



Advocacy

ARKANSAS



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Recommendations

Wear professional but comfortable clothing

Arrive early

Wear a name tag

Bring a print copy

How to Interact with Legislators & Staff

Be friendly!!

They are there to work for you

Tell them about your coalition success

Tell them about issues important to your community

Give them specific pieces of data to back up your claims

Cite ALL data

Remember staff are just as important as your elected official

Discuss the Issues

Reserve time to meet with your elected official

- Call or email assistant to schedule a meeting

- State capitol or home office

Utilize White Papers, but use your own words to make the main points

Items to take with you:

- Coalition one-pager

- (Brief background, funding streams, successes, outcomes, coalition's work on advocacy, local stories)

- White Papers

Follow-up

Send a hand-written thank you note that reiterates your discussion

Send a photo you took with your elected official; share on social media

Write a press release about your visit to garner positive press for your coalition and elected official

Send a copy of the newspaper article

Ask for other ideas (record for future presentations)

Establish Relationships

Introduce yourself EVERY time

Be seen

Get to know your elected officials AND their staff

Staff can be critical; they are the gatekeeper

Put personal ideations aside

Keep your relationship professional

Even if you don't like them—put on a happy face

Maintain and cultivate the relationships

Identify the WIFM

Include in meetings, media, social media

Tie to constituents

Generate publicity

Involve in what coalition is working on



Tips on Getting to Know Staff

Difference in staff and interns

How to find out who they are

- Type legislators name in “Search” box (top right corner)

Get to know them

- Get on email list/social media accounts

- Email the elected official (often staff monitor account)

- Pop in and say hello when you’re in the area

- Take some coalition swag (under \$25)

- Ask them to subscribe to coalition social media outlets

- Take them out for a cup of coffee

Utilize Community Partners

Engage community partners and establish relationships

- Chamber of Commerce

- County Legislative Agenda

- Identify collaborators

County Commissions and City Councils are powerful in influencing state policy

- Be connected with local elected bodies

- Show up!

- Meetings

- Civic organizations

- Consistently share information

- Successes

- Needs

- Priorities

- Align coalition priorities with County Commission recommendations to state elected officials

Coalition Members

Involve coalition members

- Involve them in planning

- Make it EASY for them

 - Draft form letter

 - Share ideas of how to meet elected official

 - Publicize events held by elected officials

 - Prepare and share talking points

 - Share white papers

 - Share contact information

 - Utilize their position of power



Coalition Readiness

Crawl—Walk—Run

Start with who you know

Get comfortable

Take it to the next step

Partner with a colleague well-versed in advocacy

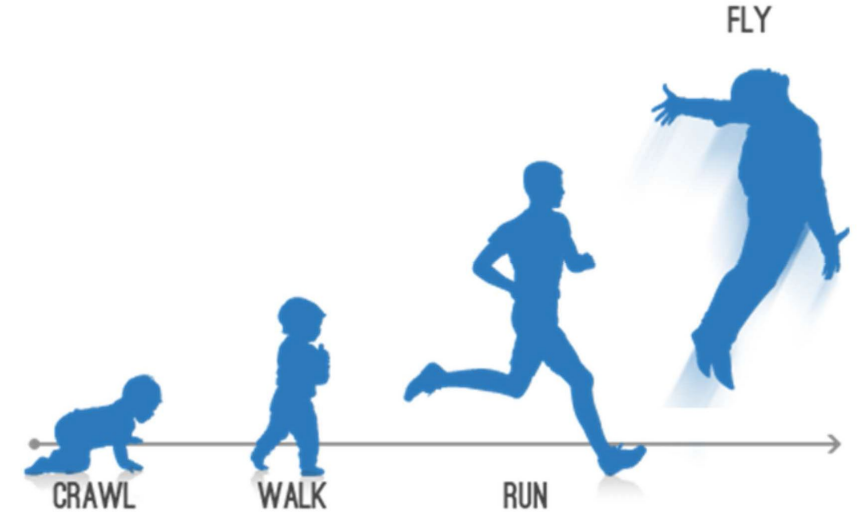
Determine the level of your coalition's maturity

Know who your elected officials are

Establish a relationship with them

Identify coalition priorities

Share priorities



Comprehensive Strategies

START WITH THE POLICY



Building Drug-Free Communities

cadca.org

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BIG BANG THEORY

Local Condition: Retail stores are selling tobacco products to youth in violation of the law.

