



Local Policy Advocacy

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Youtube: <http://youtu.be/YxFEWPoFwNU>

Welcome and Introductions

Webinar objectives

- * Gain a high level understanding of community policy strategies that can be used to address health promotion, substance use, and key Rhode Island priority problems including: youth marijuana use and underage tobacco and alcohol use.
- * Understand the various decision-making/policy structures available on the local level (i.e. city council, school board)
- * Gain an understanding of the types of local research and data collection that are essential to gather related to people, place, and power and how to gather that information
- * Share a tool for selecting a local policy goal
- * Identify individuals and organizations from the local community that can be recruited to the campaign (coalition mapping)
- * Provide a framework for 90 day action planning, focused on research, coalition building, and policy goal identification.

Part 1

The 3 Key Questions and How to Choose a Policy Goal

The Three Key Questions

What do you
want?

The Three Key Questions

What do you
want?

Why do you want
it?

The Three Key Questions

What do you
want?

Why do you want
it?

Who has the
power to give it to
you?

The Three Key Questions

How do you answer “What do you want?”

- * Consider the options
- * Do your research and data collection
- * Revisit the options and critically assess them based on what you’ve learned
- * Then choose!

How do you answer “Who has the power to give it to you?”

- * City council
- * Mayor
- * School Committee
- * School superintendent
- * Other?

Part 2

Local Policy Opportunities

Potential local policy focus

- * Reducing access or availability to minors
 - * Products to facilitate consumption of substance or to the substance itself
- * Restrictions on outlet locations, density or hours of sales
- * Use restrictions
 - * Bans on use of substance in public places
- * Enforcement of existing policies (compliance checks)

Local policies – restrictions on location, density, hours of operation

Underage drinking

- * Outlet density restrictions
- * Outlet location restrictions
- * Restrictions on hours of sales

Youth marijuana use

- * Restrictions on locations of retail establishments

Local policies – use restrictions

Underage drinking

- * Minors in possession laws
- * Prohibiting use of alcohol in parks or other public space
- * Public possession

Youth marijuana use

- * Prohibit use of marijuana in public spaces
- * Prohibit use of electronic nicotine delivery systems or “vaping” in public spaces

Local policies – enforcement of existing laws

Underage drinking

- * Age/identification checking
- * Compliance checks

Youth marijuana use

- * ??

Caution: Pre-emption

- * When state law and federal law conflict, federal law displaces, or preempts, state law, due to the Supremacy Clause of the Constitution. U.S. Const. art. VI., § 2.
- * <http://webserver.rilin.state.ri.us/legislation/>

Resources

- * Policies to prevent alcohol problems: A research agenda for 2010-2015, Robert Wood Johnson Foundation --
<http://www.rwjf.org/content/dam/farm/reports/reports/2009/rwjf46851>
- * Center for Science in the Public Interest – Enforcing Underage Drinking Laws;
<https://www.cspinet.org/booze/enforcing.htm>
- * Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices – US Department of Justice;
<http://www.udetc.org/documents/accesslaws.pdf>

Resources

- * **North Coastal Prevention Coalition** (California) – <http://northcoastalpreventioncoalition.org/programs/marijuana-prevention/>. Working on local policies to reduce marijuana through local policies in the following areas:
 - * Reducing drug paraphernalia – restrictions on the placement and business practices of headshops/smokeshops and other establishments that sell merchandise commonly used as drug paraphernalia
 - * Restrict marijuana dispensaries – mobile and stationary
 - * Eliminate pro-drug merchandise at street fairs and outdoor events
 - * Eliminate pro-drug merchandise from mainstream local retail outlets
- * **Drug Free Action Alliance** (Ohio) -- hosted a marijuana policy and advocacy summit in March 2015; many of the conference powerpoints are available online. <https://www.drugfreeactionalliance.org/maps>

Remember...

