



DFW Advocacy Chapter with RESULTS

April Webinar

April 15, 2020



Welcome!

The logo for "results" consists of the word "results" in a white, sans-serif font, positioned inside a red speech bubble shape that points downwards and to the left.

This Group is for Everyone

- ✓ No advocacy experience (most people)
- ✓ Some advocacy experience
- ✓ Lots of advocacy experience (few people)

But it does require getting **outside your comfort zone**—that's what it takes to make a difference.

Let's learn and make a difference together!



Zoom Instructions



- We want to hear from you, but please stay muted unless speaking. To unmute, click the microphone  icon, dial *6 on the phone, or raise your hand  so we can unmute you.
- Also share comments and/or questions using the “Chat”  icon



What are We Trying to Do as Advocates?



Assess where our members of Congress are on the Champion Scale, then move them up



- 4 Champion
- 3 Leader
- 2 Advocate
- 1 Supporter
- 0 Uninformed or Neutral
- 1 Opponent

Ways to Reach Congress

Constituents

Staff

Colleagues

Media

Paid Lobbyists

Experts

Personal History





Importance of Advocacy Now

results

- Communities facing poverty and marginalized, including women, girls, and children, face the greatest risks.
- Unless advocates speak up, low-income nations will not receive the support they need to respond to COVID-19
- **Viruses don't discriminate, but people and policies too often do**



Importance of Advocacy Now

results

- Health systems were over-burdened before COVID-19
- Vaccinations being delayed because of coronavirus
- Existing TB, HIV and other efforts suffering as resources are focused on COVID-19
- Education for 90% of the world's children has been impacted



2020 Campaigns

The logo for the organization "results", consisting of the word "results" in white, lowercase letters inside a red speech bubble shape.

Improve maternal health and child survival:

- 1. Ensure the US is funding maternal & child health, child vaccinations, and child nutrition at robust levels. (Now)**
2. Ensure the US does its part to fund Gavi, the Vaccine Alliance's 5-year work plan. (June)
3. Ensure that US and world leaders make serious commitments to end child malnutrition. (Dec.)



2020 Campaigns

results

Improve maternal health and child survival:

- 1. Ensure the US is funding maternal & child health, child vaccinations, and child nutrition at robust levels. (Now)**
- 2. COVID-19 RESPONSE (ADDED)**
3. Ensure the US does its part to fund Gavi, the Vaccine Alliance's 5-year work plan. (June)
4. Ensure that US and world leaders make serious commitments to end child malnutrition. (Dec.)

Ways to Reach Congress

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Taking Action Matters

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results

Record Number of Signers on House & Senate Maternal & Child Health sign-on letters!

House: 183 signers (157 in 2019)

Senate: 40 signers (37 in 2019)

You helped make this happen!



Reflecting on Taking Action

The word "results" is written in white, lowercase letters inside a red speech bubble shape that points towards the top-left.

In groups of 3, discuss the following:

2 minute: If you took action on the the Senate Maternal & Child Health, Gavi, Nutrition sign-on letter, what did it feel like?

2 minutes: If you didn't take action, what prevented you from taking action?

2 minutes: What kind of support will help you get over any barriers preventing you from taking action?



Reflecting on Taking Action

results

What did you hear?

What did it feel like to take action?

What is preventing some of us from taking action?

What kind of support will help us get over any barriers preventing us from taking action?



COVID-19 Response



As Congress develops a Phase 4 COVID-19 response package it should include measures that:

1. Support low-income countries to respond to COVID-19, building on the progress we've made in global health.
2. Ensure other health programs that address diseases of poverty are not undermined by the COVID-19 response.
3. Address the non-health impacts of the pandemic, particularly access to quality education in low-income countries.



COVID-19 Response

results

1. Ensure Congress provides robust funding for fiscal year 2021 Maternal & Child Health, Gavi, and Nutrition programs (You worked on this).
2. Ensure Congress provides funding to low-income countries for health and education through organizations that work e.g. Gavi the Vaccine Alliance, UNICEF, the Global Fund to Fight AIDS, TB, and Malaria



COVID-19 Response Actions

A red speech bubble containing the word "results" in white, lowercase, sans-serif font.

results

1. Generate media to support international investments in Phase 4 coronavirus legislation
2. Contact members of Congress with specific request for Phase 4 legislation

DFW Story

Gravis was DFW's December 2018 Featured Grantee

Gravis  ग्राविस

GRAMIN VIKAS VIGYAN SAMITI
ग्रामीण विकास विज्ञान समिति

KALARA, JODHPUR

कलरा जोधपुर

GRAVIS is a nonprofit organization working in the Jodhpur region of the Thar Desert since 1983.

