The Time is Right for Strong Advocacy on Capitol Hill: Lessons and Insights from Policy Insiders

Webinar
Wednesday, March 15, 2017
12 PM-1PM

Today's Speakers

Claire Uno, MLIS
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Join us in D.C. for *Nutrition Educators as Advocates: A Day on Capitol Hill*

**Moderator:** Claire Uno, MLIS  
**Speakers:** Alison Hard, Jennifer Noll Folliard, MPH, RDN, Tracy Fox MS, RD, Melissa K. Maulding, MS, RD, Margo Wootan, DrPh

- Understand WHY advocacy is important and what YOU can do
- Learn about CURRENT nutrition policy issues like the upcoming Farm Bill
- Practice advocacy skills and HOW-TO’s when visiting lawmakers

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**Policy in the Making - Avenues for Making Change**

**Regulatory** - comments on proposed regs/requests for info

**Legislative** - advocacy at federal, state, local levels

Policy change takes time – and luck and opportunity and relationships

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**Advocacy vs. Policy**

**Advocacy**
- Skills to create a shift in public opinion
- Mobilize resources and forces to support an issue, policy, or constituency
- No statutes or legal terms for advocacy
- Don’t have to register to be an advocate

**Lobbying**
- Influencing the legislative process through grassroots approaches
- Asking your legislator to take a position; asking others to ask legislator to take a position (action alerts)
- Check with your org to see what restrictions there are
Get Local!

- Get to know district staff
- Invite elected officials and their staff members to see NE in action
- Attend town hall meetings
- State and local elected officials matter too!

Next Steps

1. Research your representatives:
   - What are their priorities
2. Meet with your reps (fed, state, local)
3. Get your message down pat!
   - What is your goal?
   - Frame your message – make it simple stupid
   - Prepare a leave-behind
4. Follow up and keep in touch w/ reps: Facebook, Twitter, Email, district visits & phone calls

What Can You Do?

- Take an interest in politics and policy – stay up on current events
- Know who your federal, state, local lawmakers are – meet with them!
- Join/volunteer with food banks/pantries, others
- Sign up for newsletters; respond to Action Alerts
- Send promotional items, newsletters, press clippings to policy makers
- Invite policy makers and staff to visit your facility/agency
- Share Your Stories!
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Registration now open!
Register: SNEB.org/2017

8am-12noon
7/20/17
SNEB Annual Meeting
Questions?

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Meade