1. Provide Information—Educate community about violations and consequences to youth
2. Build Skills—Train coalition members in Media Advocacy
3. Provide Support—Support community organizing efforts
4. Access/Barriers—Provide merchant training in needed languages
5. Incentives/Disincentives—Fee structure based on violations
6. Physical Design—Require produce behind counter
7. Policies or Regulations—Tobacco Licensing Ordinance w/fee

Policy Development Steps

1. Clearly state the problem

2. Engage enforcement

3. Gather and analyze data to make your case

4. Research model legislation/policies

5. Draft policy language

6. Use media to educate

7. Mobilize support and provide community education

8. Get the policy adopted

9. Ensure enforcement of the policy

10. Evaluate effects of policy change

Internal

External

Internal

The Line



Policy Development Steps

- Internal {
1. Clearly state the problem
 2. Engage enforcement
 3. Gather and analyze data to make your case
 4. Research model legislation/policies

Steps 1 – 4 allow the coalition to:

- Clarify the local condition
- Fully research the proposed policy solution
- Ensure consensus among coalition members and key community partners

Policy Development Steps

Step 1: Clearly state the problem (local condition) to be addressed

Policy Action Statement—example

City Council passes an ordinance establishing conditions of operation for new alcohol establishments and performance standards for existing establishments to reduce excessive drinking and alcohol-related violence.

Worksheet

Policy Development Steps

Step 1: Clearly State the Problem to be Addressed

Write a Policy/Action statement

(approx. 25 words or less):

- State the problem (local condition)
- State a policy solution
- What will the policy do?
- Who will benefit from the policy?
- Who are the decision makers (who can make it happen)?

Policy Development Steps

Step 2: Engage enforcement agencies in the policy development process

Include representatives from agencies who will enforce the policy in all steps:

- Collection of local data
- Identification of local conditions
- Selection of policy responses
- Crafting policy language

Policy Development Steps

Step 3: Gather & analyze data to make your case

Establish a legal basis for the proposed policy solution by documenting:

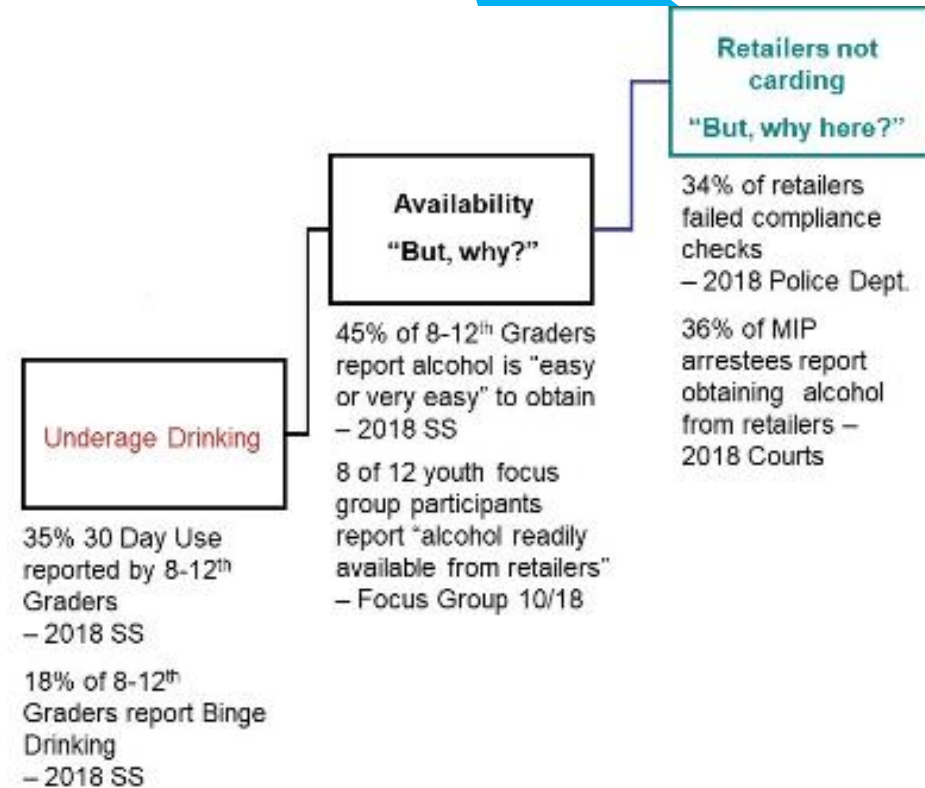
- The problem, root causes, and local condition from the needs assessment and logic model
- The effectiveness of the selected policy solution based on:
 - Best Practice literature
 - Community Experience

