

ACT LOCALLY:
*Grassroots Advocacy Training
Pre-Conference Institute*

**Administrative Advocacy:
The States**



NATIONAL HEALTH CARE
for the HOMELESS COUNCIL
National Conference 2012

May 15, 2012

BJ Iacino

Director of Education & Advocacy

Making Laws a Reality



Federal, State and Local *agencies* are responsible to interpret and implement laws, once they are enacted.

What is Administrative Advocacy?



Our *efforts to understand and influence these processes* is called Administrative Advocacy.

This is especially *important for low-income and homeless populations.*

What Can We Accomplish?



Influence Policy, Rules and Regulations

Shape Programs, Budgets and Grants

Fix problems

Examples

*We strive for equitable,
effective approaches.*



- **TANF**
- **SNAP**
- **SSI/SSDI Interim Assistance**
- **Public Housing Authorities**
- **Schools: K-12**
- **Medicaid**
- **10 Year Plans**

How Do We Do It?



- **File Comments**
- **Monitor Program Operations**
- **Sit on Advisory Committees**
- **Join Coalitions**
- **Assist Clients**
- **Attend Public Meetings**
- **Convene Meetings**
- **File Law-Suits**
- **Focus Public Attention**
- **Teach Others**

Getting Started: How to Build Relationships



Who runs your State/City:

Department of Human Services

Health Department

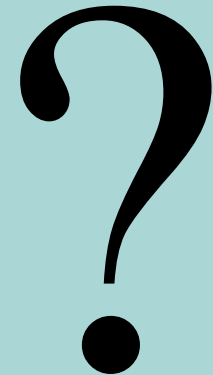
Health Policy Department

Housing Authorities

Department of Education

Homeless Programs

Policy Offices



Exercise 1:

Case Studies



Medicaid: AwDC in Colorado

“Marketing” to Eligible Applicants

- *What **Messaging** would be **Most Effective**?*
- *What **Communication Channels** would you use?*

Exercise 2:

Case Studies



Medicaid: AwDC in Colorado

Shaping the Substance Treatment Benefit

▪ *What Elements would you Add, Change or Eliminate?*

Exercise 3:

Case Studies



State Homeless Plans

Commenting on Colorado's State Homeless Plan

- *What are your Impressions of its Value?*
- *What Elements would you Add, Change or Eliminate?*

Exercise 4:

Case Studies



Homeless Bill of Rights

Commenting on Rhode Island's Proposed Homeless Bill of Rights

- *What are your **Impressions** of its Value?*
- *What **Elements** would you **Add, Change** or **Eliminate**?*

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Administrative Advocacy: Municipalities



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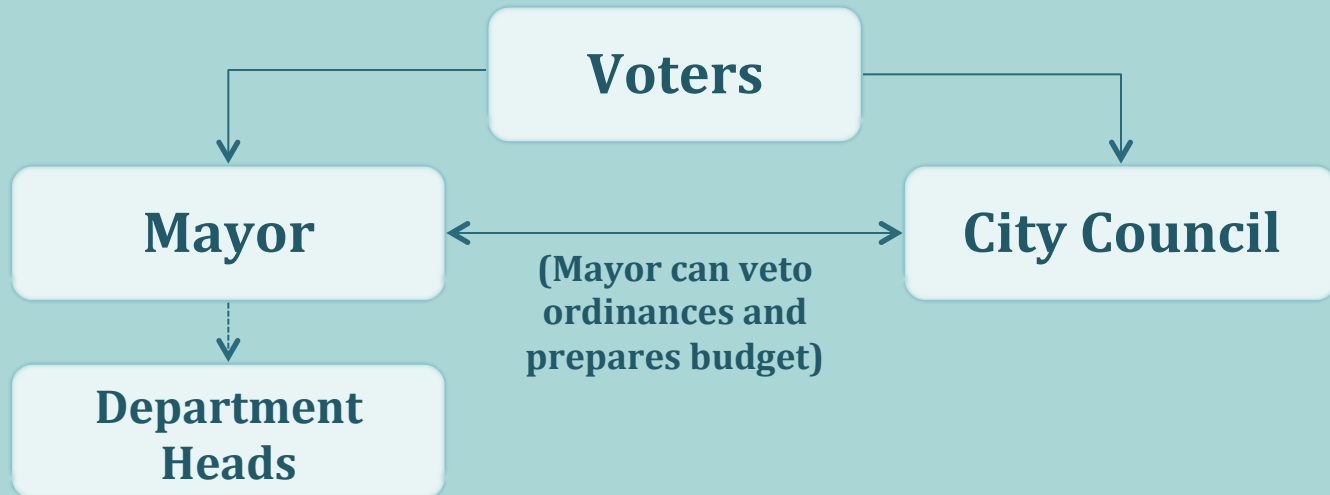
How are Cities Governed?



