

Effective Advocacy in Action: Creating Change through Advocacy

Delaware Coalition Against Domestic Violence

Presented by

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Webinar Agenda

- What is Advocacy? What is Policy?
- Core Values of Victim Advocacy
- Putting Advocacy into Action
- Wrap Up/Q & A



Advocacy can change “what is” to “what should be”.

- *Advocacy*: the act of pleading or arguing in favor of something; comes from the Latin *advocāre* – to call as witness

Who are advocates?

- System Based Victim Advocates
- Program Based Advocates
- Self Advocates



Levels of Advocacy

- *Individual Advocacy* – efforts to assist or support an individual
- *Systems Advocacy* – efforts to improve system (i.e. government, agency, organization) responses to a population, such as victims of domestic and sexual violence and their communities
- *Policy Advocacy* – efforts to create, change, or improve policies in legislative, organizational, governmental, and community settings



What is Policy?

- *Policy* – plan or course of action that an entity develops; intended to influence and/or direct decisions and actions
- *Public Policy* – system of laws, regulatory measures, courses of action, and funding priorities concerning a given topic disseminated by a governmental entity or its representatives



Reasons to do Public Policy Advocacy

- Raise awareness of the issue
- Promote cause and bring focus to the issue
- Acquire funding
- Create allies
- Potentially stop opposition from creating policy that would harm your agenda
- Show elected officials how constituents feel and want them to act, vote, and govern



Common Ways to Advocate for Policy

- Educating & Raising Awareness & Support
 - *Targeted Advocacy*
 - *General Public*
- Creating Policy
- Engaging in the Election Process/Supporting Platforms/Candidates
- Support Advocacy Organizations



Educating, Raising Awareness & Building Support with Lawmakers

- *Legislative Advocacy – pleading for & generating support for your cause*
 - Providing information to help educate legislators
 - Tool to shape future policy
 - Issue oriented
 - Uses the people's voice
- This is allowable under most governmental and charitable funding rules



Lobbying aka Making the Ask

- *An attempt to influence specific legislation*
- *Lobbying is not allowable through most governmental and charitable funding rules*
- *Direct Lobbying:*
 - Specific advocacy with a lawmaker who is asked to take a position and vote a certain way
 - Focused on specific piece of legislation
 - Regulated by law
- *Grassroots Lobbying:*
 - Communication with the public
 - Expresses a view about specific legislation
 - Includes a call to action



Core Values of Victim Advocacy

- Victim Safety
- Empowerment
- Survivors' Voices
- Confidentiality
- Offender Accountability
- System Accountability
- Social Justice
- Social Change



Advocating to Support Victims

- Raise awareness of the issue
 - The prevalence of violence towards woman remains extraordinarily high despite efforts in recent decades
- Provide knowledge and expertise to decision makers
 - Recent civil justice projects have revealed areas for improvement in Family Court
- Creates allies
 - IPV is a significant health issue which is preventable
- Acquire funds and support for your program or cause
 - Many service programs remain below 2008 funding levels while requests for services continue to grow

Skills Helpful in Effective Advocacy

- Building Relationships – *the Delaware Way*
- Forming Alliances
- Willingness to think out of the box
- Belief in own ability/agency
- Courage to “speak truth to power”
- Measured Passion
- Patience/Change is a Process

