POLICY AND ADVOCACY 101

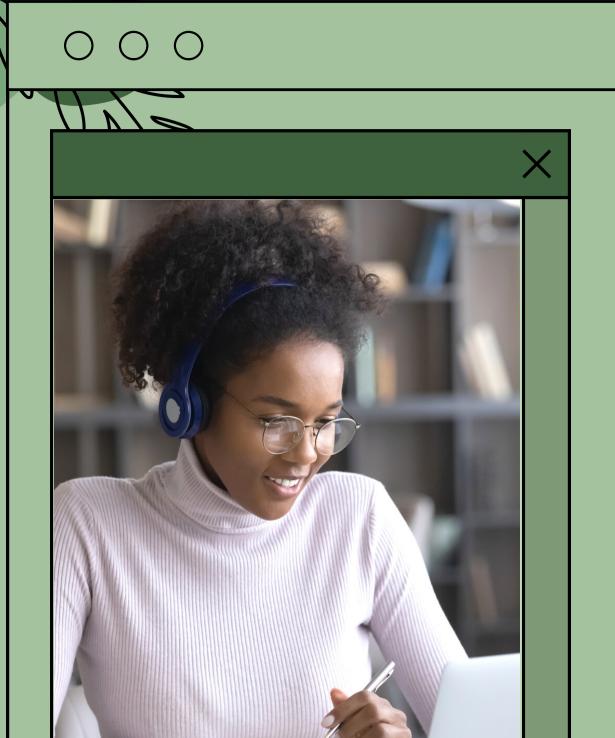**yli** YOUTH LEADERSHIP INSTITUTE
Use Your Voice

We want to acknowledge that we are on the traditional territory of many Indigenous Nations.

Native Land brings about discussions of colonization, land rights, language, and Indigenous history tied to our personal histories.

Looking at the land from an Indigenous perspective means acknowledging that the land is a living being - this understanding both gives us insight into and increases our awareness of how we treat and interact with the land.

via Native-Land.ca

Our Offices:

Marin - Me-Wuk (Coast Miwok) Land

San Francisco & San Mateo - Muwekma, Ohlone, & Ramaytush Land

Merced, Madera, & Fresno - Yokuts Land

Long Beach - Tongva (Gabrieleno) Land

Eastern Coachella Valley - Cahuilla Land

CHECK-IN

1. Share your name and pronouns
2. The organization you are representing
3. What is one word you think about when you hear the word "policy"?

YOUTH LEADERSHIP INSTITUTE

Young people – particularly youth of color and their allies – are deeply motivated to address inequities in their communities.

At Youth Leadership Institute, young people realize their power by learning to use their voices to create meaningful change.

Learn more at yli.org.

Montzerrat Garcia Bedolla
Trainer & Consultant

Andrea Gil
HOPE Program Coordinator

Nancy Aguilar
YLI Youth Leader

TRAINING OBJECTIVES

1. Understand the definition and purpose of policy advocacy
2. Determine how policy advocacy can create change across communities
3. Develop an understanding of how to utilize public comment as a tool in your community
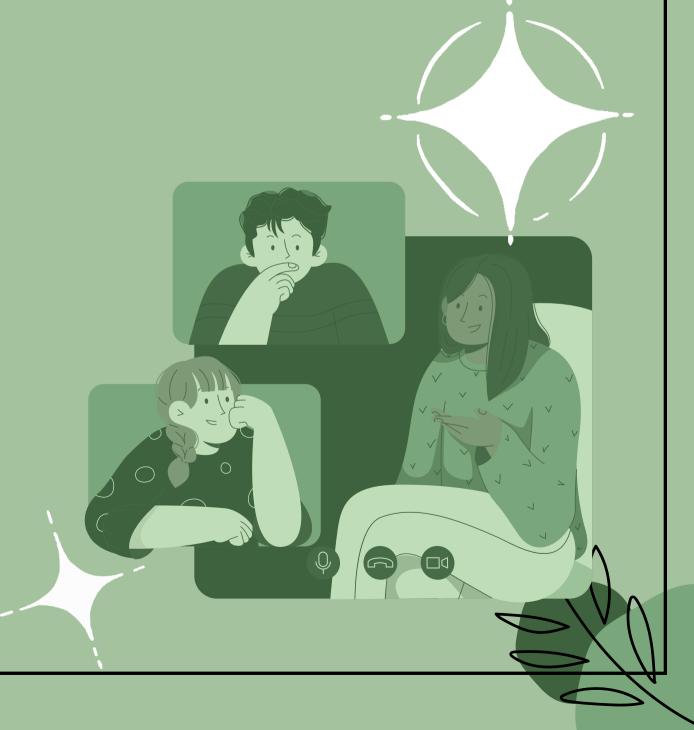4. Understand how policies are changed or adopted
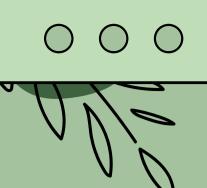
AGENDA