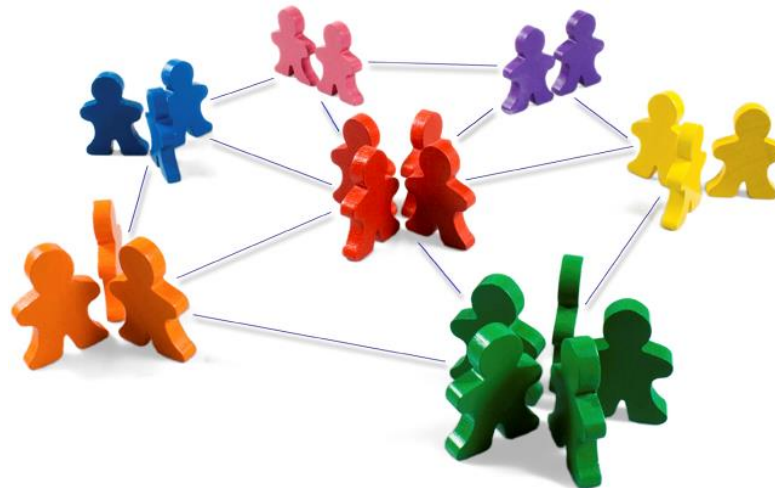
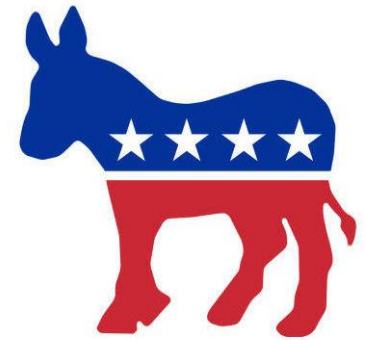
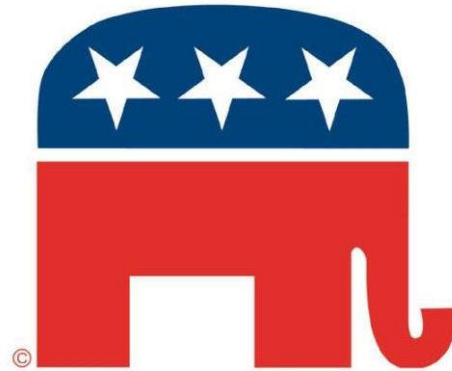
It's not just about getting the
policy passed.

*It's about starting a
conversation and sending a
message – that the
community will not tolerate
youth substance abuse.*

Part 3

Research and Data Collection

Research and data collection



Doing the research - *Direct*

- Hard data, science, evidence-based practices, objective facts, polling, and personal impact stories
 - What data explains the need for the “change” you are you trying to promote?
 - What is the formal process and timeline for making such a change?
 - What relevant advocacy has already been done in community?
 - What data (scientific and anecdotal) explains potential impact and ROI?

Doing the research—*Nuanced*

- What makes your key decision-makers tick?
- Who – *among your allies* – has a relationship with those key decision-makers?
- What do you know about your opposition?
- What is your opposition's influence on key decision-makers?
- What is the political climate in which you are working?

Data collection strategies

- * Polling
- * Key informant interviews
- * Surveys
- * Online research
- * Focus groups
- * Participatory action research

LOCAL research is essential

- * **People**
 - * Who is most impacted?
 - * Who are the key decision-makers?
 - * Who are the leaders?
- * **Place**
 - * Local substance use data
 - * Demographics
 - * Key issues, challenges, assets
- * **Power**
 - * Political structure and politics
 - * Opposition

Activity

People, Place, and Power

Part 4

Choosing a Local Policy Goal

Remember the options

Underage drinking

- * Keg registration
- * Social host liability
- * Public possession
- * Server training/licensing
- * Enforcement of existing laws (compliance checks)

Youth marijuana

- * Reduce availability of drug paraphernalia used with marijuana – such as bans on blunt wraps and e-cigarettes in retail establishments
- * Ban marijuana growers and retailer establishments (but beware pre-emption)
- * Enforcement of existing laws (compliance checks)
- * Prohibit marijuana smoking in public
- * Prohibit “vaping” in public



**Choosing a local policy goal:
Local Efforts to Prevent Youth Marijuana Use and Underage
Drinking**

Potential Goal:

<i>Criteria for Selection</i>	<i>Yes? No? Maybe?</i>
It is a specific local policy or systems change goal.	
There is data to support and defend it.	
It addresses a current, important issue facing the community.	
If successful, the policy or systems change is likely to reduce youth use of marijuana or alcohol.	
There is a clear decision-maker (i.e. an individual or institution who can make the change).	
The policy/systems change is winnable.	
It may not be winnable, but it provides a compelling platform to have essential community conversations.	

