

# Policy: Part 2

# Communicating Effectively to Policymakers

Tuesday, July 26, 2016

10:30 AM – 12:00 PM (PDT)

Oakland, CA

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

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Connect with us: **Twitter** [@Dialogue4Health](https://twitter.com/Dialogue4Health) | #CommunicateforChange

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**Center for Health Leadership and Practice**

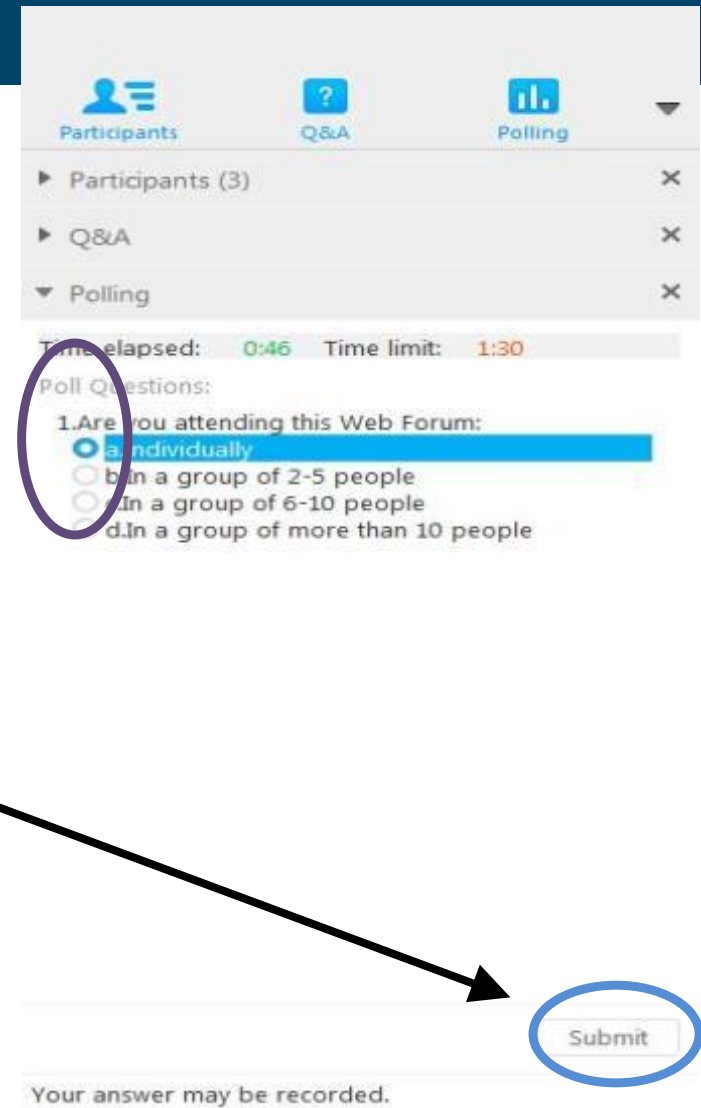
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# Q&A Feature

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

The screenshot displays the Zoom meeting interface. At the top, there are three main navigation icons: 'Participants', 'Q&A', and 'Polling'. Below these, a 'Participants (3)' dropdown menu is visible. The main area shows 'Speaking:' and 'Panelists: 2' with names 'Star Tiffany (Host)' and 'Sylvie "The Moderator" Rousseau'. Below that, 'Attendees: 1 (1 displayed)' is shown. The 'Attendee View (me)' section is active. A 'Q&A' dropdown menu is open, showing 'All (0)'. A second screenshot below shows the 'Ask:' dropdown menu with 'All Panelists' selected, and a 'Send' button next to a text input field with the instruction 'Select a participant in the ask menu first and type your question here.'

# Polling Feature



The screenshot shows a web interface for a polling feature. At the top, there are three tabs: 'Participants', 'Q&A', and 'Polling'. Below the tabs, there are three expandable sections: 'Participants (3)', 'Q&A', and 'Polling'. The 'Polling' section is expanded, showing a timer for 'Time elapsed: 0:46' and 'Time limit: 1:30'. Below the timer, there is a question: '1. Are you attending this Web Forum:'. The question has four radio button options: 'a. Individually', 'b. In a group of 2-5 people', 'c. In a group of 6-10 people', and 'd. In a group of more than 10 people'. The 'a. Individually' option is selected. At the bottom of the form, there is a 'Submit' button. A purple circle highlights the 'a. Individually' option, and a blue circle highlights the 'Submit' button. Arrows point from the text instructions to these elements.

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

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- 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  
18<sup>th</sup> 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.

# Nora Connors



Deputy Director of Public Policy & Partnerships  
Public Health Institute

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.



# Kathleen Mossburg



Partner  
MVM Strategy Group

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



Project Manager  
CA4Health  
Public Health Institute

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.


# Policymakers on Social Media


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.



# Communicating on Social Media: Case Study

 PHI @PHIdotorg · Jun 3  
#CalFresh #NutritionIncentives, "a nutrition program California should stop starving now" says @SacBeeEd#Board: [ow.ly/9bMB300TPmZ](http://ow.ly/9bMB300TPmZ)

 PHI @PHIdotorg · Jun 1  
.@JerryBrownGov, #NutritionIncentives = win-win-win for health, CA farmers & small biz. Pts include in CA's budget! [bit.ly/2817qWM](http://bit.ly/2817qWM)

 Michael R. Dimock @MichaelRDimock · Jun 27  
Thx @PHIdotorg @LCHC\_CA @AmericanHeart @HungerActionLA @EcologyCenter @CPEHN 4 #nutritionincentives



**Jerry Brown signs \$167 billion California budget, makes no cuts**  
Gov. Jerry Brown signed the main budget bill Monday for the coming fiscal year, embracing the entirety of a package his office played a major role i... [sacbee.com](http://sacbee.com)

May 31, 2016

## 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](https://twitter.com/jerrybrowngov) #NutritionIncentives = win-win-win for healthy CA farmers & small biz. Pts 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.

 Roots of Change @RootsofChange · Jun 27  
Gr8 work via #CALeg1 #foodmovement thx @MarkLeno & @PhilTing for #nutritionincentives

**Mark Leno @MarkLeno**  
#CABudget signed by @jerrybrowngov makes targeted reinvestments in our social safety net, increases edu funding & sets aside a solid reserve

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# Poll #2

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



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# Residents making the case



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# Residents making the case



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# Thank You!

**Your feedback is important.**

**Please complete the survey which will open in  
your browser after leaving the event.**

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[www.dialogue4health.org](http://www.dialogue4health.org)

Contact:  
Laura Burr  
Webinar Producer  
510.285.5549  
lburr@phi.org

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Public Health Institute

[www.healthleadership.org](http://www.healthleadership.org)

Contact:  
Karya Lustig  
Deputy Director  
510.285.5555  
klustig@healthleadership.org

CA4Health

[www.ca4health.org](http://www.ca4health.org)

Contact:  
Susan Watson  
Director  
510.285.5742  
susan.watson@phi.org