



ADVOCACY vs. LOBBYING

**All lobbying is advocacy,
but not all advocacy is lobbying!**

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About Marshfield Clinic Health System

1. Integrated system – clinics, hospital, health plan, research, foundation
2. 1,200 medical providers
3. 10,000 employees (6K in Marshfield)
4. 55 clinic locations in 34 counties in Central and Northern WI
5. 4 hospitals (Marshfield, Eau Claire, Park Falls, Rice Lake), and growing (Neillsville, Ladysmith, Beaver Dam, Minocqua)

About the Center for Community Health Advancement

1. Established in 1998
2. MCHS is committed to improving health of communities
3. Grown today to include hospital, health plan, and clinic efforts
4. Includes over 44 FTEs, and 60 AmeriCorps members
5. Not patient or member specific, but community based
6. Only health system reaching all 72 counties and 8 tribes
7. Five year plan to focus on ABCS

Community Health Priorities



A

Alcohol and Substance Abuse

- A.1 Reduce underage and excessive alcohol consumption
- A.2 Reduce opioid related deaths



B

Behavioral Health

- B.1 Decrease suicide rates
- B.2 Improve social and emotional development of children and adolescents



C

Chronic Disease

- C.1 Improve access to healthy foods and physical activity
- C.2 Improve self-management of chronic conditions
- C.3 Reduce tobacco use



S

Social Determinants of Health (SDOH)

- S.1 Increase knowledge and awareness of health equity
- S.2 Connect clinical practice to community efforts to address SDOH barriers

History of WAN

- Created in 2005
- Marshfield Clinic Health System Fiscal Agent 2008
- 49 Other State Networks

Role of the Network

- Advocacy
- Training
- Leadership

Advocacy Initiatives

- Data Grant
- Federal and State Funding
- State Resources
- Lights on Afterschool (LOA)
- Licensing
- Partnership and Policy Alliance

Quality Initiatives

1. 15 Hour Courses
2. 21st CCLC, Community of Practices
3. AmeriCorps Afterschool
4. Trauma and Mental Health Trainings
5. Online Coursework

Partnerships

- Afterschool Programs
- State Associations
- State Agencies
 - DPI
 - DCF
- UW-System
 - Green Bay
 - Milwaukee
 - Platteville
 - Stevens Point

Funding

- Marshfield Clinic
- Mott Foundation
- Department of Children and Families
- Department of Public Instruction
- Federal AmeriCorps Program
- National Council of State Legislators
- City of Madison
- Supporting Families Together Association

Advocacy: The act of arguing in favor of something, such as a cause idea or policy – Raising your voice! **There is no limit to the amount of non-lobbying advocacy your organization can do.**

Lobbying: (as defined by federal tax law): Any attempt to influence specific legislation. Lobbying can be done in two ways:

- Contacting or urging the public to contact policy makers for the purpose of proposing, supporting, or opposing legislation,
- or -
- By advocating the adoption or rejection of legislation.

Lobbying involves three parts: **Communication** with a **policy maker** that **takes a position on specific, pending legislation.**

Different kinds of Lobbying

Grassroots lobbying: Any attempt to influence legislation by affecting the opinion of the general public. In this case the organization encourages the public to lobby. The organization refers to a specific piece of legislation and provides information to the public on how to contact decision makers. Under certain circumstances mass media ads are an example of grassroots lobbying.

Different kinds of Lobbying

Direct lobbying: Any attempt to influence legislation through communication with any member or employee of a legislative body, or with any other government official who may participate in the formulation of legislation. A specific activity constitutes direct lobbying if:

- The principal purpose is to influence legislation,
- There is reference to a specific piece of legislation (even if the legislation is not currently under consideration), and
- A point of view is expressed.

What are the key differences between advocacy and lobbying?

1. There is no limit to the amount of non-lobbying advocacy your organization can do, while lobbying activities are restricted to a percentage of your operating budget.
2. Lobbying involves attempts to influence *specific* legislation at the local, state, or federal level while advocacy is focused on educating about a specific issue.
3. Lobbying makes up a small portion of the total amount of advocacy efforts by most nonprofits.

Examples of Advocacy vs. Lobbying

Advocacy:

- Telling an elected official or policy-maker how a policy affects constituents.
- Using social media to get the word out about a cause/issue.
- Meeting with a government official to explain how a particular problem/issue is affecting a particular group or organization, the environment, etc.