Those in the community that are currently focused on substance abuse issues are supportive of the goal.	
It is a goal that will be attractive to coalition partners and other community organizations.	
There is access to the resources that will be required to embark on this goal.	
It is a goal that will be attractive to grassroots individuals – residents that live in the community, particularly individuals from the community being impacted by youth substance abuse.	
If successful, it would significantly enhance our organization’s ability to achieve our mission.	
If successful, it would significantly improve the lives of our community residents and/or constituents.	
A campaign to address this policy/systems change is likely to help us build clout, credibility, and influence.	
It is likely to have at least one identifiable decision-maker champion.	
It is a goal that will enable us to attract new partners.	
There is energy, enthusiasm, and strong commitment to the policy/systems change goal within our organization, including Board, staff, donors, and volunteers.	
Total Score for this policy/systems change option	

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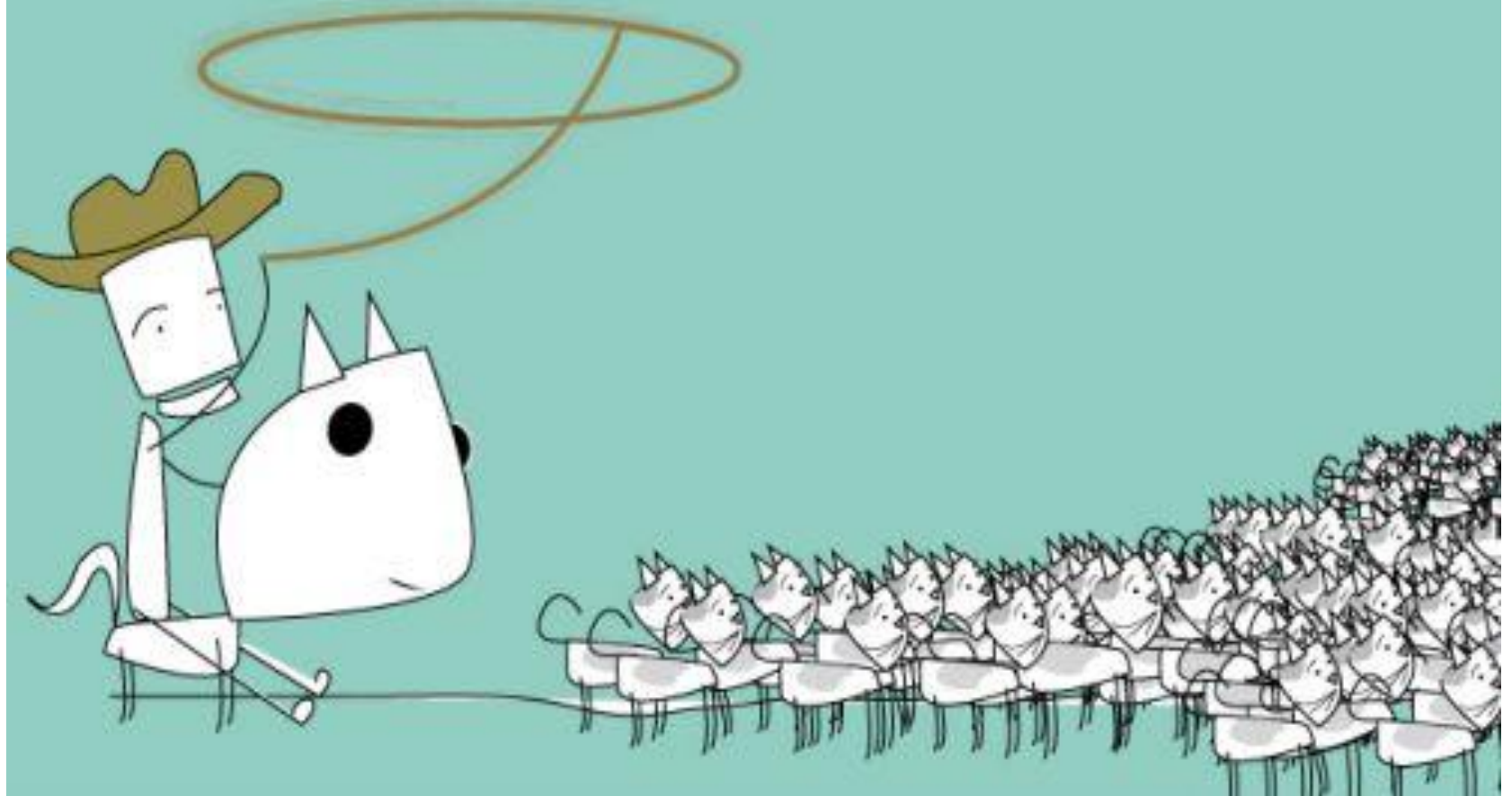
Part 5

Coalition Building and Maintenance





it's like herding cats.