**The Thar Desert of India is the most densely populated
Desert eco-system in the world**

With DFW support, project IHWG envisions a new approach of improving the health status of 3,500 women and girls

A young girl with dark hair, wearing a red patterned top and dark pants, is sitting on the ground in a rural, sandy area. She has a sad and thoughtful expression, looking down at her hands. The background shows trees and simple buildings under a cloudy sky.

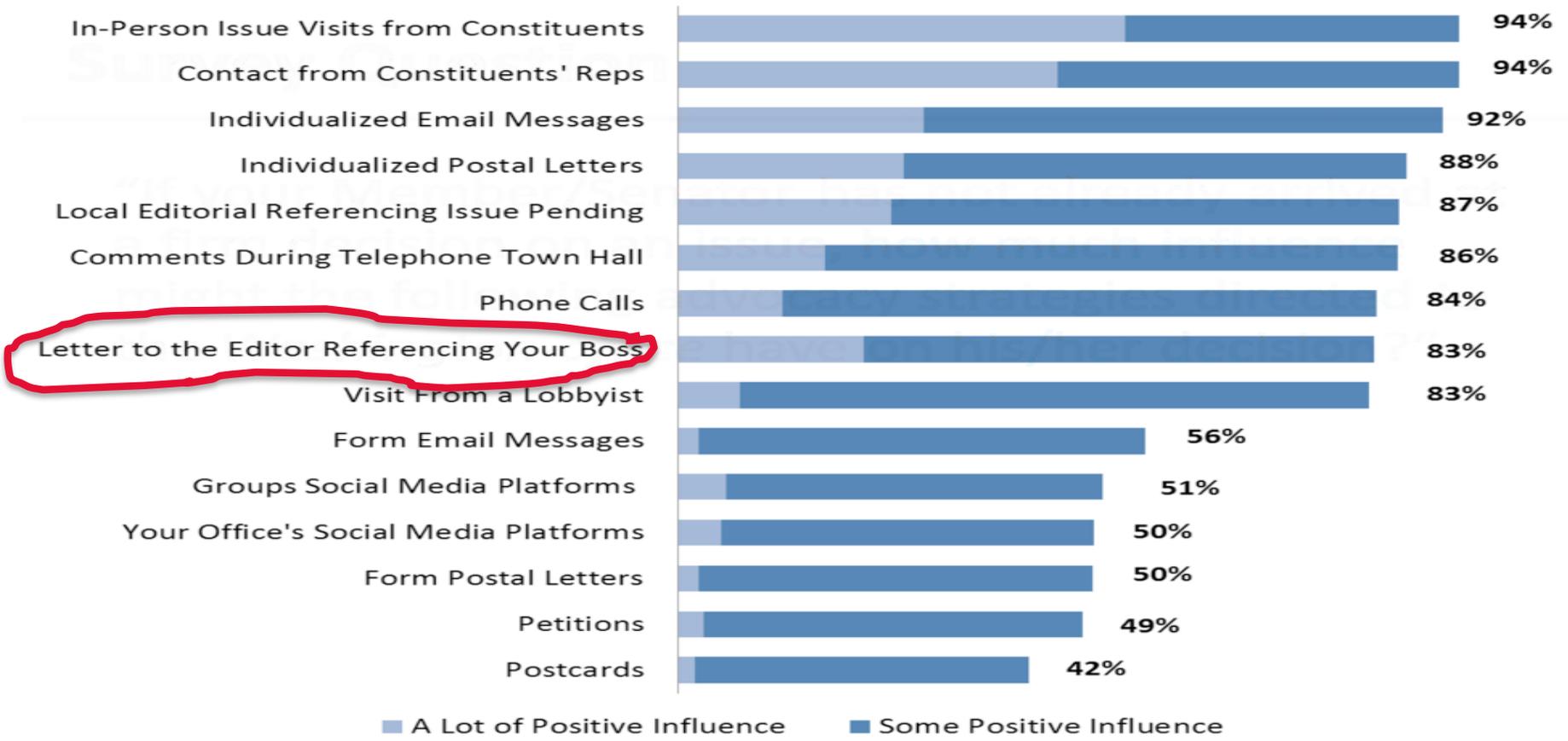
I want to continue my school but my parents don't allow me because my neighbours said that your girl is getting the age of marriage.