Policy Development Steps

Step 3: Gather & analyze data to make your case

Use the quantitative and qualitative data from your community assessment and logic model to answer the question:

“How do we know it’s a problem?”



Policy Development Steps

Step 3: Gather & analyze data to make your case

Describe the Evidence Base for the proposed policy and cite relevant community successes to answer the question:

“How do we know this proposed policy solution will work?”

Sonoma County Community Partnership Project Description of Evidence-Based Strategies

Each of the strategies selected by the Sonoma County Community Partnership (SCCP) to address identified problems are elements of two model programs in SAMHSA/CSAP's National Registry: the Community Trials Project and Communities Mobilizing for Change on Alcohol (CMCA). In addition, the strategies fall into the categories of environmental approaches evaluated for effectiveness for SAMHSA/CSAP's Prevention Enhancement Protocols System (PEPS).¹

Listed below is the following information about each strategy: how it relates to the Institute of Medicine's (IOM) service categories, how it matches the CMCA and Community Trials model programs, and how it fits within the PEPS framework; and, a brief description of the strategy and its relationship to identified problems.

1. Mandatory Comprehensive Responsible Beverage Service (RBS) Program (Universal, Selective)
 - a. **CMCA:** Responsible Beverage Service Training; Checking Age Identification; see also "What Colleges Can Do"²
 - b. **Community Trials:** Responsible Beverage Service (RBS)
 - c. **PEPS:** Prevention Approach 3: Responsible Beverage Service

Responsible Beverage Service programs target both on-sale and off-sale alcohol retailers and are designed to reduce sales to minors and intoxicated adults. Effective programs include four critical components: 1) policy development; 2) owner/manager training; 3) server/seller training; 4) enforcement. This strategy was selected to help change retail practices that contribute to binge drinking and related problems.

2. Conditional Use Permit (CUP) Ordinance (Universal)
 - a. **CMCA:** Administrative Penalties
 - b. **Community Trials:** Enforcement
 - c. **PEPS:** Prevention Approach 4: Changing the Conditions of Availability

A conditional use permit (CUP) is a special zoning permit that allows a local jurisdiction to place conditions on the location, design, and operation of alcohol outlets. A CUP is also a mechanism for individuals and groups to have a voice in the decision-making process that shapes the retail alcohol environment in their

¹ Grover, Prakash. Preventing Problems Related to Alcohol Availability: Environmental Approaches (Practitioner's Guide.) Department of Health and Human Services Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention, Publication No. (SMA)99-3298.

² University of Michigan, Alcohol Epidemiology Program. Alcohol Control Policies: What Colleges Can Do. www.epi.umich.edu/alcohol/policy/colleges.shtml

Policy Development Steps

Step 4: Research model legislation/policies

- Create your case statement
- Issue briefs—increase awareness
 - Describe the problem and its impact on the community
 - Identify costs to community if problem is not resolved
 - Explain how the proposed policy addresses community concerns

Policy Development Steps

Step 4: Research model legislation/policies

Winter 2007
Volume 1, Issue 1

An Issue Briefing

The Rohnert Park Alcohol Beverage Sales (ABS) Ordinance

Planning ahead to address issues related to Binge Drinking and Related Community Problems

Most people are aware that alcohol consumption can lead to individual and community problems. Local, state, and federal laws recognize these potential dangers by regulating the way that alcohol is marketed, sold, and served. Existing state laws prohibit sale of alcohol to minors or to individuals who are obviously intoxicated. However, the California Department of Alcoholic Beverage Control is limited in its capacity to enforce these laws. And, unlike many communities in the state of California, Rohnert Park does not give permits for alcohol outlets that enable the city to set conditions of operation. This limits their ability to manage risks. The proposed Alcohol Beverage Sales Ordinance will provide a valuable new tool to reduce alcohol-related problems occurring in Rohnert Park.

