

Legislative Process and Advocating for Public Health Policy Change

Malia Espinda, M.Ed.

Legislative Analyst/Government
Relations

The Queen's Health Systems



Cory Chun, JD

Government Relations Director
American Cancer Society Cancer
Action Network



Jessica Yamauchi, MA

Advocacy and Policy Director
Coalition for a Tobacco Free Hawaii



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- Legislative Timetables
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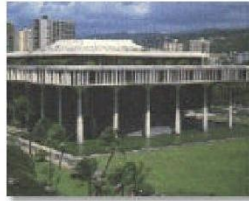
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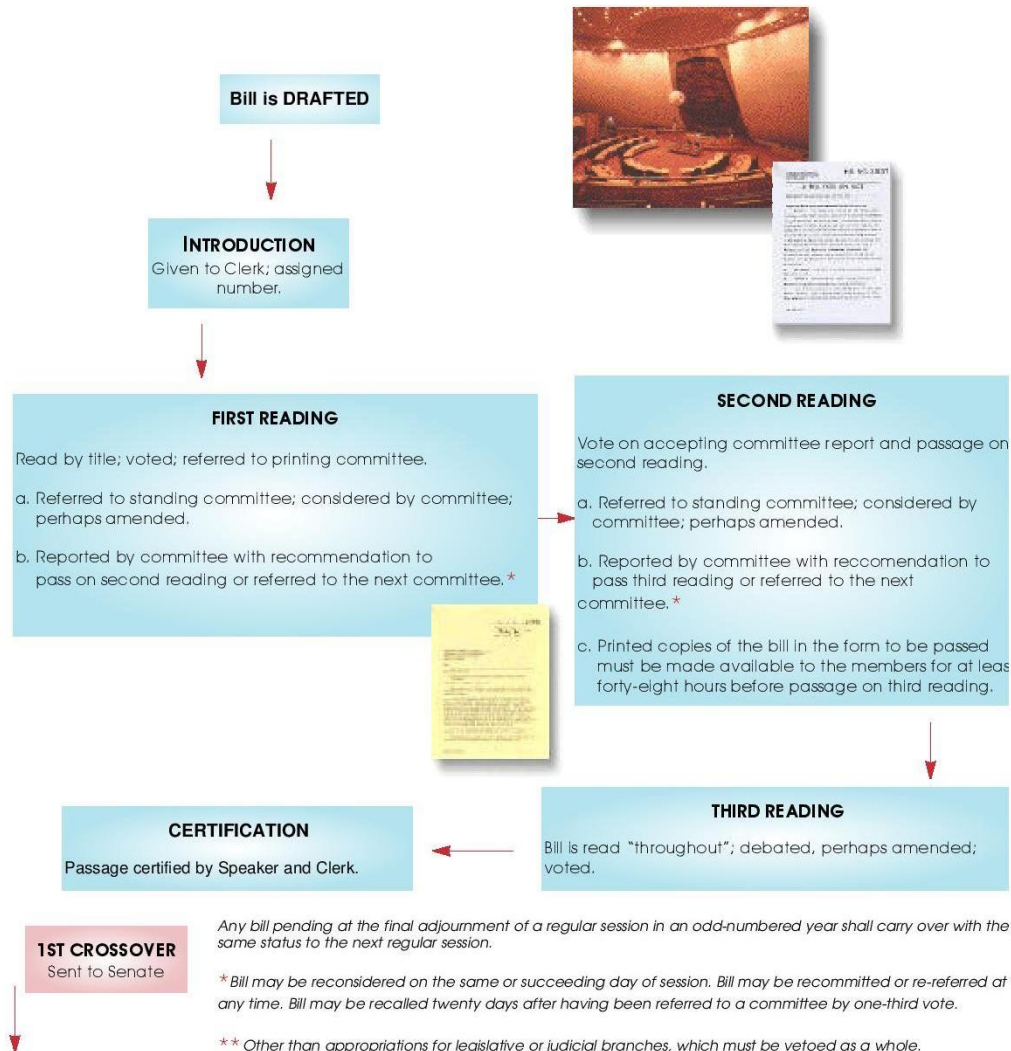
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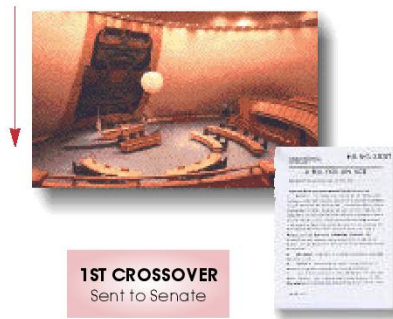
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HOW A BILL BECOMES LAW IN HAWAII