A woman with dark hair, wearing a red floral sari, is sitting outdoors. She is looking slightly to her left with a neutral expression. The background shows trees and a utility pole. Overlaid on the image is yellow text.

At the time of first menstruation cycle, I was totally afraid because I didn't know anything about that. I asked my mother and she told it is normal and every girl faces it. She instructed me to don't enter in the kitchen and don't do worship because I am dirty.



Tactics that work





Secret to Getting Published

results

1. Write
2. Submit
3. Repeat

Opinion Media Madlibs



results

_____ should _____.

(person) (action)



- ✓ New
- ✓ Unusual
- ✓ Local
- ✓ Personal
- ✓ Important

What your
media
outlets are
looking for

Letters to the Editor



- 150 – 200 words
- 3 key pieces:
 - Local or timely hook (best to respond to a story)
 - Why it matters
 - Call to action

Letters to the Editor

Structure



How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

1. Call to action
2. Why it matters
3. Local & timely hook

Letters to the Editor

Structure



How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

- 1. CALL TO ACTION**
2. Why it matters
3. Local & timely hook



Call to Action

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Senators xxx and yyy, and Rep. zzz must ensure that those most at risk in low-income nations are included in any Phase 4 COVID-19 response package Congress develops. Specifically, Phase 4 should:

1. Support low-income countries to respond to COVID-19
2. Ensure healthcare services for women, girls and children are not undermined by the COVID-19 response.
3. Support low-income countries to extend access to quality education to children where virtual access is not possible.

Letters to the Editor

Structure



How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

1. Call to action
- 2. WHY IT MATTERS**
3. Local & timely hook



Why it Matters

results

Activity: Take 2 minutes to write

Why does this matter to you or why does it matter in the world that the Congress take this action?



Why it Matters

The word "results" is written in white, lowercase letters inside a red speech bubble shape that points downwards and to the left.

Although the coronavirus threatens near universal disruption, it's the communities facing poverty and already pushed to the margins that face the greatest risks. Healthcare systems in most low-income countries were already stretched to the limit before the coronavirus outbreak.

Letters to the Editor Structure



How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

1. Call to action
2. Why it matters
- 3. LOCAL & TIMELY
HOOK**



Local, Timely Hook



- Anything in your local paper or being discussed in your community
- Anything that everyone knows about. For example: upcoming elections, coronavirus, economy, jobs, social distancing



Local, Timely Hook



It brings hope to read about how our community has come together to address the coronavirus outbreak (cite article). And just as we are struggling here, we must also remember the challenges face by nations with fewer resources.



Local, Timely Hook



Activity: 2 minutes to write

What “hook” could you use that your community relate to?



Local, Timely Hook

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results

As the world faces its most significant global pandemic threat in a century, in addition to responding at home, the United States must urgently respond to contain and mitigate the global spread of COVID-19 in low-income countries.



Bringing it Together

The word "results" in white, lowercase letters, inside a red speech bubble shape.

As the world faces its most significant global pandemic threat in a century, in addition to responding at home, the United States must urgently respond to contain and mitigate the global spread of COVID-19 in low-income countries.

Though the coronavirus threatens near universal disruption, it's the communities and nations facing poverty and already pushed to the margins that face the greatest risks. Healthcare systems in most low-income countries were already stretched to the limit before the coronavirus outbreak.

Senators xxx and yyy, and Rep. zzz must ensure that those most at risk in low-income nations are included in any Phase 4 COVID-19 response package Congress develops. Specifically, Phase 4 should:

1. Support low-income countries to respond to COVID-19
2. Ensure healthcare services for women, girls and children are not undermined by the COVID-19 response.
3. Support low-income countries to extend access to quality education to out-of-school children where virtual access is not possible. (153 words)



How to Submit a Letter

The logo for Results, consisting of the word "results" in white, lowercase letters inside a red speech bubble shape.