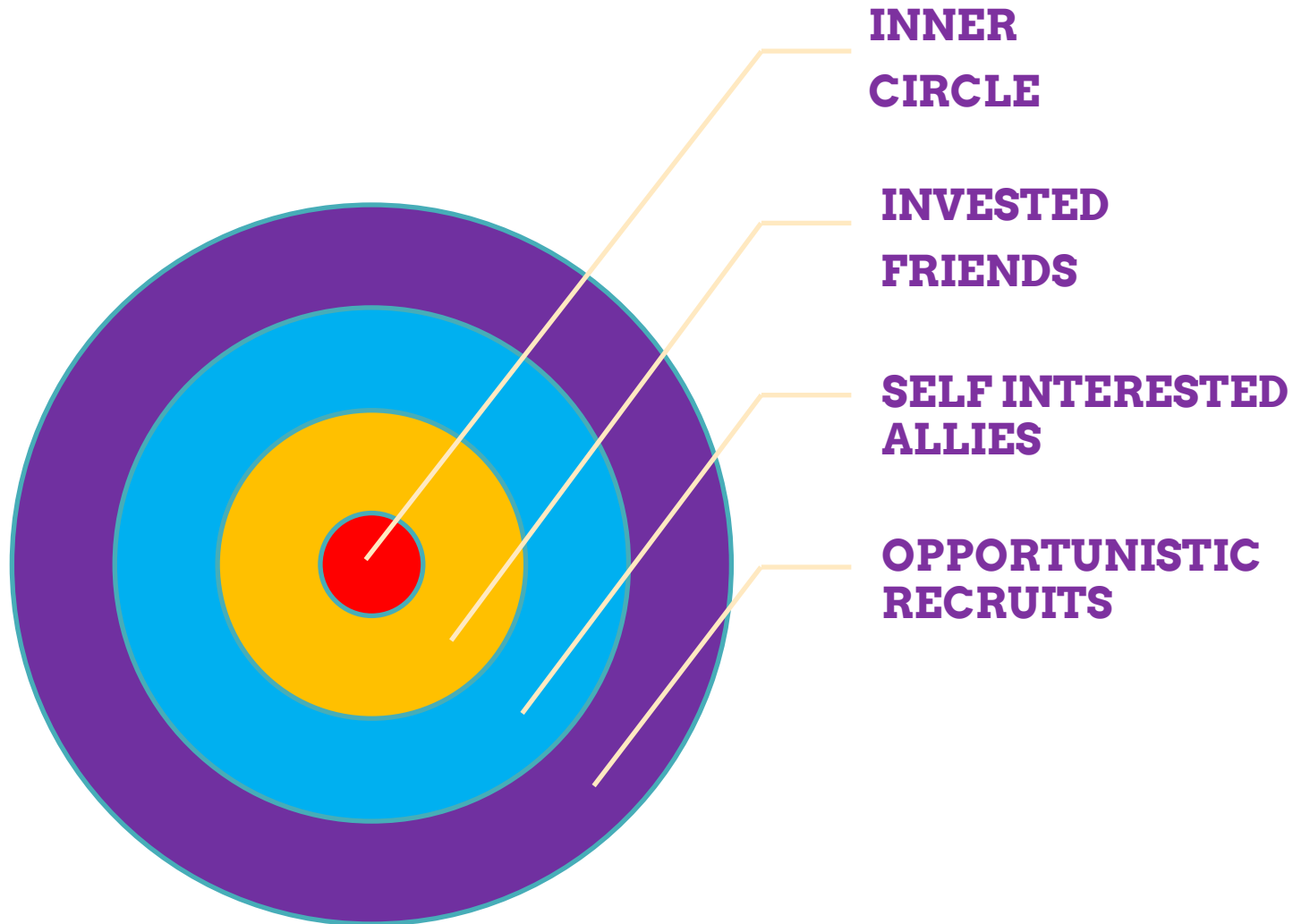


Types of public interest coalitions

	Letterhead	Issue-Based Alliance (informal and formal)	Formal Coalition
Sign-on letters	X	X	X
Share a press conference	X	X	X
Share information & strategy		X	X
Coordinate messaging		X	X
Share resources & funding			X
Share branding and show unity			X

Whatever the format, coalitions are nearly always about building power. Once you've chosen which type of coalition is best for you and your cause, consider taking these steps.

Levels of coalition membership



The Give and Get of Coalitions

For every single member....