Flow chart illustrates how a bill originating in the House of Representatives becomes law. The same general procedure is followed in the case of Senate bills -- the bill being acted upon first in the Senate and then in the House of Representatives.





FIRST READING

Read by title; voted; referred to printing committee.

- Referred to standing committee; considered by committee; perhaps amended.
- Reported by committee with recommendation to pass on second reading or referred to the next committee.*

SECOND READING

Vote on accepting committee report and passage on second reading.

- Referred to standing committee; considered by committee; perhaps amended.
- Reported by committee with recommendation to pass third reading or referred to the next committee.*
- Printed copies of the bill in the form to be passed must be made available to the members for at least forty-eight hours before passage on third reading.

THIRD READING

Bill is read "throughout"; debated, perhaps amended; voted.

CERTIFICATION

Passage certified by President and Clerk.

VOTE ON AMENDED BILLS

Bills as amended voted on and approved.
Passage certified.

Bill as amended voted on and not approved.

JOINT CONFERENCE

Considered by committee; reported back to both houses. Printed copies of the bill in the form to be passed shall be made available to the members for at least forty-eight hours before passage on final reading.

ENROLLMENT

Examined for technical errors; retyped if amended, certified by both presiding officers and clerks.

GOVERNOR

May veto specific item or items in appropriation bills by striking out or reducing the amount but must veto other bills as a whole.**

For bills presented ten or more days before adjournment, Governor has ten days to sign, veto or let bill become law after the expiration of ten days.

For bills presented less than ten days before adjournment or after adjournment, Governor has forty-five days to sign, veto or let bill become law after the expiration of forty-five days.

Any bill pending at the final adjournment of a regular session in an odd-numbered year shall carry over with the same status to the next regular session.

** Bill may be reconsidered on the same or succeeding day of session. Bill may be recommitted or re-referred at any time. Bill may be recalled twenty days after having been referred to a committee by one-third vote.*

*** Other than appropriations for legislative or judicial branches, which must be vetoed as a whole.*

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VETO

To veto bills presented ten or more days before adjournment, Governor must return bill with any objections to the legislature within ten days. To veto bills presented less than ten days before adjournment, Governor must give legislature ten days' notice, by proclamation, that the Governor plans to return such bill with any objections on the forty-fifth day. If the legislature does not convene at or before noon on the forty-fifth day in special session to reconsider the veto, the bill shall not become law.

APPROVAL

Governor signs or allows to become law after time period noted above.

PUBLICATION

In session laws and in cumulative supplement to Revised Statutes.

RECONSIDERATION OF VETO

Bills or items in bills presented to the Governor ten or more days before adjournment may be reconsidered and if approved by two-thirds of all members to which each house is entitled, it shall become law.

Bills presented to the Governor less than ten days prior to adjournment or after adjournment may be reconsidered by the legislature by convening at or before noon on the forty-fifth day in special session, without call, for the sole purpose of acting upon such vetoed bill. The legislature may:

- Amend such bill to meet the Governor's objections, pass such bill in each house in one reading, present such bill to the Governor, and if he signs it, it shall become law.
- Approve such bill or items by two-thirds vote of all members to which each house is entitled, it shall become law.