How do Alcohol Sales Impact the Rohnert Park Community?

- In the city of Rohnert Park nearly 25% of all calls received by Rohnert Park police dispatchers in 2004 involved alcohol. These calls for service impair the police department's capacity to address other serious crimes.
- Between January 2004 and December 2006, the Rohnert Park Police recorded a minimum of 5,029 alcohol outlet calls for service at local alcohol establishments. 1/3 of those calls required two police officers.
- Since August 2003, almost one-third of Rohnert Park's licensed establishments sold to minors during RP Public Safety Department minor decoy operations.
- 224 people were arrested for driving under the influence in the city during that time period. Surveys of those arrested for drinking and driving indicate that many of those who drink before they drive do so in a licensed establishment.

Impacts on Our Youth

- Local rates of underage drinking are higher than those for the state of California or the nation as a whole.
- High school and SSU students surveyed report that it is "fairly easy" to buy alcohol from stores.

An environmental approach to problems related to alcohol:

Historically, all across the country, communities have approached the problems related to alcohol on an individual level by implementing counseling, treatment, and other individual interventions. These programs have been effective at addressing the needs of individuals, but have been limited in their ability to impact the environments where high risk behaviors occur.

an opportunity to help communities develop policies and practices suited to the broader community health needs. In 2004 the County was awarded a three-year contract from the State of California to support the Sonoma County Community Partnership (SCCP). The Partnership is working to prevent and reduce problems related to high-risk drinking among youth and young adults.

University have formed a local community coalition. Coalition members include business owners, neighborhood residents, local law enforcement, city planning departments, community members, school districts, nonprofits, and other public and private organizations.

This group has drafted an Alcohol Beverage Sales Ordinance to address issues related to alcohol

Summer, 2006
Volume 1, Issue 2

An Issue Briefing

The Petaluma Social Host Ordinance A Tool for Reducing Underage Drinking at Home Parties

This briefing offers an update on some strategies for addressing both large and small town parties where alcohol is being served.

Petaluma Coalition to Prevent Underage & High-Risk Drinking

What's the Problem?

New survey results show local teen drinking rates are higher than the average in California. According to the Petaluma Coalition to Prevent Underage and High-Risk Drinking, local teens are engaging in high-risk drinking more than other youth in the State.

Results of the 2005 California Healthy Kids Survey show 30% of male and 30% of female 11th grade students in Petaluma report binge drinking in the last 30 days, defined as five or more drinks for males or four or more drinks for females in two hours (see left).

Among ninth graders, 17% of males and 20% of females report binge drinking in the last 30 days (Coalition to Reduce Youth and Age-Risk Drinking Press Release of May, 2006).

Reports of alcohol poisonings, traffic crashes, property damage, community disturbances, violence and sexual assault are too common as a result of underage drinking.

Average age of alcohol given to children (7 yrs. Sonoma Co.)

Binge Drinking and Related Problems

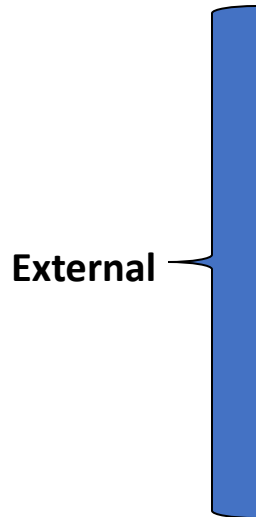
The research on binge drinking and youth access to alcohol is supported by recent reports of parents providing alcohol at end-of-the-year parties (Petaluma Date Findings, 2006). Such parties can be particularly problematic because of the large number of drinkers and the significant amount of alcohol individuals consume when binge drinking.

Teens experience a wide range of accidents, alcohol poisonings, and lowered school performance are a few of the issues directly connected to teen alcohol use.

In addition, due to changes in brain chemistry caused by alcohol, youth who drink before they turn age 15 are four times more likely to develop alcohol addiction than those who start drinking at 21, according to the National Institute of Health.