- Welcome, Comm Agreements & Intros

- Define Policy and Advocacy

- Advocacy Process and Storytelling

- Public Comment Tool

- Spotlight Campaign

- Closing and Evaluation
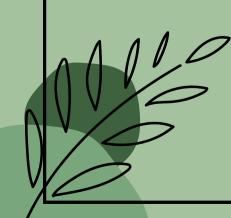
COMMUNITY AGREEMENTS

- Take care of yourself and your family

- Mute when you are not talking

- Embrace the awkwardness

- Be present to listen and learn

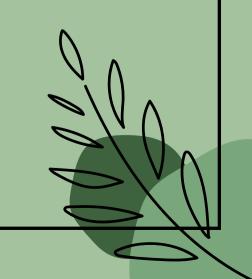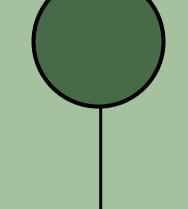- Take space, make space

- Have fun!

WHY IS POLICY IMPORTANT?

WHAT IS POLICY?

Policies can be defined as standards or rules for behavior or practice that are formalized to some degree, and are embodied in rules, regulations, or operating procedures.

FAMILY POLICIES

Policies enacted in individual's homes

Family members establish family policies rules, expectations, and ways of doing things. Consequences may be present for breaking rules or not meeting expectations

INSTITUTIONAL POLICIES

Policies enacted by various institutions such as colleges, community groups, schools, etc.

Examples include:

- A corporation's internal rules relating to alcohol use during business hours,
- A university's internal rules about alcohol use on campus.

Along with the policies, institutions can develop internal penalties for institutional members who fail to follow stated policies. These penalties may go as far as not allowing someone continued access or membership in the institution.

PUBLIC POLICIES

Policies enacted by federal, state, or local governments.

Ordinances, public policies, and other regulations are usually accompanied by specified penalties that can be applied when violated. The 21-year-old minimum drinking age is an example of a public policy.

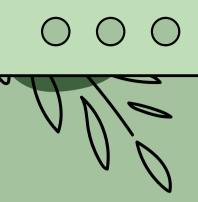Today we are going to focus on Public Policies!

WHY PUBLIC POLICIES?

Local or statewide policies can be more restrictive than state policies, they can have more impact, and can be easier to pass to reflect community needs/concerns.
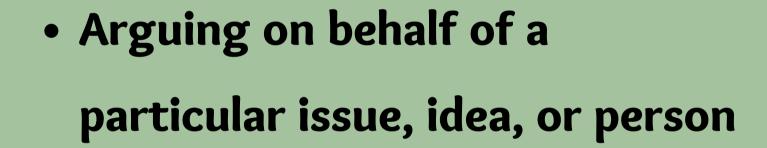
POLICY ADVOCACY:

- Influencing decision-makers to create or support policies that positively affect the community

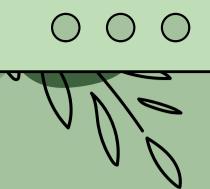- It gives an opportunity for the community to exercise power