A low-angle photograph of a lush green field of grass or crops reaching towards a bright blue sky filled with fluffy white clouds. The perspective makes the grass blades appear to be growing upwards, creating a sense of growth and aspiration.

Grassroots Advocacy

How to Design a Grassroots Campaign

Developing a Policy Agenda

R



Recognize It

See that a
problem exists

A



Analyze It

Begin to
understand
the problem,
how to fix it
and make it an
issue

L



Legitimize It

Get others to
understand it,
educate and
build
momentum to
fix it

P



Prioritize It

Get it on the
agenda of
decision
makers

H



Humanize It

How we “sell”
our solution to
decision
makers

Checklist for Choosing an Issue

Priority	Criteria
	1. Be widely felt?
	2. Have broad based support (how many people)?
	3. Be supported by data?
	4. Be easily understood?
	5. Result in real improvement in people's lives?
	6. Be achievable?
	7. Help build alliances with other groups?
	8. Build grassroots leadership and rally volunteer support?
	9. Have a clear timeframe?
	10. Be consistent with the network's values and mission?

Issue: Statewide prohibition on smoking in motor vehicles with minors

Priority	Criteria
Medium	1. Be widely felt?
High	2. Have broad based support (how many people)?
High	3. Be supported by data?
High	4. Be easily understood?
Medium	5. Result in real improvement in people's lives?
High	6. Be achievable?
High	7. Help build alliances with other groups?
High	8. Build grassroots leadership and rally volunteer support?
Low	9. Have a clear timeframe?
High	10. Be consistent with the network's values and mission?

How Do We Define Advocacy?

- Advocacy is defined as the promotion of a cause or the influencing of policy, funding streams or other politically determined activity.
 - *Advocates for Youth*

How Do You Define Advocacy?

- Advocacy is the act or process of supporting a cause or issue. An advocacy campaign is a set of targeted actions in support of a cause or issue. We advocate a cause or issue because we want to:
 - build support for the cause or issue;
 - influence others to support it; or
 - try to influence or change legislation affecting us
- *International Planned Parenthood Federation*

Issue

- The problem that requires a policy action

Issue: Second-hand smoke



Goal or Objective

- Goal: A statement of the general result you want to achieve.
- Objective: Incremental steps toward achieving your goal. Use S.M.A.R.T. objectives.

S.M.A.R.T. Objectives

- S – Specific
- M – Measurable
- A – Achievable
- R – Realistic
- T – Time-bound

GOAL & OBJECTIVE EXAMPLES:

- Issue: Secondhand Smoke
- Goal: Protect children from secondhand smoke
- Objective: By June, 30, 2013 pass an ordinance prohibiting smoking in cars when a minor is present.

Target Audience

- The policy makers you are trying to influence to support your issue, e.g., elected officials, administrative leaders, legislative staff.



- Primary & Secondary Audience Analysis

Building Support

- Building alliances with other groups, organizations, or individuals who are committed to support your issue.



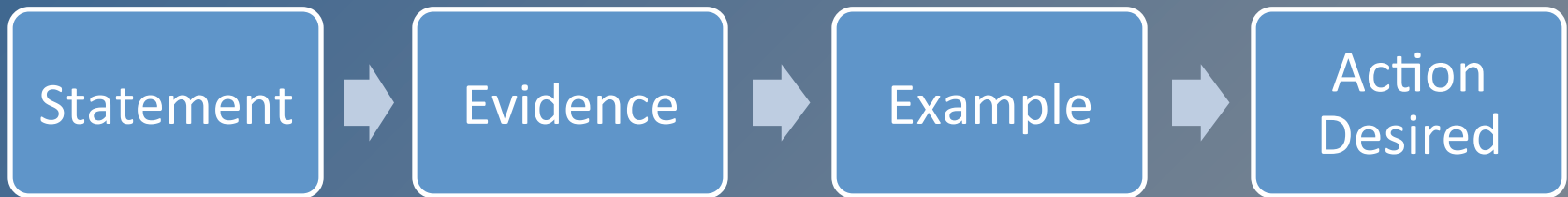
Message Development

- The means by which a message is delivered to various target audiences, e.g., media, press conferences, meetings, flyers and printed materials.
 - ✓ Simple
 - ✓ Concise
 - ✓ Appropriate language
 - ✓ Content consistent with format
 - ✓ Credible messenger (spokesperson)
 - ✓ Tone and language consistent with message (i.e. serious, humorous)

