

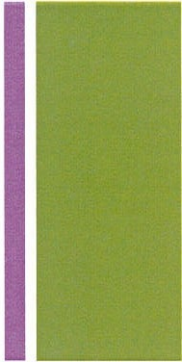
Steps for Success in Policy Reform



A Workshop for Advocates Mentoring Advocates
Karen Joy Miller and Laura Weinberg



Objectives



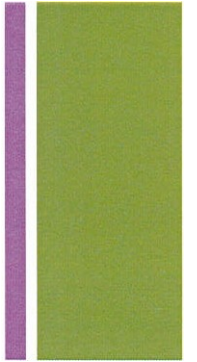
- **To understand how science-based research can translate into policy reform**
- **Establish yourself as a stakeholder for change**



Influencers with Authority:

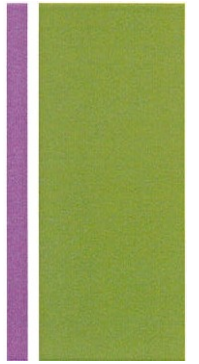
NEVER Let Them Stomp Out Healthy Options

- Landlords
- Community Boards
- Supervisors: Water and Park Districts
- School Boards
- Faith-Based Organizations
- NYS and NYC Elected Representatives
- U.S. Senators and Congressmen
- U.S. President



+ Walking the Walk:

WE must lead the charge



- Individuals and organizations who influence what products and options are available to us, are ultimately influenced by public pressure from: their constituents, their tenants, their taxpayers and their congregants.
- It is up to US to "walk the walk" and lead the way. We must encourage them to follow the guidelines of the Precautionary Principle.



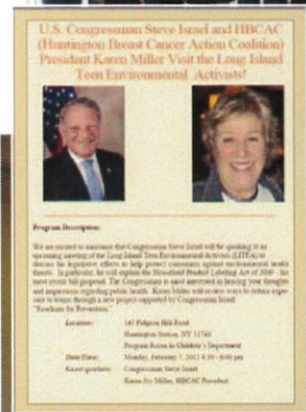
Margaret Mead:

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

Organize to Take Action

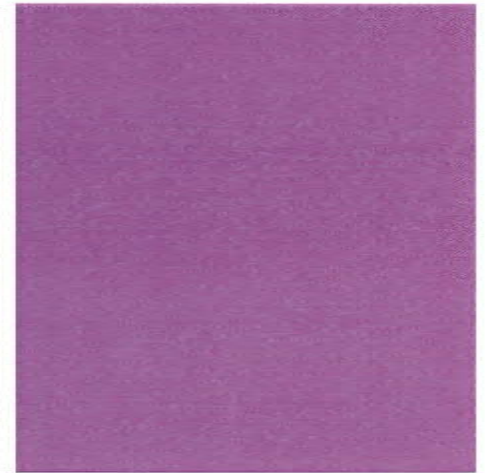
- It only takes 2: Start a committee today!
- Recruit: To grow, reach out to friends, relatives, neighbors, co-workers, community groups, etc.
- Engage others: Hold a meeting in your apartment, house of worship or community center
- Be a good listener: Each person has something in common with issues of health and each person has their own story to tell
- Strength comes in numbers & diversity
- Start early, develop long-term, trusted relationships
- Work together as a team

Stepping Stones: Build a Network



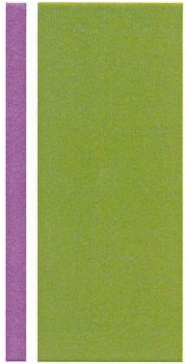


Getting Started: One Step at a Time



Working with
Legislators, Landlords,
School Districts and the
Local Community

+ Ready, Set, GO!

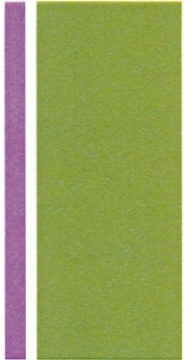


Tips to Get You Started

- Research your issue. The internet offers a WEALTH of information at your fingertips - start there. Get to know the facts from reputable sources and understand the history.
- Discuss among your friends and colleagues. Bring educational materials to various venues. Provide your contact information.
- Check if other local groups have worked on this issue and consider partnering. You don't have to "reinvent the wheel" and do it all yourself from scratch.
- Plan a meeting. Prepare "talking points" to be discussed and reviewed. Have a specific goal in mind.



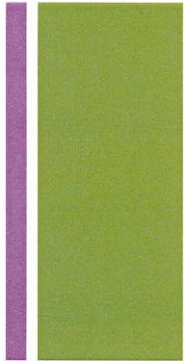
Meet Your Legislator: Be Prepared



- Know WHO represents your area and surrounding areas
- Visit their website to gain valuable knowledge:
 - Explore their interests and accomplishments
 - What committees do they serve on (ex: Health Committee, Environmental Committee, etc)
 - Have they already have presented a bill(s) that addresses your concerns???
- Prepare and review a list of talking points
- Prepare related educational materials to bring to your representative



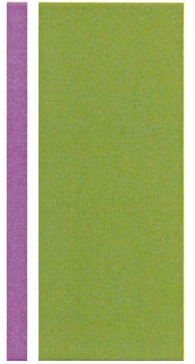
Meet Your Legislator: Step by Step



- Call for an appointment. Explain your issue and who you represent, and disclose who will be joining you. NOTE: Sometimes the legislator can't make the appointment and their aide will meet with you instead.
- Present educational materials to the legislator/representative; Bring a local expert if possible.
- Make your request clear and keep the meeting brief .
- End the meeting with a question, "What are the next steps?" "When is the best time to contact you regarding the items we have discussed?"
- A little sugar goes a long way! Let them know you appreciate the great work they are doing! As a group, publicly let the representative know when you are in agreement on the issues they represent
- Bring a "memo of support" on your organization's letterhead explaining why you are in support
- Keep the dialogue ongoing - Exchange progress reports

+ After the Meeting : Follow Up

- Send an email within 2 days. Highlight the discussion and thank them for giving you the time and opportunity.
- Call your legislator 1 week later after the meeting to follow up and check on progress.
- Update your community partners with meeting highlights and collectively discuss next steps to take. Now the work really starts!





