smoke free
- Yours? – You need to show others what you have accomplished.

POLICY WORK: ACS CAN RESOURCES

- ACS CAN State and Local Campaigns Team
 - Carter Steger (Team lead)
 - Katie Ryan (Special projects, HDYMU)
 - Kelley Daniel (Tobacco taxes, Program funding)
 - Cathy Callaway (Smoke free, Nutrition and Obesity)
 - David Woodmansee (Health Care Reform, Pain and Palliative)
 - Citseko Staples (Medicaid, NBCCEDP, CRC, prevention generally)
- Campaign Assistance Available
 - Policy positions
 - Model legislation available in some issue areas
 - Issue fact sheets
 - Talking points for testimony, LTEs, etc
 - Ads developed for some issue areas
 - Training of volunteers/coalitions in Midwest Academy process available in some cases



THANK YOU!