
Neighbors Changing Flint: One Step At A Time

— Wednesday, May 2 —

Welcome

- Sign In
- Share Your Thoughts - Pre-Evaluations
- Grab Dinner
- Get Ready to Learn

Thank You To Our Partners



**Safe & Active
Genesee for Everyone**

 **UnitedHealthcare**



What Is Advocacy?

Taylor Williams, Greater Flint Health Coalition

The active promotion of a cause or principle, or a policy, system or environment change.

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- Involves specific actions that lead to a selected goal.
 - It is one of many possible strategies, or ways to approach a problem
 - It can be used as part of a larger community initiative
 - It does not always involve confrontation or conflict

How To Change the World



Types or Forms of Advocacy

There are many different methods to advocacy.

- Public Comment
- Face to Face Discussions
- Letter/Postcard Writing
- Going Door to Door
- March/Parades
- Social Media
- Emails
- Art, Music, Poetry
- Protests
- Events & Parties

This list does not include everything. Get creative!

Advocacy.

Who Can Be An Advocate? Anyone!



DTM Students Participated in Walk to School Day in October 2017.

Success Story: Carma Lewis, FNU President



Advocating for Long Term Change

Cade Surface, Crim Fitness Foundation

When approaching community transformation, it's important to understand the difference between a program and a long term change.

- Policy - Changing a legal binding document.
- Systems - Changing the way things are done.
- Environment - Changing the built environment.

While programs are sometimes integral to getting the word out about advocacy efforts, they are often confused with PSEs - policy in particular.

Example: The Crim 10 Mile Race

Goal: To host a safe and fun running and walking event with as many participants as possible.

Policy

- Close 10 miles of public streets to automobile traffic for 24 hours.

Environment

- Clean up the course route
- Paint a blue line along route
- Make repairs to the running surface

Systems

- Systems to train community members to run 10 miles
- Systems to attract and house international athletes
- System to distribute pizza and water to runners

Systems (typically) exist at more local levels

Household/Neighborhood systems

Supportive: Neighbors agree to keep their porch lights on in order to keep the sidewalks lit for walkers

Non-Supportive: Neighbors agree to call the police whenever they don't recognize someone walking down the street.

School District

Supportive: Students who walk to school may enter the building through the front door facing the street.

Non Supportive: All students must enter the building through the door facing the parking lot behind the school.

Policies (typically) exist at higher levels/government

School District Policies

Supportive: All schools must be sighted in residential neighborhoods, in close proximity to student populations, and accessible by sidewalks and public transit

Non-Supportive: Schools may be sighted wherever land is affordable, regardless of proximity to students or the public transit system.

City/State Policies

Supportive: All streets in residential, commercial, or institutional neighborhoods must include sidewalks, bike lanes, street lights, and transit stops

Non Supportive: Street projects may forgo building sidewalks, bike lanes, street lighting, and transit stops in order to accommodate more cars at higher speeds.

Policy Vs. Program

Creating long term community change requires a combination of policy change and programming - but what's the difference?!



Policy

- Regulation and legislation
- Long term
- Inform social norms
- Requires little to no resources
- Has great reach
- Institutionalized
- Requires knowledge of issue

VS

Program

- Event or activity
- Short term
- Pilot ideas for policy change
- Requires resources
- Has small reach
- Vulnerable to funding changes
- Vulnerable to leadership changes
- Educates community on issues

Activity: Is This a Policy or a Program?

How They Work Together

Cade Surface, Crim Fitness Foundation

While they are different, they often work together.

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- A bike club is a program, but you can use the passion of the students in the bike club to advocate for change. You can have bike club draw pictures, write letters or visit City Council.
 - You can use a walking group program to advocate for improved sidewalks.
 - You can use a parent program to reach parents who may want to advocate for their children's health.

Reflection & Evaluations

Think about your own programs and projects, the problem you are trying to solve and how you might be able to dig a little deeper to create long term change.

Please fill out and leave the evaluations on your tables to help us better tailor this training to the needs of the folks in the room.

Neighbors Changing Flint

— Wednesday, May 9 —

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Designing an Advocacy Campaign

Sarah - Corridor Alliance Chapter of the FRWC

What Is An Advocacy Campaign?

- Structured plan to educate and raise awareness about that which you are advocating for.
- The same way you promote an event or plan a big party, you create a plan for advocacy.

