DFW Advocacy Chapter with RESULTS

April Webinar

April 15, 2020
Welcome!
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

• 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

• 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

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

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

- Constituents
- Staff
- Colleagues
- Media
- Paid Lobbyists
- Experts
- Personal History
Taking Action Matters

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

In groups of 3, discuss the following:

2 minute: If you took action on 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

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.
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

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 is a nonprofit organization working in the remote region of the Thar Desert since 1993.
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.
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.
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

<table>
<thead>
<tr>
<th>Tactical Action</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>In-Person Issue Visits from Constituents</td>
<td>94%</td>
</tr>
<tr>
<td>Contact from Constituents' Reps</td>
<td>94%</td>
</tr>
<tr>
<td>Individualized Email Messages</td>
<td>92%</td>
</tr>
<tr>
<td>Individualized Postal Letters</td>
<td>88%</td>
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<tr>
<td>Local Editorial Referencing Issue Pending</td>
<td>87%</td>
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<tr>
<td>Comments During Telephone Town Hall</td>
<td>86%</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>84%</td>
</tr>
<tr>
<td>Letter to the Editor Referencing Your Boss</td>
<td>83%</td>
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<tr>
<td>Visit From a Lobbyist</td>
<td>83%</td>
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<tr>
<td>Form Email Messages</td>
<td>56%</td>
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<tr>
<td>Groups Social Media Platforms</td>
<td>51%</td>
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<tr>
<td>Your Office's Social Media Platforms</td>
<td>50%</td>
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<tr>
<td>Form Postal Letters</td>
<td>50%</td>
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<tr>
<td>Petitions</td>
<td>49%</td>
</tr>
<tr>
<td>Postcards</td>
<td>42%</td>
</tr>
</tbody>
</table>

Legend:
- ▲ A Lot of Positive Influence
- ▼ Some Positive Influence
Secret to Getting Published

1. Write
2. Submit
3. Repeat
Opinion Media Madlibs

__________________ should __________________.

(person) should (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

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

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

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

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.
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

• 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

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

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 81 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...
How to Submit a Letter

At 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
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

• 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.