Minors are not to be served alcohol. Adult beverages are self-served. Sonoma County is the only local alcohol outlet. Studies show attempts, de- Retail alcohol Adult DUI or Alcohol-related

Policy Development Steps

- 
- External
5. Draft policy language
 6. Use media to educate
 7. Mobilize support and provide community education
 8. Get the policy adopted

In Steps 5 – 8 the coalition will:

- Adhere to lobbying restrictions
- Support community members and partners in working to get the policy adopted

Policy Development Steps

Step 5: Draft policy language

Draft policy language

- Research similar policy examples from other communities
- Tie to local conditions
- Clarify legal basis
- Compile supporting documents (case law, etc.)
- Work with the City Attorney/County Counsel

Policy Development Steps

Step 5: Draft policy language

ORDINANCE NO. _____ N.C.S.	
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PETALUMA REPEALING CHAPTER 10.64 OF THE PETALUMA MUNICIPAL CODE ENTITLED "MINOR ALCOHOL OFFENSE/LOUD PARTIES" AND ADOPTING A NEW CHAPTER 10.64 ENTITLED "SOCIAL HOST ORDINANCE"	
BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PETALUMA AS FOLLOWS:	
<u>Section 1.</u> Title 10 of the Petaluma Municipal Code is hereby amended by repealing Chapter 10.64 entitled "Minor Alcohol Offense/Loud Parties" and adding a new Chapter 10.64 entitled "Social Host Ordinance" to read as follows:	
CHAPTER 10.64 SOCIAL HOST ORDINANCE	
10.64.010	Title
10.64.020	Findings, Intent and Purpose
10.64.030	Definitions
10.64.040	Duty of Responsible Persons
10.64.050	Underage or Unruly Gatherings on Private Property Unlawful
10.64.060	Exception
10.64.070	Hosting by Juvenile
10.64.080	Criminal Enforcement and Penalties for Violation
10.64.090	Civil and Administrative Enforcement and Penalties for Violations
10.64.100	Alternative Remedies Provided
10.64.110	Recovery of Response Costs
10.64.120	Imposition of Liens or Special Assessments
10.64.130	Appeal of Administrative Enforcement
10.64.140	No Mandatory Duty of Care
10.64.010 Title. This chapter is entitled and shall be known as the "Social Host Ordinance."	
10.64.020 Findings, Intent and Purpose.	
A. The City Council of the City of Petaluma, pursuant to the City's police powers under Article XI, sections 3 and 5 of the California Constitution, and the City Charter established pursuant to such sections, has the authority to enact and enforce laws that promote the public health, safety and general welfare of its residents. The occurrence of social gatherings on private property where alcoholic beverages are served to, or consumed by, underage persons is harmful to the underage persons involved and a threat to public health and safety, quiet enjoyment of residential property and the general welfare. Underage persons often obtain alcoholic beverages at gatherings held at private	

DRAFT	DRAFT	DRAFT
AN ORDINANCE OF THE CITY OF ROHNERT PARK ADDING A CHAPTER "USE PERMITS FOR ALCOHOLIC BEVERAGE ESTABLISHMENTS," TO THE ROHNERT PARK MUNICIPAL CODE TO ADOPT A USE PERMIT REQUIREMENT FOR ALCOHOLIC BEVERAGE ESTABLISHMENTS		
WHEREAS, the City of Rohnert Park ("City") has experienced a high volume of calls to its Public Safety Department related to the sale of alcoholic beverages at businesses throughout the City;		
WHEREAS, the majority of the incidents to which the Public Safety Department responds constitute nuisances in accordance with Chapter 1.24 of the Rohnert Park Municipal Code;		
WHEREAS, these nuisances include, but are not limited to, public inebriation, fights and other violence, driving under the influence of alcohol, littering, loitering, noise, and vandalism; and		
WHEREAS, the City wishes to reduce the number of nuisances to which the Public Safety Department responds;		
WHEREAS, the City wishes to require each owner or licensee of an alcohol establishment to secure a use permit to lawfully engage in the sale of alcoholic beverages within the city; and		
WHEREAS, the use permit will require the business owner to comply with operational standards and training requirements as conditions of the permit; and		
WHEREAS, an annual permit fee will be imposed on all alcoholic beverage establishments in order to provide the revenue necessary to fund the costs incurred by the Public Safety Department to monitor compliance and enforce the conditions of the permit and implement programs that promote responsible policies and practices of businesses engaged in the sale of alcoholic beverages; and		
WHEREAS, the use permit will establish standards of operation for licensed alcohol establishments in order to promote successful business practices compatible with healthy economic growth, community safety, and quality of life of Rohnert Park residents;		
WHEREAS, based upon studies conducted by the Public Safety Department, the City Council finds that the operation of businesses selling alcoholic beverages creates environments conducive to excessive consumption of alcohol and other nuisances; and		
WHEREAS, the City Council finds that these behaviors often impact the health, safety, and general welfare in surrounding areas including both residential neighborhoods, the success of the establishment itself, and surrounding businesses; and		
WHEREAS, the City Council finds that imposing conditions and standards of operation in a use permit will mitigate nuisances and promote a healthier, more successful business environment;		
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Policy Development Steps

