

How to Make a Policy Happen

- 1. Identify a specific need. You must be able to answer the following questions.**
 - Why should this be done? (data drives the process)
 - Who will help you get this moving?
 - Have you done your homework?
 - Who will this policy affect?
 - Who are the potential adversaries?
 - What are the possible counter arguments they will have?
 - Decide how you will respond to their counter arguments. Evidence (data) is hard to fight!
- 2. Gather support.**
 - Educate the public on the issue through a variety of sources over a period of time.
 - Frame the issue in terms of why it is needed and what is at stake if we don't make change.
- 3. Approach a policy maker.**
 - City, county, state, national
 - Workplace, storeowner, school board, etc.
 - MEET IN PERSON ONE-ON-ONE
 - Provide them with data and rationale
 - Be clear, specific focused and concise
 - Make their job easy
- 4. Continue raising public awareness.**
 - Editorials
 - Advertisements
 - Guerrilla tactics involving a diversity of community publications
- 5. Stay in contact with the sponsoring policy maker.**
 - Ask what you can do to help
 - Be prepared to address questions and concerns
 - Provide data, new information, strategies, etc.
- 6. Attend meetings where the policy is introduced and discussed (if applicable).**
 - Be prepared to clearly identify:
 - Why there is a need
 - What will happen once the policy is in place
 - What will happen if it does not go into place
- 7. If the policy is enacted:**
 - Thank the supporters
 - Thank the policy maker publicly
 - Monitor the enforcement of the policy
- 8. If policy is not enacted:**
 - Thank the policy maker for their support
 - Review your process. Ask yourselves:
 - Why did it fail?
 - What can we do differently next time?