ADVOCACY

- Arguing on behalf of a particular issue, idea, or person

- Standing up for something you believe in

ADVOCATE

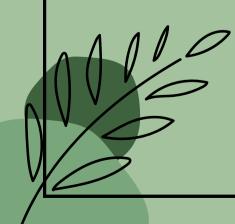- Stands up for people

- Speaks out & gets their voice heard

- Meets with people in power & asks for specific things

POLICY SCRAMBLE

- GET INTO GROUPS
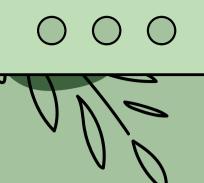- FIRST GROUP TO UNSCRAMBLE THE STEPS TO POLICY ADVOCACY WINS

STEPS TO POLICY ADVOCACY

- **Define the problem**

- **Set goals and objectives**

- **Identify Decision Maker(s) and Influencer(s)**

- **Do research that supports your policy solution(s) to the problem**

- **Build relationships and with usual and unlikely allies**

- **Communicate your research's findings and recommendations**

- **Secure policy champion(s)**

- **Gather support throughout policy negotiations**
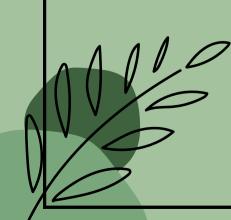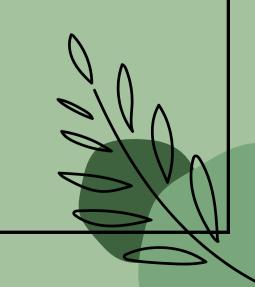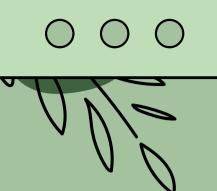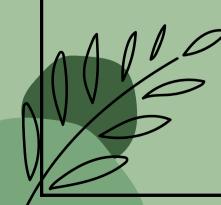
- **Evaluate and celebrate process**

WE NEED PEOPLE POWER TO PASS POLICY!
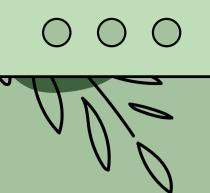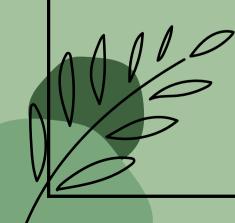
WHAT IS POWER?

WHAT IS POWER?

Power: The ability to change or control your circumstances or the conditions you're living in
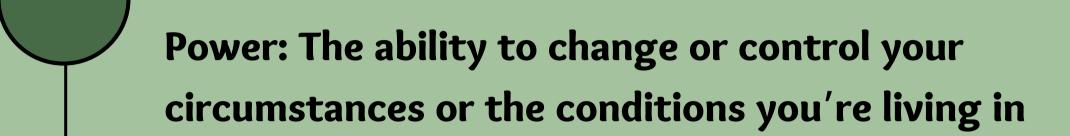
Institutional Power: The way society is set up. Power in the hands of a few people who make decisions that affect all people

People Power: The power we all have as everyday people to collectively make change
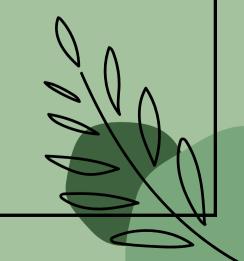
THE ADVOCACY PROCESS

With advocacy efforts, everyone has a role...
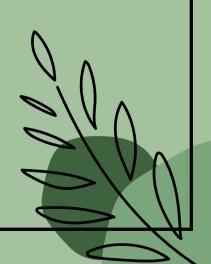
- Educate
- Agitate
- Organize and Mobilize

EDUCATE

1. Your organization to make sure they are all on the same page and can also support and show up when they need to.
2. Have 1-1 with decision makers to gauge their interest and support (priorities come out of the power maps)
3. Have meetings with allies (organizations, community members to get them on the loop). If you have already involved them in the assessment phase, it would be an easy buy-in.
4. What are ways you can educate the community?
   a. Public awareness campaign
   b. Media messaging, podcasts, radio
   c. Community meetings and listening sessions

AGITATE

1. Share the need and necessity of the policy you are pushing.
   a. Why is it important?
   b. How do they benefit the community, youth, etc?
2. You want to agitate stakeholders so they are fired up and show up!

ORGANIZE & MOBILIZE

1. Have a direct ask
2. Ask people to show up to the meetings to give public comment
3. Should we cover how to give an effective public comment?
4. Have people send in letters of support & provide templates
5. Post on social media and tag elected officials

ISSUE FOCUS

- Youth are encountering negative experiences in social media (harmful messages including too much drug advertisements, bullying, and body image)

- There is a policy proposed that would have social media companies work together to craft a policy that protects youth who are on social media platforms.

STRATEGIES FOR CHANGE

- **Power Mapping**

- **Strategy Chart**

- **Public Comment**

Building Our Public Comment

1. Introducing yourself to your audience: CA Legislators
2. Data/ Statistics: Feel free to pull from a google search/ focus groups
3. Your Story: Highlight why you are personally impacted by unhealthy tech
4. Our ask: Pass this piece of legislation or what would make unhealthy tech better
5. Impact of your ask: THIS and THAT will happen if you Pass this piece of legislation