Channels of Communication

- Statements tailored to different audiences that define the issue, state solutions, and describe the actions that need to be taken.
- | | |
|------------------------------|--|
| ✓ Face-to-face meetings | ✓ Posters, flyers |
| ✓ Executive briefing packets | ✓ Petition |
| ✓ Public rallies | ✓ Press release |
| ✓ Fact sheets | ✓ Press conference |
| ✓ Policy forums | ✓ Newspaper opinion or editorial piece |

The One Minute Message



Leveraging Resources

- Identify and attract resources (money, equipment, volunteers, supplies, space) to implement your advocacy campaign.
 - Grants
 - Partners
 - Leveraging



Implementation

- Carry out a set of planned activities to achieve your advocacy objectives in your plan.



Advocacy Implementation Plan

Objective: By June 2013 pass an ordinance prohibiting smoking in vehicles when a minor is present in Maui County.

Activity	Resources	Responsible Person	Timeframe
Conduct a public opinion poll	Partner leveraging for costs of third party polling	Lead Agency/Third Party Polling Contractor	2 months
Develop a fact sheet for decision makers	Data, research, paper, printing capacity	Lead Agency	1 month
Meet with all decision makers	Strong advocates, collateral materials	Grassroots leader	3 months

Data Collection, Monitoring, and Evaluation

- Data Collection: Gathering, analyzing, and using appropriate quantitative and qualitative information to support each step of your campaign.
- Monitoring: A process of gathering information to measure progress toward your advocacy objectives.
- Evaluation: A process of gathering and analyzing information to determine if the advocacy objectives have been achieved.

Advocacy In Action: Developing Your Agenda

Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
<ol style="list-style-type: none"> 1. List the long-term objectives of your campaign. 2. State the intermediate goals for this issue campaign. What constitutes victory? <p><i>How will the campaign</i></p> <ul style="list-style-type: none"> • Win concrete improvement in people's lives? • Give people a sense of their own power? • Alter the relations of power? <ol style="list-style-type: none"> 3. What short-term or partial victories can you win as steps toward your long-term goal? 	<ol style="list-style-type: none"> 1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc. <p>What is the budget, including in-kind contributions, for this campaign?</p> <ol style="list-style-type: none"> 2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each: <ul style="list-style-type: none"> • Expand leadership group • Increase experience of existing leadership • Build membership base • Expand into new constituencies • Raise more money 3. List internal problems that have to be considered if the campaign is to succeed. 	<ol style="list-style-type: none"> 1. Who cares about this issue enough to join in or help the organization? <ul style="list-style-type: none"> • Whose problem is it? • What do they gain if they win? • What risks are they taking? • What power do they have over the target? • Into what groups are they organized? 2. Who are your opponents? <ul style="list-style-type: none"> • What will your victory cost them? • What will they do/spend to oppose you? • How strong are they? • How are they organized? 	<ol style="list-style-type: none"> 1. Primary Targets <p>A target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> • Who has the power to give you what you want? • What power do you have over them? 2. Secondary Targets <ul style="list-style-type: none"> • Who has power over the people with the power to give you what you want? • What power do you have over them? 	<p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be</p> <ul style="list-style-type: none"> • In context. • Flexible and creative. • Directed at a specific target. • Make sense to the membership. • Be backed up by a specific form of power. <p>Tactics include</p> <ul style="list-style-type: none"> • Media events • Actions for information and demands • Public hearings • Strikes • Voter registration and voter education • Lawsuits • Accountability sessions • Elections • Negotiations