

The Power of Policy Drowning Prevention Summit

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Victor Colman & Robbi Kay Norman

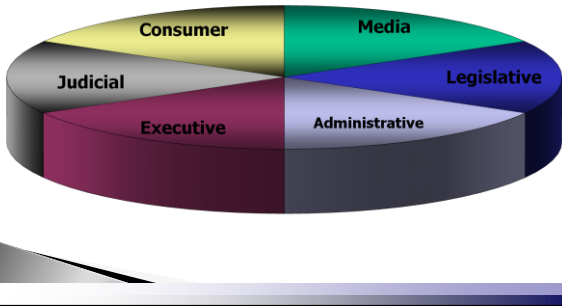
Outline

- ▶ Definitions and Relationships
- ▶ Policy, Systems & Environmental Change: A Rationale
- ▶ Advocacy & Lobbying: Do's and Don'ts

From Program to Policy

- ▶ Importance of engaging program staff (aka content experts) in policy development
 - Understands what are the real needs as well as what policy ideas can work "on the ground"
- ▶ Barriers
 - Understanding power of policy
 - Understanding "roles" and "rules"

Definitions & Relationships:
TYPES OF ADVOCACY



Definitions & Relationships:
NORMS AND POLICIES

**School Discipline –
Physical Punishment**

*60 years ago:
More Policy or Norm?*

Today?

Definitions & Relationships:
NORMS AND POLICIES

Key Terms To Understand

A Dynamic Relationship with Subtle Distinctions

Norms:

- A voluntary or expected way of behaving

Policies:

- A program of actions adopted by a person, group, or government, or the set of principles on which they are based

Definitions & Relationships: NORMS AND POLICIES

FORMAL

- GOVERNMENT
- PRIVATE ENTITIES
- SCHOOLS

INFORMAL

- UNWRITTEN RULES

Definitions & Relationships

Key Terms To Understand: “PSE”

Policy: A program of actions adopted by a person, group, or government, or the set of principles on which they are based.

Systems Change: refers to the process of improving the capacity of a system or group of systems to work with multiple sectors to improve some aspect of the health status for all people in a defined community.

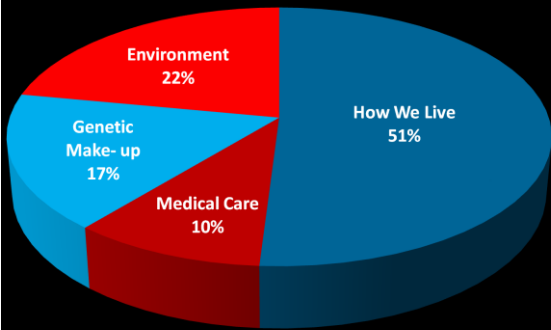
Environmental Prevention: uses policy interventions to create or change *social and physical environments* that supports healthy, safe behavior

PSE Change – A Rationale

WHY is public health is increasingly focused upon assessing and modifying our social and physical environments through policy change ... as an intentional strategy to impact individual attitudes, habits and behaviors?

- sound evidence base
- excellent bang for the buck
- ongoing maintenance generally easier

FACTORS THAT INFLUENCE HEALTH



PSE – Rationale MAXIMAL IMPACT

- ▶ Behavioral change research tells us that comprehensive approaches to prevention are most successful
- ▶ Broader reach -- strategies focused on the environment have the ability to reach entire populations and reduce collective risk

PSE – Rationale EASE OF MAINTENANCE

- ▶ Environmental approaches can be cost-effective
 - >> costs associated with implementation, monitoring, enforcement and political action can be considerably lower than those associated with individual efforts (*examples: ongoing education, health care treatment*)

SPECTRUM OF PREVENTION

Influencing Policy & Legislation

Changing Institutional Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills



PSE – Rationale “BEYOND BROCHURES”

Activity (Program) Focus	Policy Focus
One-time	Ongoing
Intended to learn behavior change	Intended to change behavior
Limited duration	Long-term
Non-Sustaining	Sustaining

What is Advocacy?