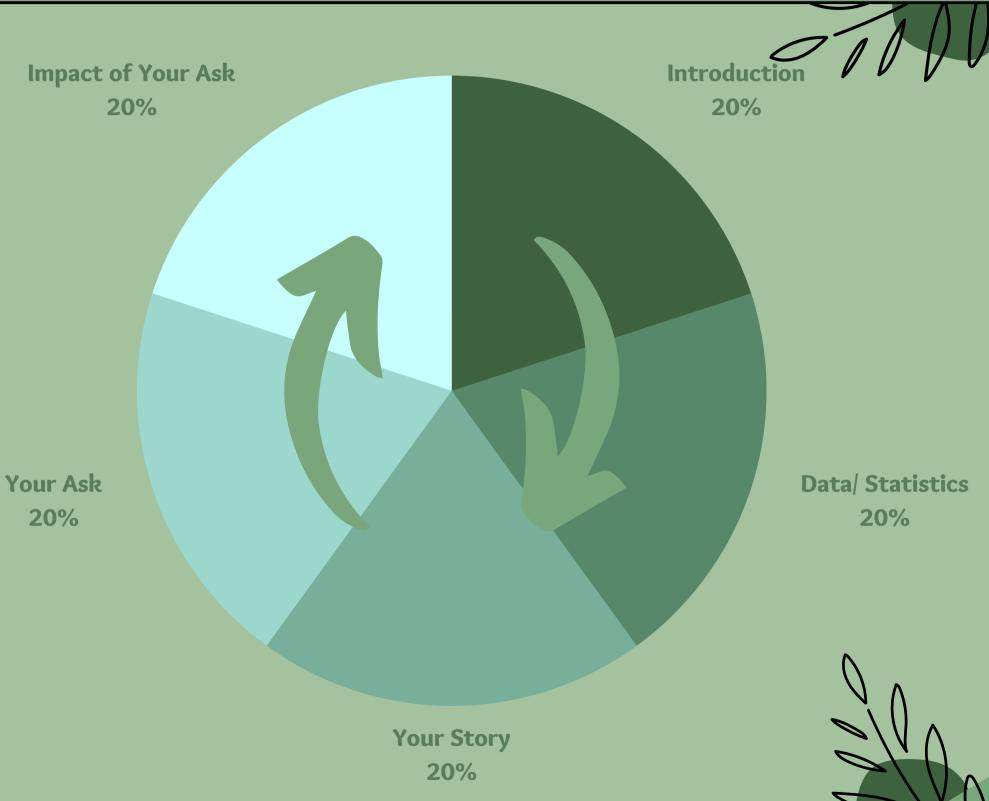# BUILDING A PUBLIC COMMENT

Impact of Your Ask
20%

Introduction
20%

Your Ask
20%

Data/ Statistics
20%

Your Story
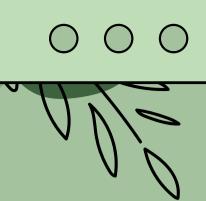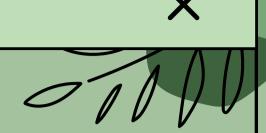20%

Example of Public Comment

Good evening CA Legislators. My name is Montze Garcia, and I work with Youth Leadership Institute. yli is an organization that invests in youth and wants to see safe spaces for them. As of 2022, 90% of youth spend more than 5 hrs on social media platforms. 80% of youth would like to see these platforms be regulated. I personally work with youth from all over CA and understand why social media is important to them. Today, I am asking for your support in passing this piece of legislation to protect our youth from harmful online content. This will have rippling effects and create healthy online communities that actually support youth development in the long run.
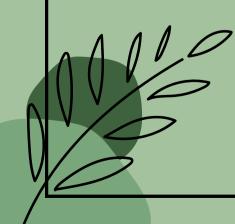
INDIVIDUAL EXERCISE DRAFTING A PUBLIC COMMENT WITH YOUR WORKSHEET
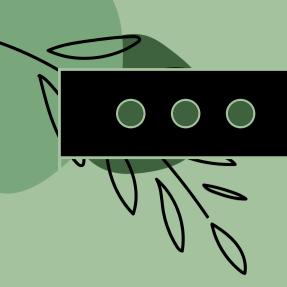
Any Volunteers to showcase their Public Comment?

As a group we will identify:

- **Identify Data used in PC**
- **Identify the ask**
- **Identify the impact of ask**

BUILDING OUR PUBLIC LETTER

INVITATION

- **Join our HOPE (Healthy Online Platforms for Everyone) Coalition!**
  - **If you're interested in learning more about social media being a safe place for all youth, we want you to be part of our work!**

Thank You

Keep in touch!

@ylinstitute

@ylinstitute

@youthleadershipinstitute