

# Legislative and Grassroots Advocacy Training

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In a New Era of Health Care

# Ron Watson, President Watson Strategies

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# Grassroots efforts to win issue campaigns

FLORIDA

PLANNED PARENTHOOD

# We advocate for and support commonsense policies that:

- Promote women's health & reproductive justice at home and abroad
- Protect abortion rights & access
- Prevent unintended pregnancies and STIs through family planning programs
- Protect the health of young people through comprehensive, medically accurate sexuality education and access to confidential medical care



## We do this through:

- Grassroots activism, campaign building, and legislator education
- Advancing or halting legislation & policies
- Collaborating with organizations and the community, including student organizations / VOX
- More than 400,000 supporters in Florida

# Identify the policy change

- How does it impact people's lives
- Even if the problem is very large or long term, it must be broken down into short-term, attainable goals
- How are you going to measure success



# Tactics

- Supporters meeting with their law makers
  - In the district
  - At public events (like Delegation meetings)
  - Supporters in Tallahassee every week of Session



- Weekly Action Wednesdays
  - Wear Pink
  - Phone Banks
  - Press Conferences
  - Visibility events

# Tactics



"I knew having unprotected sex was not wise and that I needed to make better choices for my health. I was ready to settle down and take care of my responsibilities for both of us.

We turned to Planned Parenthood for ample condoms and supplies and now she's on a long term birth control regime with help from Planned Parenthood clinics."

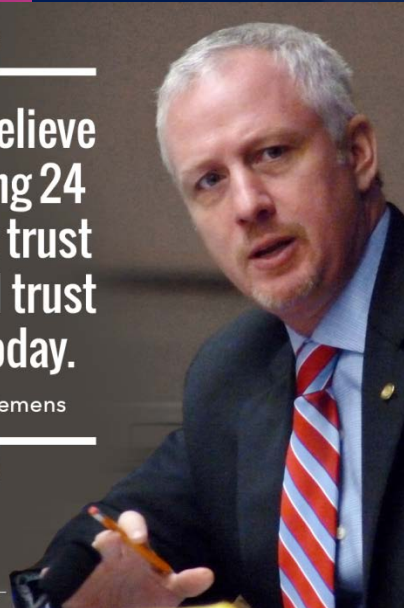
-Danoe

#StandwithPP

“  
I don't believe  
in waiting 24  
hours to trust  
women. I trust  
them today.

Sen. Jeff Clemens

Planned  
Parenthood  
Act. No matter what.  
Florida Alliance of Planned Parenthood Affiliates, Inc.



- Story Collection
  - Asking our supporters and patients to share their story
  - Following up with those who provided stories
  - Getting stories out on social media and to the press

- Social Media
  - Share action alerts
  - Petitions
  - Memes of memorable quotes

Planned  
Parenthood<sup>®</sup>  
Care. No matter what.

Planned Parenthood of South, East and North Florida

# The Impact of Consumers' Voices In The Media and With Policymakers

Aldiana Brezanin



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# Overview

- ▶ Why use consumer voices?
- ▶ Should your organization create a story bank?
- ▶ How to create a story bank
- ▶ Consumers' voice in the media
- ▶ Consumers' voice with policymakers



# Why Use Consumer Voices?

- ▶ Personal stories provide emotional resonance and breathe life into an issue in ways that other methods cannot.
- ▶ Determine the types of stories. Do they participate in a specific program? Do they meet a certain demographic criteria? Are you looking for people who will tell their stories in a certain way?



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# Help Consumers Share Their Story

- ▶ A courtesy call can go a long way towards establishing trust and warm handoffs - good opportunity for update and check-in.
- ▶ This is an opportunity, don't force them.
- ▶ Consumers have different comfort levels with different opportunities. Be sensitive.
- ▶ Explain to the consumer what they will be asked to share, how, where, and for how long
- ▶ Depending on profile of opportunity, prepare the consumer for tough questions/backlash without scaring them. It's a delicate balance.



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# Should Your Organization Create A Story Bank?

- ▶ Benefits
- ▶ Resources
- ▶ What is your mission and your goals?
- ▶ Would it be most efficient to contract partners to collect stories for you?



# How To Create A Story Bank

- ▶ Help Consumers frame their story.
- ▶ Do not release contact information or share their story without permission.
- ▶ Respect their desire not to share certain elements of their story.
- ▶ Deep Listening - Listen closely to how consumers tell their story.
- ▶ Realize that many people have not shared this personal information before especially in public or with the media!



# Telling Your Stories

- ▶ Videos - long or short, edited or iphone
- ▶ Feature stories on your website
- ▶ Organizational Blogs
- ▶ Social Media - use Facebook, Twitter or Instagram to highlight consumer stories



# Videos

- ▶ Identify a number of stories that fit criteria of various themes such as young adults, savvy shoppers, self employed, high medical costs, and first-time enrollees.
- ▶ Ability to get to the consumer - think through travel time and time needed for filming.
- ▶ Select good quiet location to film - home or home office, neutral location.
- ▶ B-roll opportunities - what makes this consumer unique? How can we show that in video format?



# Creating Your Own Testimonial Videos

- ▶ Need Necessary Equipment - camera, lights, a good mic or two, editing software.
- ▶ Good lighting, Quiet place to film.
- ▶ Outline your interview questions - know the consumers story, so you can lead them through the parts of the story that interested you. Allow for new aspects of story to be fleshed out.
- ▶ You could film at events -consumers who are at enrollment events may be willing to stop and share their story right there.





Action



Share



► Real Stories

## Former Construction Worker Shares His Gap Story

By Florida CHAIN | Posted: January 19, 2015

John Davis, 48, of Port Charlotte, FL is uninsured and not working. John, like thousands of others in Florida is stuck in the disgraceful coverage gap. He does not qualify for coverage through the marketplace exchange, nor does he qualify for Medicaid coverage. He is living with severe health issues that are taking a detrimental [...]

## Happy to have “real” insurance now

By Florida CHAIN | Posted: December 12, 2014

Marty Riordian saw an ad in the newspaper that a Navigator for the Health Insurance Marketplace would be holding an enrollment event at a local library. He jumped at the chance to meet with a Navigator to discuss the possibility of getting a new health insurance plan. “I have a catastrophic plan and I wanted [...]

## “Let my voice and my story be heard by others...”

By Florida CHAIN | Posted: November 30, 2014



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# Consumers' Voices In The Media

- ▶ Remain their advocate - be sensitive to the consumer before, during and after they have shared their story.
- ▶ Remember consumers have right of refusal- you are only facilitating opportunities for them to share.
- ▶ Embarrassing Past - ask consumers about this. You have a responsibility to not place the consumer in a compromised position.
- ▶ Stand with your consumer if there is backlash



# Story Telling Through The Media

- ▶ Pitching stories proactively - Plan ahead looking at key dates and pitch newsworthy consumer stories. Remind the media you can help.
- ▶ Assist media with needs for consumers - remember many consumers have multiple topics that arise within their experience. Be flexible but don't force it.
- ▶ Utilize consumer stories in reports or issue briefs - consumer stories and good data are a powerful combination.
- ▶ Op-eds - Use consumer stories within an op-ed. Think through the what you are trying to accomplish with the op-ed. Should the story be shared in first person? Should the organization write the op-ed and include a consumer story within it?



# Consumers' Voices Impact With Policymakers

- ▶ Show them how policies impact real people
- ▶ Advocate change
- ▶ Give consumers the chance to voice their needs



Consumer stories do make a difference!



# Scott Darius, Advocacy Director Florida CHAIN

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