* **What will you
give?**

* **What do you need
to get?**

Activity

Coalition Mapping and the Give and Get

Part 6

90 Day Action Planning

Research and Data Collection

Research and
Data Collection

Coalition Building
and Maintenance

Research and
Data Collection

Coalition Building
and Maintenance

Fundraising and
Development

Research and
Data Collection

Coalition Building
and Maintenance

Fundraising and
Development

Grassroots and
Grasstops

Research and
Data Collection

Coalition Building
and Maintenance

Fundraising and
Development

Grassroots and
Grasstops

Media Advocacy

Research and
Data Collection

Coalition Building
and Maintenance

Fundraising and
Development

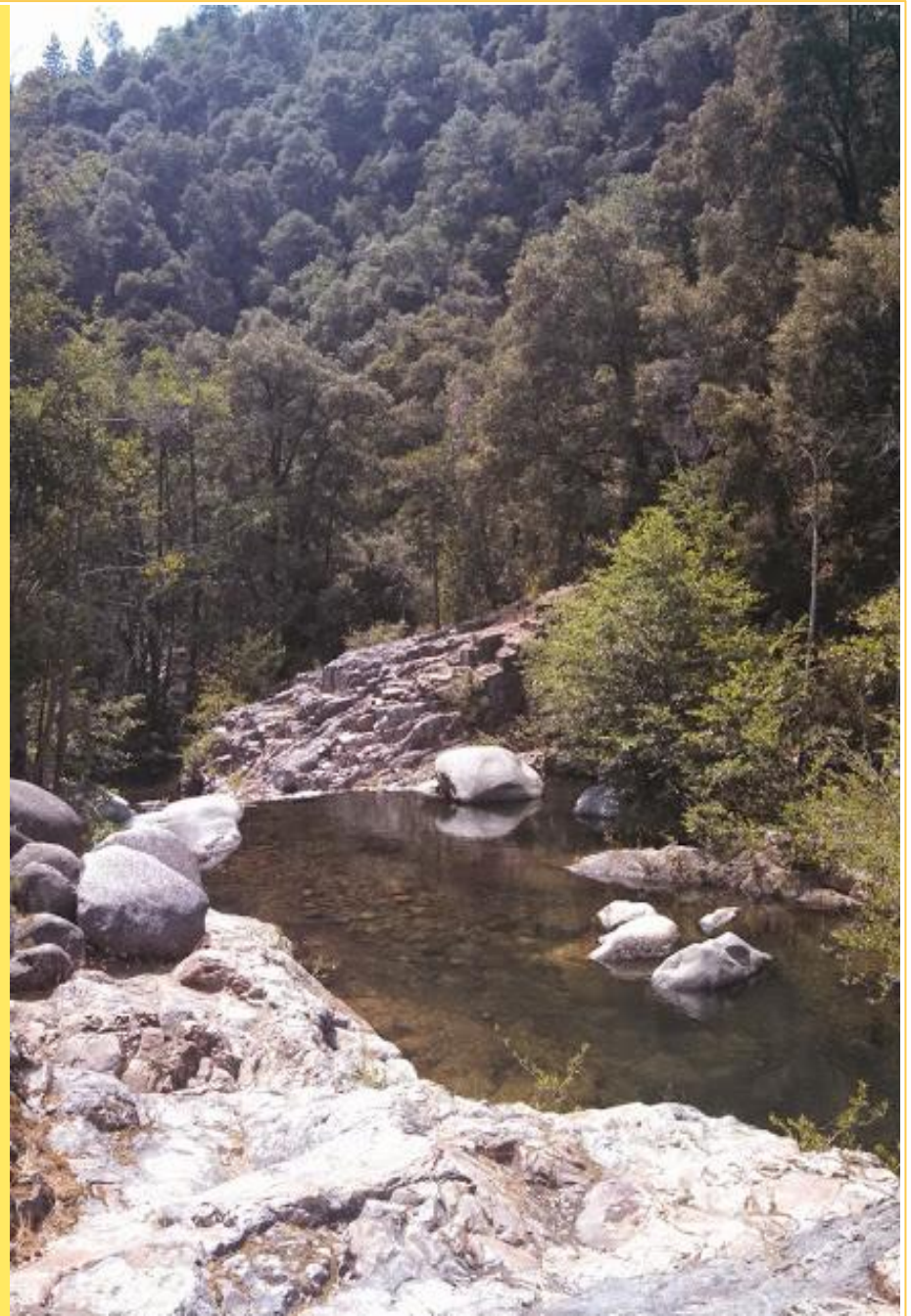
Grassroots and
Grasstops

Media Advocacy

Decision-Maker
Advocacy

Wrap up

- * Next Steps?
- * How can we help?



Thank You