- Write your letter
- Go to www.results.org and click on “Current Volunteers”
- Click on “Media Action: Virus reminds us everyone needs access to healthcare”
- Edit existing letter, add your address
- Hit “Send Message”
- Your letter will be sent to papers near you



How to Submit a Letter



[News](#) | [Events](#) | [Blog](#) | [Current Volunteers](#) | [Conference](#) [f](#) [t](#) [i](#) [y](#) [v](#) [s](#) [q](#)



[Approach](#)

[Issues](#)

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[Volunteer](#)

[Donate](#)



raise your voice to end poverty

Influence the policies that impact your life and the lives of millions of people around the world.



[BECOME AN ADVOCATE](#)



How to Submit a Letter

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Media Action: Coronavirus exacerbates need for housing and nutrition assistance

With the COVID-19 outbreak, Americans in unstable housing situations are at great risk. Even before the outbreak, families looking for affordable housing were in crisis. Since 1960, renters' median earnings have gone up 5 percent while rents have risen by 61 percent...

Media Action: Virus reminds us that everyone needs access to health care

In this time of uncertainty, we're all coping with the coronavirus pandemic. And the risks are only magnified for people around the world experiencing poverty or who have limited access to health services. Let your voice be heard loudly and clearly - those living in...

[Action Alerts](#)[Legislator Lookup](#)[Bill Tracker](#)[Advocacy Basics](#)[Anti-Oppression](#)[Campaign Resources](#)[Congressional Scorecard](#)[Fundraising](#)



How to Submit a Letter



Approach

Issues

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Donate

In this time of uncertainty, we're all coping with the coronavirus pandemic. And the risks are only magnified for people around the world experiencing poverty or who have limited access to health services. Let your voice be heard loudly and clearly - those living in and on the margins cannot bear the weight of this pandemic and be pushed further into poverty. Write your local paper today.

Compose Your Message

- Letter to the Editor (daily newspapers near you)
 - Please customize the letter with any personal stories or local data you have
 - Be brief: most papers require letters to be 150-200 words or less
 - Be sure to mention your members of Congress *by name* in your letter
 - For more, see our [tips on how to write a letter to the editor](#)
 - Once you get published, be sure to send your letter to each of your congressional offices
 - Report your published media in our [RESULTS Grassroots Media Form](#)

Subject

Access to Healthcare for All

Message Body

The risks we all face right now are only further magnified for people in poverty or people cut off from health services.

Whether it's coronavirus or other ongoing

Enter Your Info

Your Information

Advocacy Basics

Anti-Oppression

Campaign Resources

Congressional Scorecard

Fundraising

International Conference

Laser Talks

Lobbying

Marketing Materials

Media Tools

Monthly Actions

National Webinars

Outreach & Planning

Reporting Your Advocacy Actions

RESULTS Merchandise

Training Resources



How to Submit a Letter



Enter Your Info

Your Information

Prefix * First Name * Last Name *

Email *

Start typing for drop-down menu
Group Name

Home Information

Street Address *

ZIP Code * Enter Zip for **City** and **State**

Enter the primary phone number for reaching you.

Home Phone

Other Information

If you are/were a Real Change Fellow, list the year you started the Fellowship.

Real Change Year

Send me email alerts
 Remember me

Send Message



Questions



- We are here to support you!



Important Dates



- April 16 & 22: Letter to the editor training: 8:30 pm ET on 4/16 and 1 pm ET on 4/22. Go to: <https://results.org/events/> for details.
- May 13: Next DFW Advocacy Webinar, 8:30 pm ET
- RESULTS Virtual International Conference, June 20-23. More details to come.



Important Dates



- DFW will continue to host Virtual Chapter Meetings on Thursday evenings at 7PM, this week Eastern time, next week Pacific Time and this is the link:

<https://diningforwomen.org/virtual-meetings/>



Final Tips

The word "results" is written in white, lowercase letters inside a red speech bubble shape that points downwards and to the left.

- When speaking with some of you, you felt that your legislators were too busy with Covid-19 to respond to your issues. Congress continues to function and needs our input.
- And for those whose legislators are already signed on, say thank you (it goes a long way) and move them up the champion scale.
- And please --stay safe, wash your hands, and continue to speak out for those who are most marginalized.



Final Tips



- Please try out the media link on the RESULTS website—I did, it was easy to use, didn't take a lot of time, and I got published!
- Please contact me with any questions that arise or if you need some encouragement. I am truly available to support you.