Step 6: Use media to educate

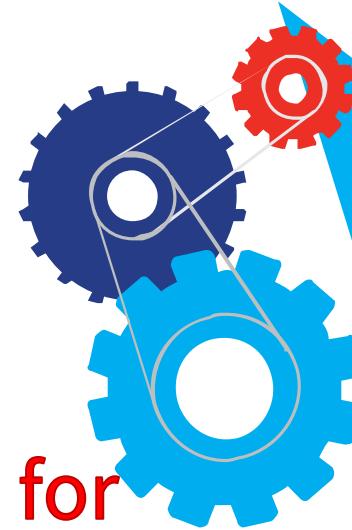
- Frame your message
- Identify media targets
- Speak strategically
- Shape opinions
- Tell the story
- Ask for change
- Anticipate the opposition's arguments

Policy Development Steps

Step 6: Use media to educate



BE STRATEGIC
in selecting the
right media outlet(s) for
your message
& intended audience



Policy Development Steps

Step 6: Use media to educate

Rohnert Park's Alcohol Beverage Sales Ordinance

Framing the Issue

1. Prevention Approach:

- ordinance establishes a use permit process that businesses that sell and serve alcohol are comp surrounding community
- sets new businesses up for success by applying conditions of operation that are known to help p
- Helps existing businesses be successful becaus standards of operation that are known to preven (nuisances) at the establishment
- Provides training (RBS) for all employees, helpir bottom line for licensees because their employe likely to make mistakes that could result in admi for the business
- Many communities across the state are impleme approaches to help businesses deal with potent

2. Establishes Regular Communication between Alcohol- Establishments and Law Enforcement

- Allows law enforcement to participate in regular businesses, friendly inspections to advise about and regular enforcement to follow up
- Research has shown:
 - Correlation between alcohol outlets and c Richard Scribner); alcohol outlets and bin especially in communities with 4 year coll Henry Wechsler, Harvard Alcohol Study)
 - Prevention strategies such as RBS are m when not paired with follow up complianc efforts
- Even without knowing the research, our own dat
 - Since August 2003, almost **one-third of l alcohol establishments sold to minors** Safety minor decoy operations
 - In 2004 nearly 25% of all calls received b Public Safety dispatchers in 2004 involve

Center for Community Action and Training (CCAT) - 2007

Proposed ordinance would regulate businesses' alcohol sales

By DAN JOHNSON
ARGUS-COURIER STAFF

Several Petaluma groups are collaborating to create a citywide alcohol-abuse standards ordinance, and one of the principal proponent's biggest fear is that some residents will misunderstand its intention.

"The ordinance wouldn't try to eliminate or restrain people from having a good time, and it's not prohibitionist," said Pat Landrum, a facilitator for the Petaluma Coalition to Prevent Underage & High-Risk Drinking and the executive director of the Healthy Community Consortium. "It would help to provide a safe, healthy and enjoyable environment for people and address the problems of underage and excessive drinking."

"These problems, in turn, lead to graffiti, unruly behavior, vandalism and accidents."

Prompted by these increasing problems, Chief Steve Hood and Capt. Dave Sears of the Petaluma Police Department are collaborating with the city manager's office and city attorney's office to create an ordinance patterned

after those used in other cities that would help to assure that bars, restaurants and stores selling alcohol conform with established standards.

They are being assisted by the Petaluma Coalition to Prevent Underage & High-Risk Drinking, which is working with the Center for Community Action and Training, a technical assistance and training organization dedicated to the development of effective prevention at the local level.

Claudia O'Flynn Phelps, owner of The Aesthetic Approach at 104 E. Washington St., and one of the leading proponents of new efforts to curb excessive downtown drinking, praises the proposed ordinance.

