



Communication Training: Educating Policymakers

Community Action to Fight
Asthma Virtual Summit

June 15th, 2022



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Getting Started

When you think about communicating for policy change...

- What excites you?
- What worries you?

Effective Advocacy Communication

- Personal stories
- Sound bites
- Social math

Effective Advocacy Communication

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- Sound bites
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- Speaking with policymakers

Effective Advocacy Communication

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- Speaking with policymakers
- Education materials
- Letter to the editor
- Op-ed
- Pitching a story
- Press conference
- Paid media
(advertisements)

Personal Stories

Personal Stories

As parents, we always want to feel confident in our ability to care for our children, Silvia's assistance has helped me feel empowered and confident in my ability to control my son's asthma. I believe no parent, regardless of what language they speak, should ever feel like they are unable to properly care for their children, and for this reason I fully support AB 391.

Mariasmin Mejia Testimony, Assembly Health Committee, April 18, 2017

Sound Bites

- What makes them effective? A few reasons:
 - Memorable
 - Funny
 - Evokes values
 - Expands the debate
 - Connects to something we know

Sound Bites

Cancer is fought in the halls of government, not just in the halls of the hospital.

Stephanie Winn, of the American Cancer Society.
Appeared August 16, 2018 in [CBS, Sacramento](#).

Sound Bites

It's a recipe for a sick society, literally. Without preventative care, sick kids become sick adults.

Hospital social worker Rebecca Ribiero, speaking about threats to CHIP and the real-life consequences of not having medical coverage for children.
Appeared Jan. 11, 2018 in [The New York Times](#).

Sound Bites

Breathing clean air should not be a privilege for the few, but a right for all.

California Attorney General Xavier Becerra.
Appeared Jan. 11, 2018 in [Courthouse News](#).

Sound Bites

Using masks, vaccines, and social distancing is like wearing a seatbelt, having airbags, and driving the speed limit. All of those help keep you, and those around you, safer when you are driving.

Berkeley Media Studies Group

Sound Bites

Having a smoking section in a restaurant is like having a peeing section in a swimming pool.

Comedian George Carlin
and countless tobacco control advocates

Social Math

Social Math

Impact of a 7 percent income-tax cut							
	Lowest 20%	Second 20%	Middle 20%	Fourth 20%	Next 15%	Next 4%	Top 1%
Income range	Less than \$19,000	\$19,000 - \$34,000	\$34,000 - \$54,000	\$54,000 - \$82,000	\$82,000 - \$151,000	\$151,000 - \$360,000	\$360,000 or more
Average income	\$11,000	\$26,000	\$44,000	\$66,000	\$106,000	\$217,000	\$1,006,000
Tax change as percent of income	0.0%	-0.1%	-0.1%	-0.1%	-0.2%	-0.2%	-0.3%
Average change	-\$2	-\$18	-\$48	-\$84	-\$183	-\$427	-\$2,515
Share of tax change	0%	4%	10%	17%	27%	17%	25%

Source: Institute on Taxation and Economic Policy, February 2014. Covers total 2013 income and includes Ohio residents only.

Social Math

-- Policy Matters Ohio

**Who gets the biggest slice
of Ohio's proposed tax cut?**



If you're poor? \$2*

Enough for one slice a year.

In the middle? \$48*

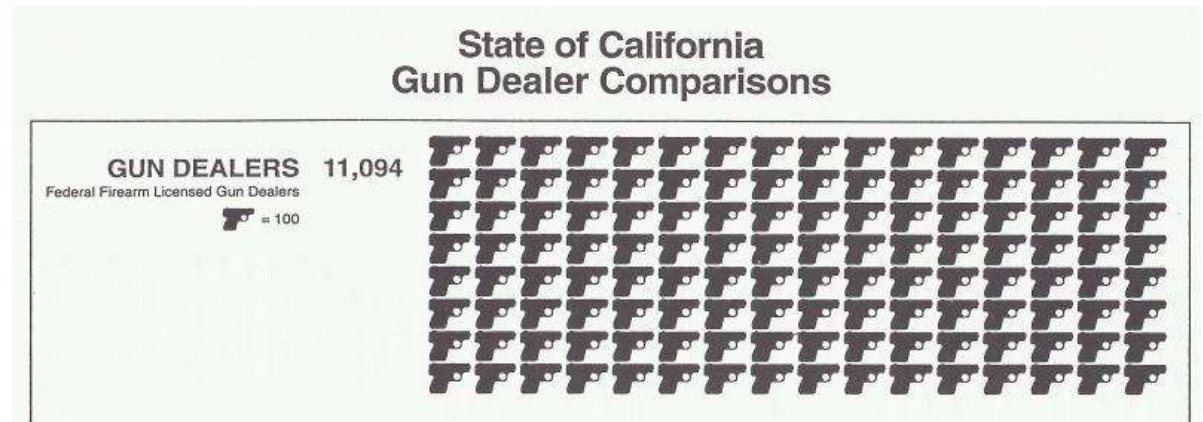
You can buy a cheap pizza maker.