Mayor - Council

34% of all cities (Mid-Atlantic & Midwest)

Older/larger cities or very small cities



How are Cities Governed?



Council - Manager

3,625 cities

Most Popular

Voters

City Council

City Manager

Department
Heads

Municipal Advocacy Issues



- **Criminalization Measures**
- **Zoning Re: Shelter and Housing**
- **Transit Issues**
- **Access to Benefits**
- **Access to Identification Documents**
- **Childcare**
- **Employment Programs**
- **Voter Registration**
- **10 Year Plans**

Criminalization Measures



Despite the fact that communities all over the country lack affordable housing and shelter space, cities are continuing to penalize people forced to live on our streets and in public spaces.

Criminalization Measures



These measures often prohibit activities like sleeping/camping, eating, feeding, sitting, and/or begging in public places and include criminal penalties for violations of these laws.

Criminalization Measures



Many of these measures appear to be designed to move homeless persons out of sight, or even out of a given city.

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**Influencing the Influencers:
Mock City Council Hearing**



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Debate:

Mock City Council Hearing

Step One: 15 minutes

Break into groups of 6+

- *Select 2+ Council Members*
- *Select 2+ Proponents*
- *Select 2+ Opponents*

**Review ordinance and white papers.
Establish arguments or questions.**



Debate:

Mock City Council Hearing

Step Two: 15 minutes

Council Members convene hearing

- *Testifiers are given 2 minutes to present remarks, alternating between proponents and opponents*
- *Council Members then have 5 minutes for questions*

Hearing concludes with a vote.



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**Using Social Media to
Influence News Reports**



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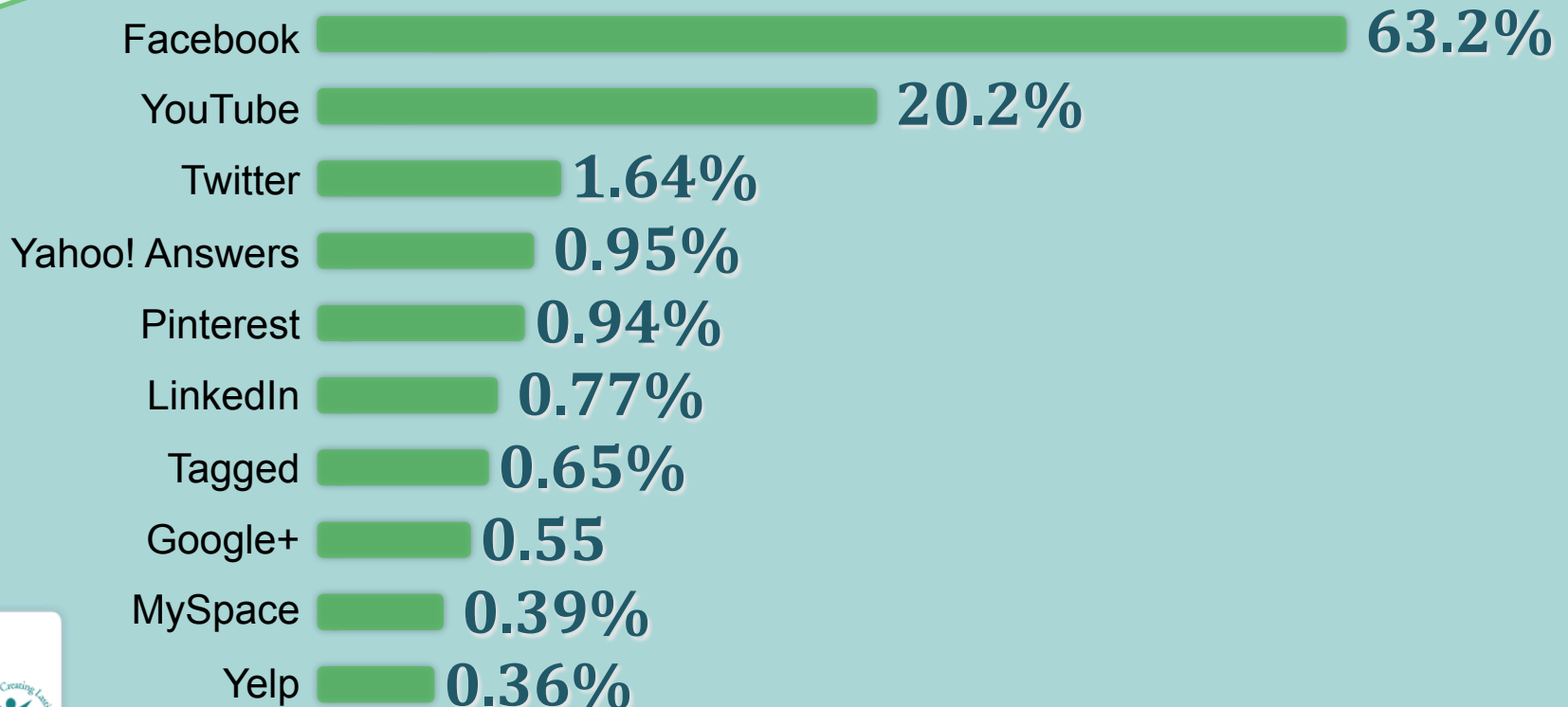
What is Social Media?