GENERAL

Defined as the "Act of speaking, writing, or acting in support of something or someone"

SPECIFIC

Policy advocacy is "The act or process of convincing leaders and decision makers to use their powers and influence to support an issue of cause by the making or changing of a law, policy or program and in the allocation of resources".

Advocacy and Lobbying Rules: What Do You Need to Know?

- Who Is Advocating?
- Who Does the Regulating?
- What Are the Basic Rules?
- Can You Give Me Some Practical Tips?

Lobbying and Advocacy

WHO IS ADVOCATING?

DETERMINE WHAT "HAT" YOU ARE WEARING?

- NON-PROFIT?
- GOVERNMENT EMPLOYEE?
- PRIVATE CITIZEN?



Lobbying and Advocacy

WHO DOES THE REGULATING?

- **TYPE A:** STATE PUBLIC DISCLOSURE COMMISSION (PDC) OF WASHINGTON STATE
- **TYPE B:** YOUR EMPLOYER
 - non-profit
 - public entity (government)

Who Does The Regulating?

Type A:
Public Disclosure Commission
(PDC) of Washington State

Why Do State Rules Apply to My Agency?

Because, when you take state dollars you must play by the same rules that the state agency plays by.

So What Are Those “Basic” Rules ... for Non-profits?

- Engage in limited lobbying, including ballot measure advocacy.
- Conduct public education and training about participation in campaigns.
- Educate candidates.
- Canvass or poll the public on issues.

So What Are Those “Basic” Rules ... for Non-profits?

Non-profits now have clearer boundaries
in defining what is lobbying

How much can you spend on lobbying under the new rules?

- 20% of the first \$500,000 of your annual budget
- 15% of the next \$500,000 of your annual budget
- 5% of your budget over a 1 million dollar annual budget

So What Are Those “Basic” Rules ... for State Agencies?

FOUR CATEGORIES OF RULES:

1. There are activities that are **NOT** deemed lobbying by the PDC
2. There are activities that **ARE** deemed allowable lobbying but are **NOT** reportable to the PDC (*what is this?*)
3. There are activities that **ARE** deemed allowable lobbying and **ARE** reportable to the PDC
4. There are activities that **ARE** considered lobbying and **ARE** deemed unallowable

Who Does The Regulating?

TYPE B: YOUR EMPLOYER

- non-profit
- public entity (local/regional government)

Practical Tips

What Activities Can Influence Policy Development That Is **Not** “Lobbying”?

- Information and education sessions for policymakers
- Educate general public about the importance of the relevant tobacco issue
- Focus on policy implementation (i.e., work with law enforcement to encourage active enforcement of current tobacco control laws)

Practical Tips cont.

What Other Activities Can Influence Policy Development That Is **Not** “Lobbying”?

- Provide decision-makers with technical assistance and model ordinances
 - Provide the latest science and background information about the relevant issue
- ☛ **Remember that private citizens can always lobby without restrictions**

So What Are Those “Basic” Rules ... for Private Citizens?

There Are No Rules

... but there are strategic considerations

TAKE HOME POINTS

- Policy development is a critical feature of contemporary public health work
- Changing policy, systems and environments is a proven strategy to effect behavior change
- Engaging in policy change requires a clear understanding of “roles” and “rules”

FURTHER TRAINING: WHAT'S AVAILABLE?

- **Using the Policy Development Framework**
- **Legislative Advocacy: Communicating with Policymakers**
- **Media Advocacy**
- **Coalition (and Non-profit) Sustainability**
- **Lobbying and Advocacy: “Rules of the Road” for Public Employees and Non-profits**

DISCLAIMER

Information presented here should not be relied upon as legal opinions and do not represent official positions of Seattle Children’s, WA State Department of Health, WA State Public Disclosure Commission, or WA State Executive Ethics Board

For More Assistance Please Contact :

- PDC at 360.753.1111 or visit their web site at <http://www.pdc.wa.gov>
- Executive Ethics Board at 360.664.0871 or visit their web site at <http://www.wa.gov/ethics>



Thank You!

Victor Colman
360.878.2543
vicsolutions@comcast.net

Robbi Kay Norman
360-556.4630
robbisolutions@comcast.net
