

2020 *mom*™

Advocacy 101

Building Legislative Relationships to advance
maternal mental health



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Webinar Overview

1. What is Advocacy & Legislative Advocacy
– Why it Matters
2. 2020 Mom
– How we are advocating for change
3. Finding your Elected Officials & Requesting
a Meeting
4. Preparing for your Meeting
5. Overview of the NCMMH's Federal
Legislation



Advocacy means to speak up, to plead the case of another, or to fight for a cause. It describes a wide range of expressions, actions and activities that seek to influence outcomes.

Community Advocacy involves changing the ideas and attitudes of leaders who are not elected officials. In our case this could involve stakeholders like hospitals, insurers, medical groups/clinics, government agencies and more.

Legislative Advocacy means to meet with your elected officials at the local (city or county), state or federal level to share your story with the the long term goal of inspiring change.

Lobbying as defined by the Internal Revenue Service, involves attempts to influence a specific piece of legislation or budget. It primarily involves meeting with or writing to elected officials. It's a type of Advocacy.

What is Advocacy?

Reduced to its most basic level, effective nonprofit advocacy is about *communication and relationships*.

Usually *changes come about slowly, and advocates need to exercise persuasiveness, persistence and patience in representing an issue*.

Effective advocates are flexible and resourceful, willing to compromise, negotiate, collaborate, and *prioritize* to accomplish their goals.

Advocacy & the Non-Profit

2020 Mom - Advocacy Niche

Our Mission: To close gaps in maternal mental care by the year 2020.

We have come to know why there are gaps, and note a path to change.

We are advocating for:

1. Diagnosis & Treatment
2. Awareness & Prevention
3. Provider Education & Identification of Qualified Treatment

We advocate through speaking engagements, elevating and promoting best practices, community engagement and legislative advocacy. We put a premium on collaboration.



Community Advocacy and Legislative Advocacy are effective ways for individuals to make a difference.

Individuals generally have more impact when they are part of a tribe; a group who has the same goals and vision for reaching them.

Today we will focus on: Legislative Advocacy:

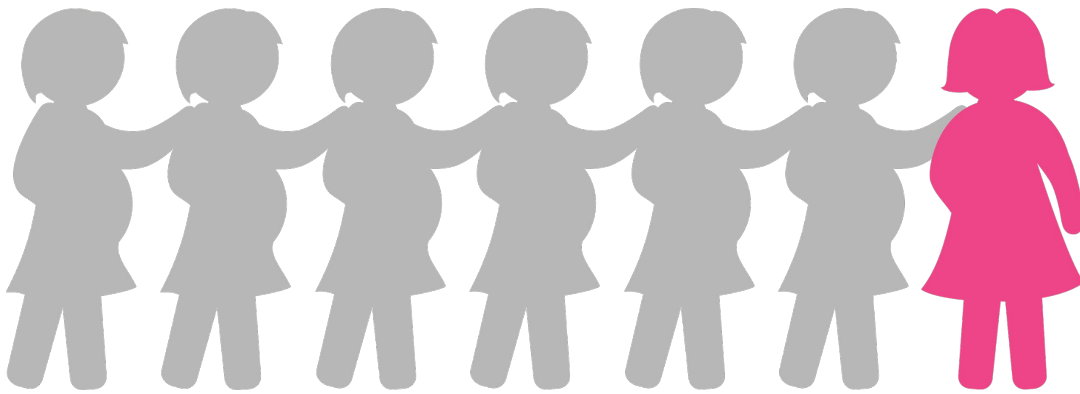
Meeting with Elected Officials to Share your Story.

No pending state legislation, 2 blue ribbon commissions (CA and MD) there IS federal legislation....

Advocacy & the Individual

Was: Bringing Postpartum Out of
the Shadows Act

Now a part of: The 21st Century
Cures Act



Visit:
www.MMHCoalition.com
to learn more

The National Coalition for
Maternal Mental Health

You can only *grow*
if you're willing to
feel awkward and
uncomfortable
when you *try*
something new.

-Brian Tracy

You Don't Have to Be an
Expert: You just have to have a story & some guts

The United States **Congress** is the bicameral legislature of the federal government consisting of two chambers: the **Senate** and the **House of Representatives**.

Each state has 2 Senators, and multiple representatives.

Congress meets in the Capitol in Washington, D.C. and Congressional members also have offices in their home districts.

States generally have the same set up.

Note, there are also County Boards and City Councils.

An Overview of Legislative Chambers

How to I Start???

- Pick a “Jurisdiction”

- City
- County
- State or
- Federal

- Find your Legislator

- Learn the basics of MMH, Numbers of women suffering, What resources are available in your community (any best practices to scale?), Hone your story, Will you bring a partner?



Then What???

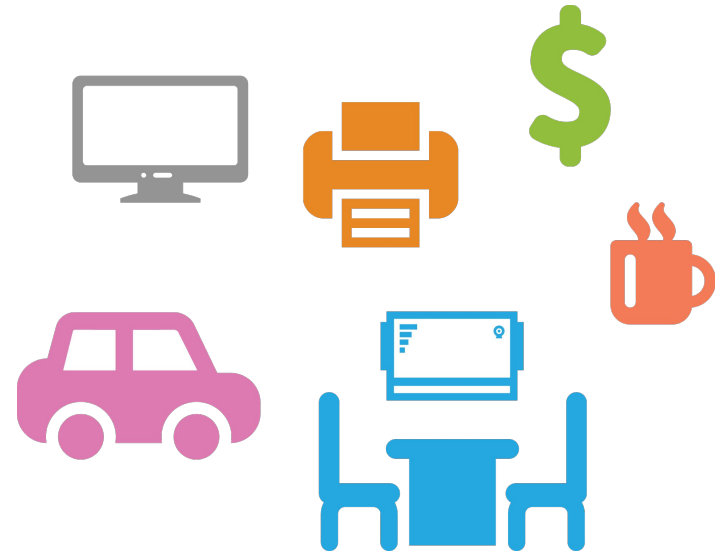


- Request a meeting, starting with a “staffer” is just fine!
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- Practice your pitch (10-15 mins total)
- Bring Handouts (1-2)
- Send a Thank you.

Your Tribe

2020 Mom's Ambassador Program

- Offers Individuals many opportunities to advance Maternal Mental Health
- A Facebook Community



2020Mom.org
MMHCoalition.com



e-mail: Info@2020mom.org

Find your elected officials:
Find Your Elected Officials - Common Cause

Leave Behinds:
[Awareness Materials](#)

Resources