Electronic communication in which users create online communities to share information, ideas, personal messages, photos, videos and more...

Top 10 Social Networking Sites

by % of US Market Share of Visits
10 Million US Internet Users



Who Does What?

Social Networking Trends



- **80%** of American adults **use the internet**
- **66%** **participate** on social networking sites (SNS), spending more time on **Facebook** than any other website
- **47%** “**like**” **political material** posted by someone else
- **38%** **respond to political posts** with comments
- **20%** **avoid political posts** to avoid offending people
- **40%** of users access content from their **mobile** phone
- More users are **women (56%)** except for LinkedIn, with men at (63%)

Who Does What?

Social Networking Trends



By Age:

- MySpace (32)
- LinkedIn (40)
- Facebook (38)
- Twitter (33)
- Other SNS (35)

Users over age 55 are driving growth of SNS through mobile devices.

90% of Americans are within 3 feet of their cell phones 24 hours a day.

Social Media Tips



- Know your goal—*shape public opinion & action*
- Provide a variety of ways for people to be involved (personal, social, advocate)
- Establish emotional connections
- Use data
- Provide source materials in one location (your website)
- Stay current
- Mobilize through mobile devices
- Track your success

Results:

Camping Ban Case Study



Goal: Shape Public Opinion & Action

- 84 print/online articles by 24 unique outlets
- 14 TV broadcasts/videos by 7 unique outlets
- 4 radio broadcasts online by 4 unique outlets

Sample Headline Topics

Denver's Camping Ban
October 2011-May 2012

1. Band-aid Proposition: Mayor Hancock Pushes for Law Forbidding Sleeping Outside
2. Summer Approaches: We Must Protect the Tourists
3. A Positive First Step or Counterproductive Criminalization?
4. Unsavory Occupation: Effects on Health, Safety & Commerce
5. First City Council Committee Meeting: Bill Introduction
6. Round 1: The Community Speaks Out For & Against Camping Ban
7. Diversions from the Real Issue

Sample Headline Topics

Denver's Camping Ban
October 2011-May 2012

8. Other Cities
9. Community Organizations Take a Stand
10. Second City Council Committee Meeting: Denver Police Department's "Passive Enforcement"
11. Round 2: The Community Speaks Out For & Against Camping
12. Mayor's Commission on Homelessness says, "Slow Down"
13. United Nations Condemns Criminalizing Homelessness
14. Third City Council Committee Meeting: Move to Full Council

Sample Headline Topics

Denver's Camping Ban
October 2011-May 2012

15. Backtracking: CYA
16. Full City Council Meeting: Public Speaks, Council Passes Bill 9 to 4
17. Round 3: The Community Speaks Out For & Against Camping Ban
18. Occupy "Sleep-in" on 16th Street Mall
19. Repercussions: What are the Consequences?
20. Round 4: The Community Speaks Out For & Against Camping Ban
21. Shedding a Light on Homeless Numbers

