Communication Training: Educating Policymakers

Community Action to Fight Asthma Virtual Summit

June 15th, 2022
Communication Training: Educating Policymakers

Community Action to Fight Asthma Virtual Summit

June 15th, 2022
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

• Personal stories
• Sound bites
• Social math

• Speaking with policymakers
Effective Advocacy Communication

- Personal stories
- Sound bites
- Social math

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

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

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

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

State of California
Gun Dealer Comparisons

GUN DEALERS 11,094
Federal Firearm Licensed Gun Dealers

= 100
### Social Math

#### State of California
Gun Dealer Comparisons

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>GUN DEALERS</td>
<td>11,094</td>
</tr>
<tr>
<td>High Schools</td>
<td>2,170</td>
</tr>
<tr>
<td>Libraries</td>
<td>1,024</td>
</tr>
<tr>
<td>McDonald's Restaurants</td>
<td>850</td>
</tr>
</tbody>
</table>

**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. 27, 1996; data on high schools: Department of Education, Educational Demographics Unit, 1996; 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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