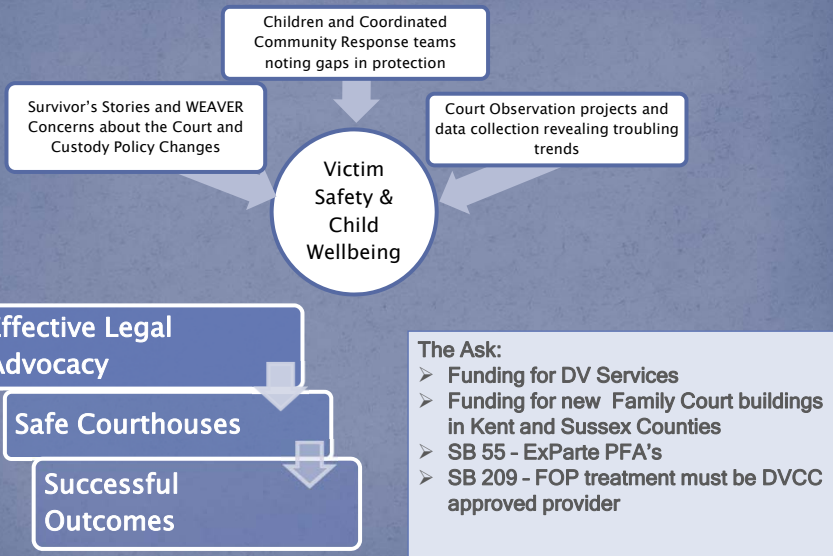


Things to Consider Before *You* Begin

- Knowledge of issue/history
- Understanding of current environment
- Facts, information, and/or personal experience
- Critical thinking skills
- Communication skills



Sample Policy Brief – Civil Justice System



Who are Your Legislators?

- <http://legis.delaware.gov/>



Know Your Legislators

- **Senator and Representative**
 - What do they represent?
 - What bills have they introduced?
 - What is their voting record?
 - What committees are they on?
 - Where are they on the political spectrum?
- **Research**
 - [Delaware General Assembly Site](#)
 - [Delaware Democratic Party](#)
 - [Legislator Site](#)



Learning More about Specific Legislation

- Bill Quick Search: <http://legis.delaware.gov/>



How to Approach Your Legislator

- Recommend phone or e:mail
- Use the lawmakers title – Dear Representative/Senator
- State your name, district, and position on issue
- Be polite
- Be specific on what you think, believe, etc
- Ask what their thoughts or position is
- Share personal stories directly connected to the issue



Communication – In Person

- **Before**
 - Set up appointment
 - Can also connect with aide
 - Emphasize you are from the legislator's district
 - Research their record
 - Plan talking points
 - Gather reliable statistics



Communication – In Person

- **During**
 - Be prompt
 - Smile, speak clearly, be respectful
 - Introduce yourself, mentioning your district and position on issue
 - Be precise—what exactly do you need?
 - Listen to their position
 - Share personalized stories
 - Recognize past support
 - Leave information behind
- **After**
 - Write follow-up thank you note



Additional Ways to Build Support

- Stay Engaged
- Use social media to spread news about campaigns or issues
- Host meetings with people from your district in your home
- Write a letter to the editor
- Participate in advocacy days at the capital



Additional Resources

- Delaware Coalition Against Domestic Violence
 - Sign up for the LEAP List to receive Advocacy Action Alerts
 - www.dcadv.org
- National Network to End Domestic Violence
 - www.nnedv.org
- Domestic Violence Task Force
 - Email dvtfde@gmail.com
- Victims' Rights Task Force
 - www.sites.google.com/site/delawarevrtf
- Sexual Assault Network of Delaware
 - Email Nancy McGee at nmcgee@contactlifeline.org

Wrap Up

- **Advocacy Day**
 - April 12, 2016
 - 11-2:00 – Visit with legislators;; 2:00 – Joint Resolutions; 3:00 – Governor’s Proclamation Signing
 - Legislative Hall
Dover, DE
- **Crime Victims Tribute and Candlelight Vigil**
 - April 13, 2016 @ 5:30 PM
 - Delaware State University
MLK Jr. Multi Purpose Room – MLK Jr. Student Center
1200 N. DuPont Highway
Dover, DE 19901



Questions / Additional Info


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Why Advocate?

“Unless someone like you cares
a whole awful lot, Nothing is
going to get better. It's not.”
- Dr. Seuss, The Lorax



Thank you!



DELAWARE COALITION
AGAINST DOMESTIC VIOLENCE