



Advocacy 101

“All politics is local”

Webinar: Wednesday, April 4, 2018
2018 Advocacy Day: Tuesday, May 8, 2018



Presented by Effie's Grace LLC

2018 Advocacy Day: M4M and 2020 Mom

2018 ADVOCACY DAY TEAM

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Webinar: Advocacy 101

1. What is advocacy and why does it matter?
2. Objectives of the March for Moms/2020 Mom Advocacy Day
3. Meetings: Do's, Don't's and "We the People"
4. Meeting Prep



Advocacy 101: What is advocacy?

Advocacy: the act of pleading for, supporting, or recommending.

Why is advocacy important? “Supporting” issues that have affected you, a loved one and/or your community is advocating. Advocating for better outcomes and awareness on an issue is important, as it may not be a known challenge by local, state and federal officials.

Former House Speaker Tip O’Neil said it best when he stated “All politics is local” Local issues are **always** a part of the national dialogue.



Advocacy 101: What is advocacy?

Working with the **United States Congress** is one way to advocate for change.

The **United States Congress** is comprised of the **House of Representatives** and the **Senate**.

The members of House and Senate are voted on by the citizens who live in an specific state and/or specific geographical location.

Members of the House of Representatives and the Senate represent the people and interests of their district and/or state.



Advocacy 101: Objectives

All Congressional appointments will be scheduled ahead of advocacy day, by geographic region.

- March for Moms/2020 Mom has retained Effie's Grace LLC to set up meetings for the May 8, 2018 participants.

Advocacy Day 2018 is focused on 2 major Congressional asks:

- Requesting that the Maternal Mental Health grant continue to receive the full \$5 million funding in the FY 2019 Appropriations bill.
- Asking Legislators to co-sponsor HR 1318/S 1112, to establish Maternal Mortality Review Committees to examine pregnancy-related and pregnancy-associated deaths and identify ways to improve maternal care and maternal health outcomes.



Advocacy 101: Objectives

- Educate legislators office about what is happening in their specific district regarding maternal mental health and/or maternal mortality.
- Share survivor story [if applicable] 3 minutes
- Request that the Maternal Mental Health grant continue to receive the full \$5 million funding in the FY 2019 Appropriations bill.
- Ask Legislators to co-sponsor HR 1318/S 1112, legislation that would provide support to states to establish or enhance statewide Maternal Mortality Review Committees to examine pregnancy-related and pregnancy-associated deaths and identify ways to improve maternal care and maternal health outcomes.



Advocacy 101: Do's, Don'ts and “We the People”

- Be clear about what you would like your legislator to do.
 - Leave behind bullet points will be in the packets prepared for the advocacy day.
- Be courteous when dealing with your legislator and staff.
- Be firm but not argumentative.
- Be a good listener. Let your legislator and/or staffer ask questions as you go along, and answer them with facts and understanding.
- Never give inaccurate information. It is far better to tell a legislator, “I do not know but will find out and get back to you.”
- Feel confident! The government is run on taxpayer money.
- The House of Representatives and the Senate are the “People’s Houses”.



Advocacy 101

"The first time I met with a legislator's office I was so nervous! In the end I was so glad I did it. I am raising awareness in an incredibly powerful way."





Q and A