Baby Steps

It's a long and winding road to get meaningful and effective legislation enacted. **Patience and perseverance** are key.



To encourage political action, we need to provide politicians with the "ammunition" they need to make a case for change and propose new legislation...

- Give them the WHAT, WHY and WHO of your cause:
 - WHAT is the issue/concern?
 - WHY does it matter?
(Health issues, short and long-term effects, etc)
 - WHO cares? How much public support is there?

+ Best Foot Forward: Making a Case for Your Cause

Expand Public Support & Keep Pressing Forward

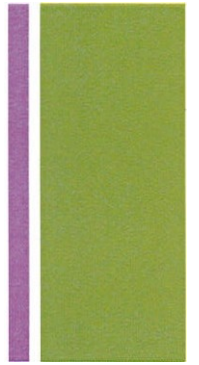
- Generate Interest/Support: Use Social Media to start a "buzz"
 - Facebook, Twitter, Instagram, etc. (i.e. post photo of problem/issue)
 - Start your own newsletter or blog
- Start a Call-In/Write-in Campaign: There is strength in numbers
- Speak out! Write "Letters to the Editor" or Editorials for local papers
- Be Available to Speak and /or provide written testimony
- Distribute Materials at local events, libraries, civic meetings, etc.
- Expand the "Foot Patrol" ! Gather support for your issue from a wide variety of diverse groups (aka not only breast cancer orgs etc):
Men's Groups, Parent/Child Organizations, Business Associations, Faith-Based Groups, Cultural/Ethnic Populations, Educators, Medical and other professionals, Economic Advisors, Senior Citizens, etc.

+ The Bill Passed: Congratulations!

- Another round of thanks to the legislator through emails and phone calls
- Make your community aware of the bill passage through emails, phone calls, social media and articles and press releases in local papers
- Give yourselves a hand for getting the job done and developing a trusted rapport with your legislator!



+ Start Where You Live: Working with Your Landlord



- Ask them to adopt an integrated Pest Management (IPM) program that uses less-toxic or non-toxic pest control
- Request they use "green" cleaning products for common areas
- Refer to preparation strategies used with Legislators
- Identify the issue. Discuss with other tenants/neighbors. Form a COMMITTEE!
- Gather data, research options/costs to present to your landlord on the change that you want made
- Set up a meeting. Ask an expert on the issue to join you if possible
- Prepare talking points so that everyone is on the same page
- If applicable, ask your elected official to get involved

+ It's Your School/Community/Park etc: Make It Safe for You and Your Family



Address issues pertaining to environmental links to breast cancer with School Boards, Tenants Associations, Water, Park & Recreation Districts, Community Associations and Houses of Worship

- Adopt an indoor/outdoor IPM that resorts to using chemical pesticides as a last resort
- Purchase and use of green cleaning products for common areas
- Eliminate/Reduce use of: Styrofoam, plastic water bottles, etc.
Speak out and do not allow buses and cars to idle extensively on school grounds
- Refer to all strategies used for your legislator - involve them in this process if necessary



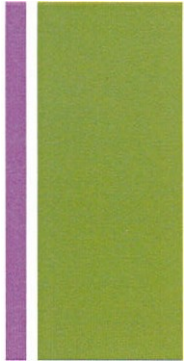
Protecting the Innocent and Unsuspecting Victims

Many entry-level or minimum wage employees and undocumented or illegal workers are unknowingly exposed to some of the greatest risks. It is our job to help raise their awareness of the potential hazards.

It could be you, your child
or your neighbor:

- Store cashiers who handle thermal receipts all day
- Landscapers and farm workers who are exposed to pesticides daily
- Pest control or field workers who aren't given proper protection when applying pesticides (gloves, masks, goggles, etc)
- Janitors, household workers and restaurant employees who are unaware of toxic environmental exposures

+ Our Accomplishments: No Small "Feet"



- New York State Green Purchasing Act
- 48 Hour Pesticide Notification/NYS Counties Weigh In
- 86 Chemicals to Avoid on NYS Purchasing List
- BPA Ban on children's products in Suffolk County & New York State
- BPA Ban on thermal cash receipts in Suffolk County
- 24 Hour Spray Notification for West Nile Virus In Nassau County
- Removed Cell Phone Tower in Nassau County
- Pesticide Bans on two golf courses in Suffolk County

+ Steps In the Right Direction:

But Why Are We Still Exposed to Harmful Chemicals?

- **Toxic Substances Control Act (TSCA) Needs to be Reformed!** Implemented in 1976, this outdated policy currently doesn't require manufacturers to provide necessary information that new and existing chemicals are safe and do not endanger public health. Provisions assuring transparency and public access to information need to be strengthened
- Little bans go a long way: the power of local municipalities and local bans
- Every victory *regardless of it's size or scope* leaves an imprint for others to follow. The power of local bans and local community action is a first step in the right direction. It will lead the way for others to follow and serve as a path for bigger victories to come.

