Policy: Part 2
Communicating Effectively to Policymakers

Tuesday, July 26, 2016
10:30 AM – 12:00 PM (PDT)
Oakland, CA

Audio difficulties? Send us a question in the Q&A panel.
Technical difficulties? Call WebEx at 1-866-229-3239.

Connect with us: Twitter @Dialogue4Health | #CommunicateforChange
Q&A Feature

1. Type your question in the Q&A box
2. Select Ask: All Panelists
3. Send
Polling Feature

Please:

1. Choose your answer

2. Click Submit
Poll #1

Are you attending this Web Forum:

a) Individually
b) In a group of 2-5 people
c) In a group of 6-10 people
d) In a group of more than 10 people
Matthew Marsom

Vice President for Public Policy and Programs
Public Health Institute

As Vice President for Public Policy and Programs for the Public Health Institute (PHI), Matthew works to advance and support the work of the organization’s domestic and global health programs, identifying opportunities to strengthen program impact and promote cross-program collaboration. Matthew is also responsible for designing and implementing strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.
Purpose & Desired Outcomes

Become more effective at influencing policymakers, while obeying rules governing advocacy

- Understand rules that govern advocacy activities that might impact your organization’s non-profit status
- Understand the role of advocacy for govt. employees
- Craft effective messages that influence policymakers
- Learn how storytelling can be an effective tool for impacting policy
Justin Rausa

Senior Field Representative
Office of Assemblymember Rob Bonta
18th Assembly District

Justin serves as staff for the Assembly Select Committee on the Status of Boys and Men of Color and works on public safety, health, housing and banking issues for the district office. He has been a social justice advocate for over a decade, with the last 5 years in public policy serving California Food Policy Advocates, Governor's Office of Planning and Research, The Greenlining Institute and Roots of Change.
As Deputy Director of Public Policy & Partnerships, Nora takes the lead in highlighting the impact of PHI and its programs with federal agencies, funders and other partners, while also advancing PHI's policy and advocacy priorities with Congress and the Administration. Nora has over a decade of health policy experience in government, academia and the private sector, including as Senator Dianne Feinstein’s (D-CA) health policy advisor in Washington, DC where she advised the Senator on state and national legislative and policy matters. Nora holds a JD/MPH from the University of Wisconsin-Madison.
Kathy is currently a partner in the Sacramento lobbying firm, MVM Strategy group. Prior to forming MVM, she had her own firm for 16 years. Over the years she has represented a wide range of clients broadly focused on public health and safety net issues. She has a comprehensive knowledge of legislative, administrative and budget processes, and has successfully represented her clients in each of these venues. Current clients in these areas include the Public Health Institute, San Francisco AIDS Foundation, California Family Health Council, California Association of Food Banks, California Food Policy Advocates and the Local Health Plans of California.
Kristania De Leon is the CA4Health network’s lead policy staff and Southern California organizer. She works with CA4Health partners to support strategic action with internal and external stakeholders. Kristania brings a background of community engagement, local- and state-level advocacy, and coalition building with the 10-year California Convergence initiative to the CA4Health team. Prior to joining CA4Health, Kristania worked with local and international organizations on multidisciplinary, community-based initiatives focused on diversity and equity. She obtained her BA degree in International Relations from the University of British Columbia and is currently based in San Diego, CA.
Three quarters of Congressional senior staff agree: Between **one and 30 social media comments** are enough to grab their attention on an issue. 35% said that **fewer than 10 comments** were enough.

**Nearly all** health policymakers have Twitter accounts and are somewhat active on Twitter.
Tell Governor Brown: Nutrition Incentives are a Win-Win-Win for Health, Economy & Farmers

In the coming days, Governor Brown will negotiate the state’s final 2016-17 budget, and the California Nutrition Incentives program needs your help. You can help families get more healthy food on the table, farmers and small businesses sell more produce, and urban and agricultural communities see economic growth.

Take action on Twitter. Click here to send a tweet: @JerryBrownGov, #NutritionIncentives = win-win-win for health, CA farmers & small biz. Pls include in CA’s budget! http://bit.ly/2817qWM

The California Nutrition Incentives Act, passed last year, paved the way for shoppers receiving CalFresh benefits to get their purchase price matched dollar for dollar when they buy California-grown fruits and vegetables. It creates a statewide program to help farmers’ markets draw down federal grant funding—but that money can only be accessed if it is matched by the state.
What tools and resources would you be interested in receiving to support your engagement with policymakers?

a) Ongoing advocacy and lobbying training and technical assistance
b) One-off trainings and advocacy refreshers
c) Tips on non-lobbying strategies to engage policymakers
d) Social media training and support
e) Messaging and storytelling support
f) "Turnkey" campaign materials and tools
g) Other (please share in Q&A)
Bay Area residents meet with their representative’s staff
Residents from several LA organizations attend a meeting
Residents making the case
Residents making the case
Thank You!

Your feedback is important.
Please complete the survey which will open in your browser after leaving the event.
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