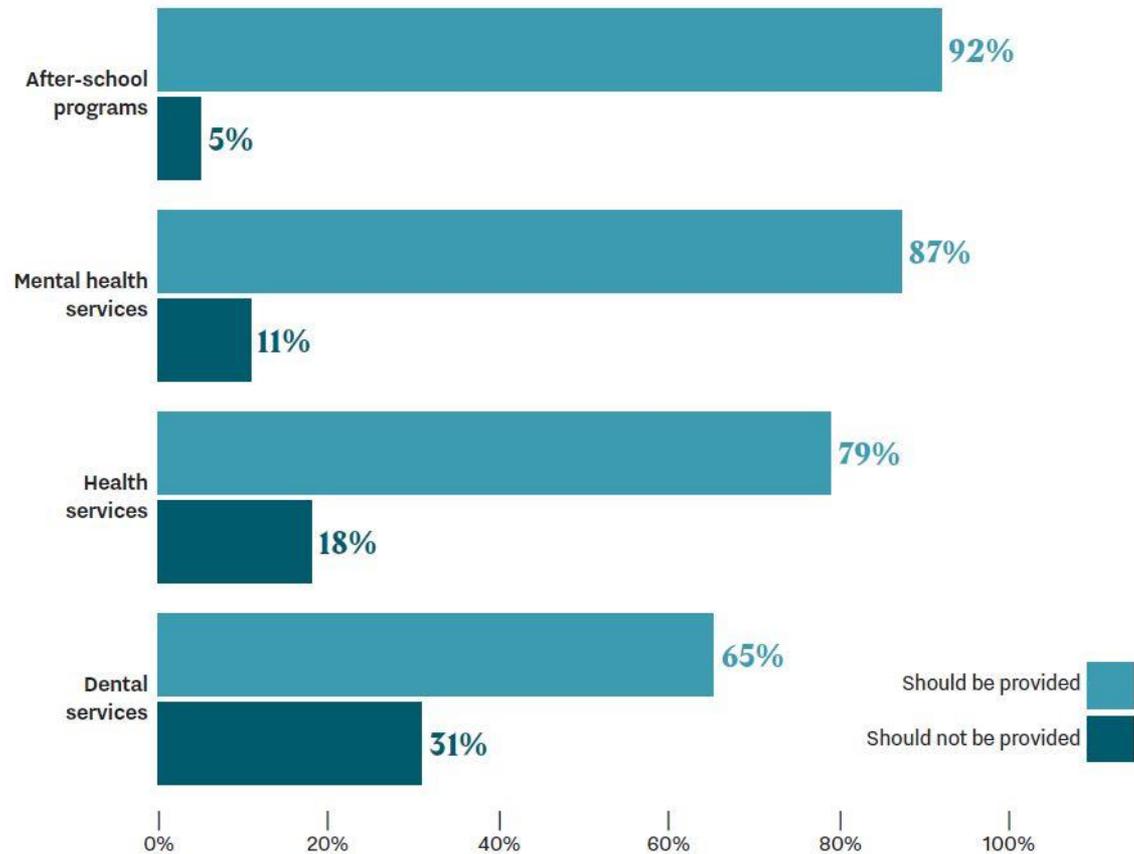
Examples of Advocacy vs. Lobbying

Lobbying:

- Asking your elected official or policy-maker to vote for or against, or to amend or introduce, particular legislation.
- Emailing members of your group asking them to contact an elected official or policy-maker in support of or opposition to legislation or pending regulations.
- Generating an online petition asking an elected official or policy-maker (direct lobbying) or members of the public (grassroots lobbying) to contact their legislator(s) to support or oppose particular legislation.

Support for wraparound services

National totals, 2017



Percentages may not equal 100 due to rounding.



Tested Afterschool Messages

Jobs of Tomorrow:

Afterschool programs open a new world of opportunities to help young people prepare for the jobs of tomorrow.



Tested Afterschool Messages

Learn and Grow:

Students who participate in afterschool programs have a better chance to learn, grow and, realize their full potential.



Tested Afterschool Messages

Everyone Benefits:

Afterschool programs are locally-driven solutions that help children learn and reach their full potential, families balance work and home, and employers hire the workforce they need.



Tested Afterschool Messages

Parents - Safety:

When parents have afterschool choices, they don't have to focus on whether their children are being supervised after school; afterschool provides a safe place with supportive mentors that help children make smart choices and avoid risky behaviors, online and offline.

Key Questions to Answer

1. **Organization:** Who are you? Where can you be contacted?
2. **Need:** What is the purpose of your project?
 - Unmet need/benefit of meeting the identified need
 - Data to support the need/benefits of proposed services or effort (the “why”)
3. **Target Population:** Whom will you serve?
 - Gender, age, geographic location, ethnicity, characteristics (income, health status, lack of stable housing, employability, etc.)

Key Questions to Answer

4. **Project Overview:** What will you do, and how? What are your project's goals and objectives?
 - The nuts and bolts (the “who, what, where, why, when, and how”)
 - Logic model/Theory of Change
5. **Outcomes:** What do you expect to achieve? How will you measure success?
 - Quantifiable (SMART: Specific, Measurable, Achievable/Attributable, Realistic, Time bound)
 - Independently reviewed
 - Evidence-based
6. **Request:** What is the total amount you ask from the funder?
 - Clear budget with narrative

Selected On-line Resources

Afterschool Resources

Afterschool Alliance Communications Resources

<http://afterschool.nptoolkit.org/>

Lights On for Afterschool

<http://www.afterschoolalliance.org/loa.cfm>

Harvard Family Research Project www.hfrp.org/out-of-school-time

American Youth Policy Forum

Better Together: A Resource Directory for Afterschool System Builders

<http://www.aypf.org/wp-content/uploads/2014/09/DIRECTORY-11.17.pdf>

Wallace Foundation

<http://www.wallacefoundation.org/knowledge-center/after-school/Pages/default.aspx>

Selected On-line Resources

Evidence-Based

National Registry of Evidence-based Programs and Practices

<http://www.nrepp.samhsa.gov/>

Evidence & Innovation

<http://youth.gov/evidence-innovation>

CDC

<http://www.cdc.gov/HealthyYouth/AdolescentHealth/registries.htm>

What Works Clearing House

<http://ies.ed.gov/ncee/wwc/>

Promising Practices Network

http://www.promisingpractices.net/briefs/briefs_evidence_based_practice_s.asp

Selected On-line Resources

Budgeting

Wallace Foundation

<http://www.wallacefoundation.org/cost-of-quality/pages/default.aspx>

Funding

Foundation Center www.foundationcenter.org

Partnership For Scaling and Sustaining Success
www.partnershipforsustainability.com

Creative Strategies www.creativestrategies.me/home

Federal Grants Search www.grants.gov

Selected On-line Resources

Collective Impact

Knowledgeworks

www.knowledgeworks.org

FSG

<http://www.fsg.org/collective-impact-forum>

The Forum for Youth Investment

<http://forumfyi.org/thebigpictureapproach>