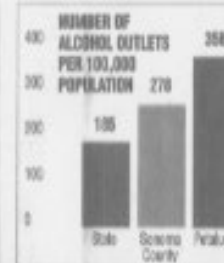
"I'm in full agreement with establishing an ABS ordinance," she said. "I'm not against bars being open downtown, but on weekends especially, rowdy groups of people in their 20s and 30s come out of them after overindulging, and uproot plants, urinate, vomit and destroy property. I stay in my shop until 2 a.m. on Friday and Saturday nights because of this problem."

See ALCOHOL, page A10

DENSITY OF ALCOHOL OUTLETS
About 45 percent of the 108 on-sale alcohol establishments in Petaluma are located in the downtown area.



ONLINE SURVEY
Do you support a proposed alcohol business standards ordinance in Petaluma? To participate in this week's online poll, go to www.argus-courier.com/poll



New alcohol ordinance targets sellers

Published: Wednesday, Dec 19, 2007

By DAN JOHNSON
ARGUS-COURIER STAFF

City Council passed the Alcohol-Related Nuisance Ordinance last month, and sellers of alcohol have taken a course designed to insure that they meet the same standards.

There are over 1,000 of them in Petaluma, and we want them all to receive Service training by Nov. 15, 2008. So, we need to be on a fast track," said executive director of the Healthy Community Consortium and a member of the Coalition to Prevent Underage and High-Risk Drinking.

A key component of ARNO, which aims to make stores and restaurants more responsible for activities that take place inside and around their premises, is to make

merchants accountable to contributing to public nuisances. Serving an intoxicated drinker can create a nuisance, such as someone breaking a window," Landrum said.

The ordinance will help to assure that all alcohol outlets are held to the same standards. Outlets must be sure that all managers, servers and sellers are trained by Nov. 15, 2008 or within 90 days of employment, whichever is later.

It was drafted by Pam Granger, a co-coordinator for the coalition, and either signed by City Manager Jim Hughes or one of four other Petaluma Police

officers. "But when they leave, they're happy they came, and have a better understanding of the consequences of their behavior."

Landrum said any personal problems, such as losing their job, and have a better understanding of the consequences of their behavior."

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Policy Development Steps

Step 6: Use media to educate



Policy Development Steps

Step 7: Mobilize support and provide community education

- Power analysis
- Mobilize support & provide community education

Policy Development Steps

What is a Power Analysis?

A **POWER ANALYSIS** is an education tool that explores how decisions are made in your community on a specific issue.

Policy Development Steps

Step 7: Mobilize support and provide community education

Power analysis

- Who are the decision makers?
- What is their self-interest?
- To whom do they listen?
- Who are allies?
- Who are opponents?
- Organizational risks

Why Conduct a Power Analysis?

To Ensure that the Group:

1. Is clear on its change objectives.
2. Fully understands the target of change.
3. Assesses their own power.
4. Has weighed the costs and benefits of exercising their power and influence.

Policy Development Steps

Step 7: Mobilize support and provide community education

Mobilize support & provide community education:

- Use top down & bottom up approaches
- Mobilize support among municipal decision makers
- Mobilize supporters to attend all hearings
- Find key “inside” supporters

Policy Development Steps

Step 8: Get the Policy Adopted

Coalition members prepare presentation to decision makers

Use the talking points and “frame” developed in the issue briefs and used in the media advocacy

Know which decision makers support or oppose your policy before making presentation

Policy Development Steps

- Internal {
- 9. Ensure enforcement of the policy**
 - 10. Evaluate effects of policy change**

In Steps 9 & 10 the coalition will:

- Work with partners to ensure the policy is implemented effectively
- Provide feedback to the community on the effectiveness in addressing problem

Policy Development Steps

Step 9: Ensure Enforcement

- **Analyze** potential barriers to enforcement after policy is passed
- **Collaborate** with law enforcement to develop potential solutions to barriers in order to ensure that the policy will be implemented and enforced after passage
- **Determine** ways to bolster enforcement efforts with Coalition and community support

Policy Development Steps

Step 10: Evaluate effects of policy change

Evaluate campaign effectiveness:

- Passage of policy
- Implementation & enforcement of policy
- Coalition cohesiveness & momentum for future policy work
- Change in norms & community discussion about alcohol-related problems
- Foundation built for additional alcohol policies

Educating vs. Lobbying

What Organizations Need to Know



**Q: What is
education in
a policy context?**

**A: Education is sharing data
and information**

If your organization is solely funded with Federal dollars can you educate your elected officials?