Example - #MyChoiceIsFlint

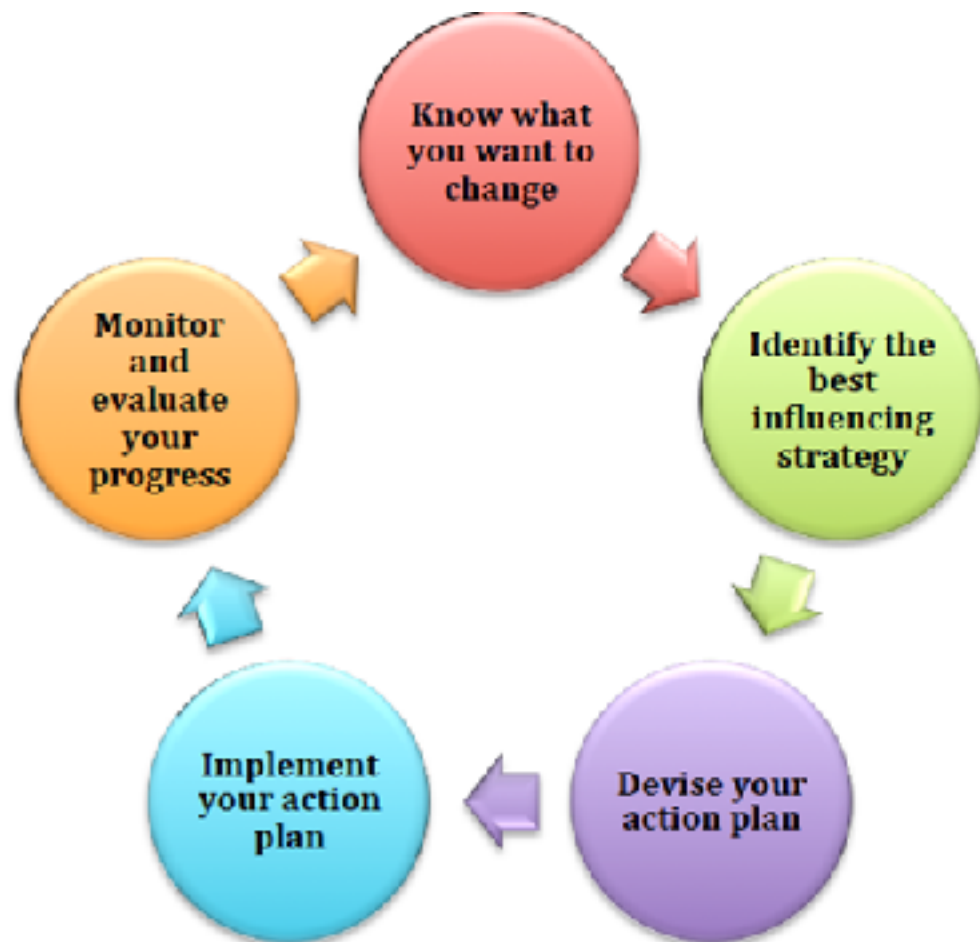


Designing an Advocacy Campaign

Sarah - Corridor Alliance Chapter of the FRWC

The Elements of a Campaign

- Identify the Issue
- Learn lots about that issue
- Know your audience
- Strategies for reaching people
 - Different forms of advocacy we discussed on day one.
 - Events and programs.
- Have an action plan to track success and progress against
- Follow up



Designing an Advocacy Campaign

Sarah - Corridor Alliance Chapter of the FRWC

Framing the Conversation

- One of the most important piece is understanding HOW to talk about the issue with different audiences.
- Connect the issue to something meaningful to that person. Do your research.
- For example, you want to get the sidewalks fixed because you're part of a running group and want to feel safe. What if you're talking to someone who doesn't run? Are they are parent? Do they walk to work? How can you relate this issue to something in their lives.

Activity: Brainstorming Session

The Importance of Data & Evaluation

Renell Weathers, Michigan League for Public Policy

What is Data Used For

- Tracking trends and changes
- Improving decision making
- Telling the story

The Importance of Data & Evaluation

Renell Weathers, Michigan League for Public Policy

Data Helps To

- Describe a problem or issue
- Answer a question
- Determine your goal
- Monitor and evaluate change

The Importance of Data & Evaluation

Renell Weathers, Michigan League for Public Policy

How to Use Data

- Let's use the sidewalk example
 - How many streets have unsafe sidewalks or no sidewalks?
 - Why is this important to your neighborhood?
 - What ways are people impacted?
- Evaluating the campaign
 - # of sidewalks paved
 - # increased activity

Continue Learning

Walk the Talk With Data and Advocacy

Wednesday, June 6, 2018

&

Tuesday, June 12, 2018

Time: 5:30p - 7:30p

Flint Development Center
4121 Martin Luther King Ave, Flint, MI 48505

Dinner Served. RSVP are required

Get Involved!

LaShaya Darisaw, Michigan United



Getting Started

- Getting involved is critical and easier than you think.
- Vote. Vote. Vote.
- Contact your elected official. Get to know them.
- Advocate.
- Run for a position.

Voting and Down ballot voting

<https://vimeo.com/180771523>

Voting on off years

Understanding the balance

Find out Where You Vote and when Here:

www.Michigan.gov/Vote



Contact Your Elected Official

Who Represents you?

Remember They represent you!! You pay their salary.

Coffee Hours

Find your State Senator Here:

<http://www.senate.michigan.gov>

Find your State Representative Here:

<https://www.house.mi.gov/>



Advocate for issues:

- What matters to you?
- Find a grassroots group/Non Profit/ Neighborhood association
- Meet with Elected officials and use your voice to advocate
- Your Story Really does Matter
- May 22, 2018 Michigan United's Lobby Day
- [Http://bit.ly/peopleslobby](http://bit.ly/peopleslobby)

Run for office!!!

- ANYONE can run for office!!
- It is not as hard as you may think
- Know the dates/Campaign Finance
- If you can talk to people you can run
- We offer Training, see me after this



Success Story: Chris Zuwala, Potter Longway



Evaluations!

Tell us what you loved and where we can improve.