At the top? \$2,515*

Round trip for 2 to Florence, with enough
left over for plenty of real Italian pizza.

*Average tax cut

Social Math



Social Math

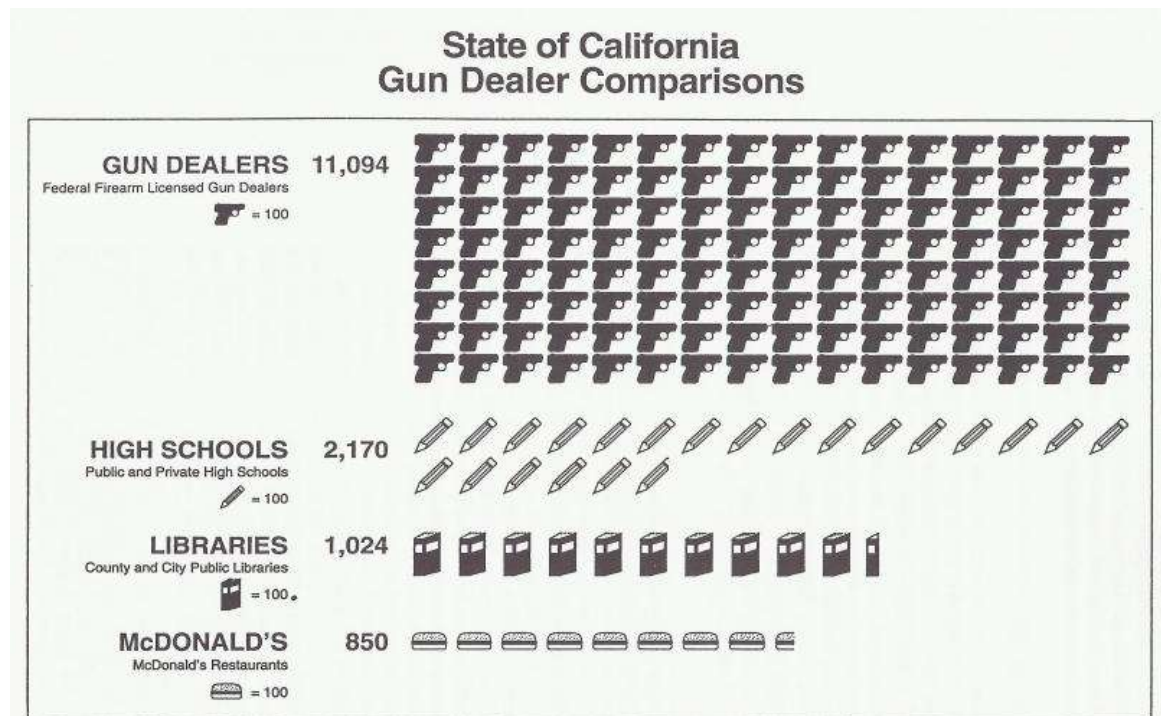


Figure 4.1. A Chart Created by Prevent Handgun Violence Against Kids
 SOURCE: Prevent Handgun Violence Against Kids is a public education campaign funded by a grant to Martin & Glantz LLC from The California Wellness Foundation. All statistics are for the State of California. Data on gun dealers: Bureau of Alcohol, Tobacco and Firearms, Jan. 22, 1996; data on high schools: Department of Education, Educational Demographics Unit, 1994; data on libraries: California State Library, Library Services Bureau, 1994; data on McDonald's: McDonald's Corporate Headquarters, 1996.

Questions?

Thank you!

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