YES!

- Education is *not* considered lobbying.
- You are permitted to educate elected officials about issues you are facing and how to address them, **as long as you are not mentioning or taking specific positions on specific bills**

Education

Those receiving federal or state funds CAN educate elected officials at any level of government about:

- ✓ Who you are
- ✓ What you do
- ✓ The issues impacting your community
- ✓ Your local data
- ✓ What you are doing to address these issues

Education

Those receiving federal or state funds **CAN** educate elected officials at any level of government about:

- ✓ **Your success and outcomes**
- ✓ **Effects of specific drugs**
- ✓ **Effects of specific policies**

Education

Those receiving federal or state funds **CAN** educate elected officials at any level of government about:

- ✓ **Conducting public education campaigns**
- ✓ **Advocating for better enforcement of existing laws**

Examples of Education

Effects of Specific Drugs

- A NIDA funded study shows that early persistent use of marijuana causes a permanent drop in IQ of 8 points
- A loss of 8 IQ points could drop a person of average intelligence into the lowest third of the intelligence range.

¹M.H. Meier, Avshalom Caspi, et al. 2012. "Persistent cannabis users show neuropsychological decline from childhood to midlife." Proceedings of the National Academy of Sciences



What is Lobbying?

Lobbying refers to communications intended to influence specific legislation.

Types :

DIRECT

GRASS ROOTS

See CADCA Strategizer 31: Guidelines for Advocacy

What is Lobbying?

DIRECT LOBBYING is any attempt to influence any legislation through communication with:

Any member or employee of a legislative body; or

Any government official or employee who may participate in the formulation of the legislation, but only if the principal purpose of the communication is to influence legislation.

What is Lobbying?

DIRECT LOBBYING (continued):

A communication with a legislator or governmental official will be treated as a direct lobbying communication if, but only if, the communication:

Refers to specific legislation...; and

Reflects a view on such legislation."

What is Lobbying?

GRASS ROOTS lobbying is any attempt to affect the opinions of the general public

or any segment thereof. If, but only if, the communication:

- Refers to specific legislation;

- Reflects a view on such legislation; and

- Encourages the recipient of the communication to take action with respect to such legislation.

Are 501c(3) Nonprofit Organizations *Prohibited* from Lobbying?

NO!

- But, it is not permissible to lobby with Federal funds
- Money raised as “matching funds” to qualify for Federal funding fall under the same prohibition

Limitations on
lobbying apply to
organizations —
NOT individuals!

Lobbying is NOT...

- Informing the public about legislative issues critical to the goals of your group.
- Non-partisan analysis, study or research.
- Examinations and discussions of broad social, economic and similar problems.

How does the work you do fall into these categories?

Lobbying is NOT...

- Attending workshops on lobbying.
- Inviting legislators or staff to visit your program to learn about your work or discuss legislative efforts.
- Responding to official written requests by legislative bodies for advice or testimony.

How does the work you do fall into these categories?

Context, Timing, and Motivation Matter

You must consider timing,
circumstances and the intent of
your coalition's education efforts



Examples

- **Is there a bill being considered on the topic?**
- **Is there a ballot initiative being considered as the topic?**



For a ballot initiative, the public becomes the legislators and DFC Grant Recipients should not be using Federal Funds to influence how they vote

**Be aware of “grey areas” and ask
CADCA’s Coalition Development
Support for guidance if you feel your
education might be moving toward
the line with lobbying**



Summary

- Education vs. Lobbying
- Know the difference!!
- DFC Grantees are **legally prohibited** from using Federal dollars for lobbying
- The prohibition includes work done by key personnel paid with Federal dollars or match for grant
- These limitations do not apply to you as an individual on your own time

Resources

CADCA – Community Anti-Drug Coalitions of America

cadca.org

CADCA Strategizer 31:
Guidelines for Advocacy

CADCA Coalition Development Support-

800-54-CADCA x 240

training@cadca.org

Stay Connected!



CADCA



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CADCACoalitions



CADCAorg



CADCA



community.cadca.org