

CHILDREN'S MENTAL HEALTH CAMPAIGN



ADVOCACY 101

Parent Professional Advocacy League

May 19, 2023



MSPCC - BCH - HCFA - HLA - PPAL - MAMH

What is advocacy?

Do you see yourself as an advocate?

PLEASE RAISE YOUR HAND IF YOU HAVE
EVER, OR WOULD BE WILLING TO:

Go to a meeting a City Hall to ask for resources for your school?

Help when your neighbor gets a confusing letter from the school district, by making phone calls and dealing with the bureaucracy?

Make a presentation at a local community group about a topic you care about and know well?

Speak up at work about a change in policy or practice that will impact the families or surrounding community that you serve?

Testify before a state legislative committee as part of a panel on a subject you know well and care about?

None of the above?



No one is born knowing how to do this!

We all have to learn and practice.

Preparation pays off.

**You are all
champions for children!**

WHY ADVOCACY MATTERS



FUNDING

Investing in children's behavioral health is important. For example, well funded school based behavioral health supports academic and social success.



EQUITY

We can target our advocacy to address inequity and injustice, by addressing issues like the achievement gap.



COMMUNITY

"To go fast, go alone. To go far, go together." We can make the greatest impact for children by working together.

WHAT ADVOCACY CAN IMPACT

SYSTEMS



COMMUNITIES

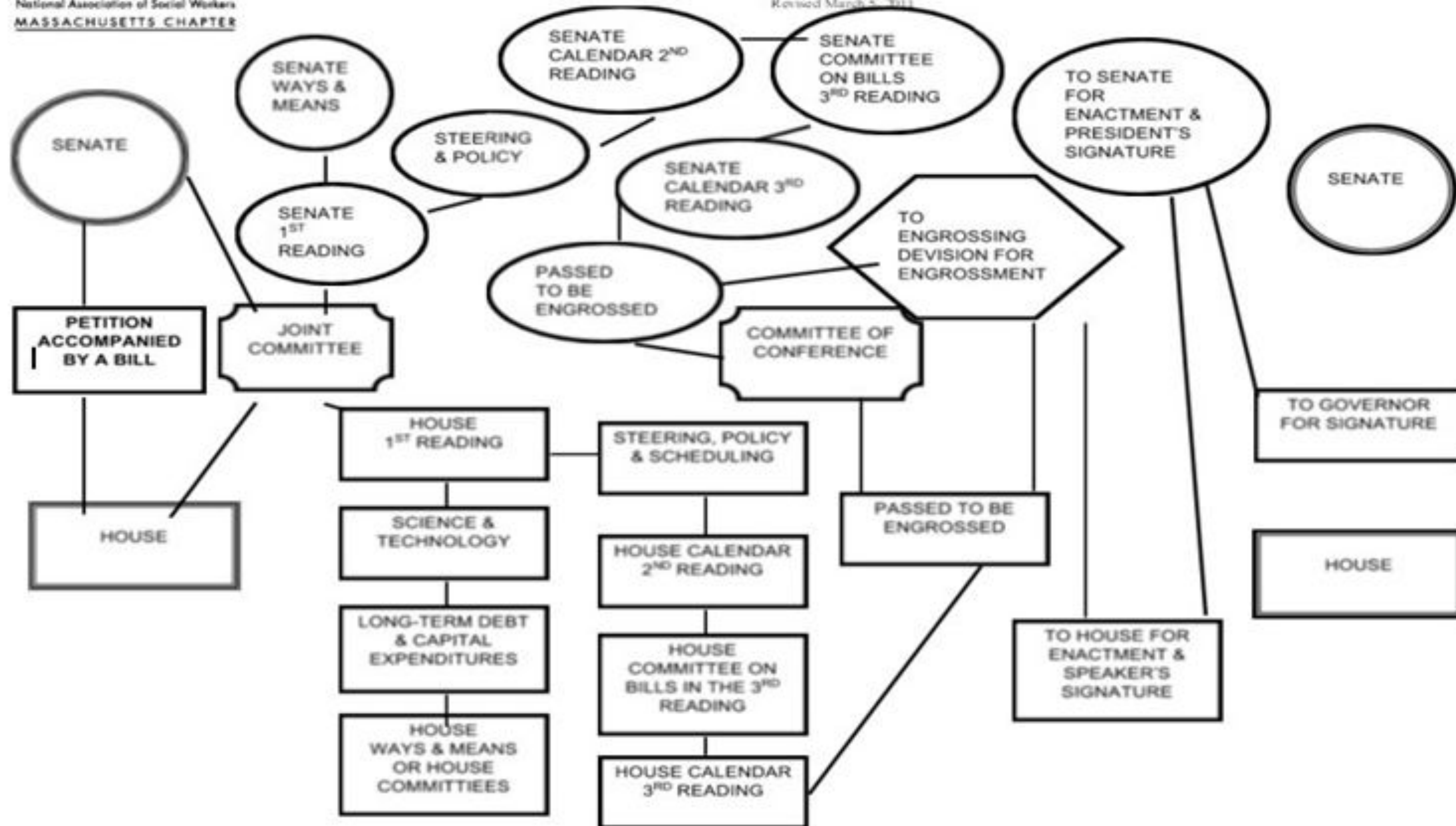


PROGRAMS



LAWMAKING IN MASSACHUSETTS

Revised March 5, 2011



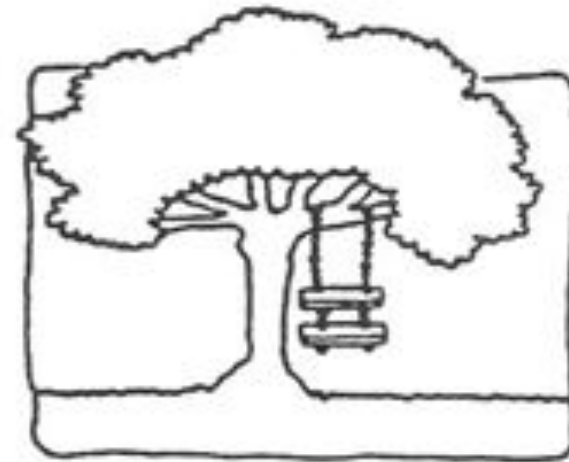
HOW A BILL BECOMES A LAW

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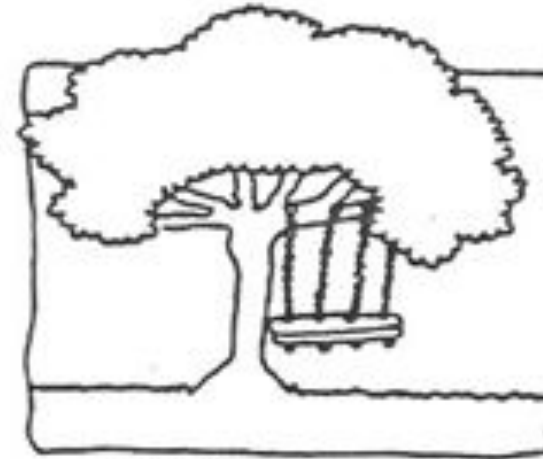


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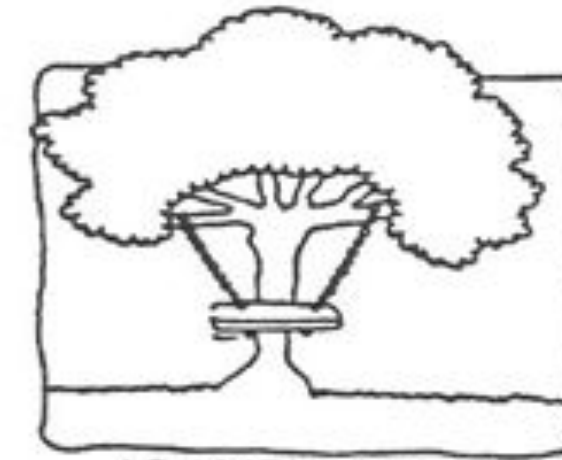
How a Bill Becomes Law



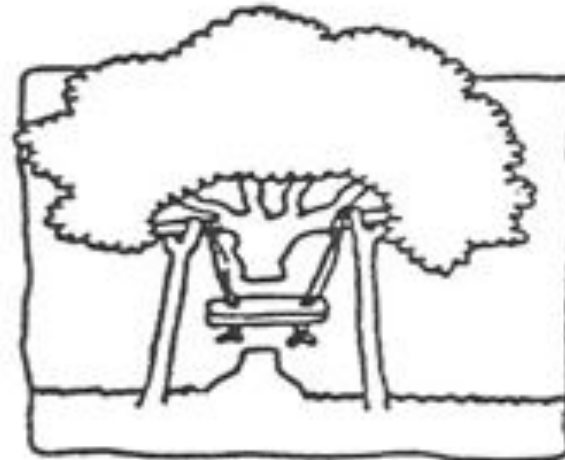
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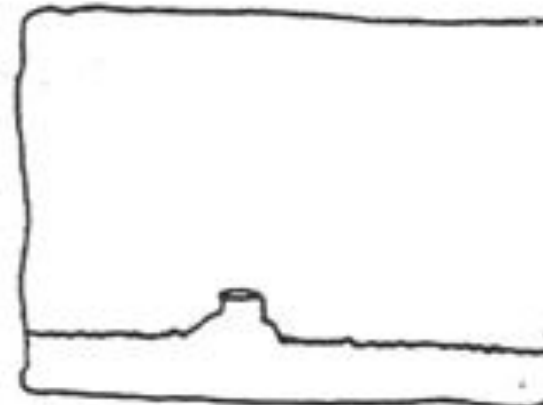
AS AMENDED IN
COMMITTEE



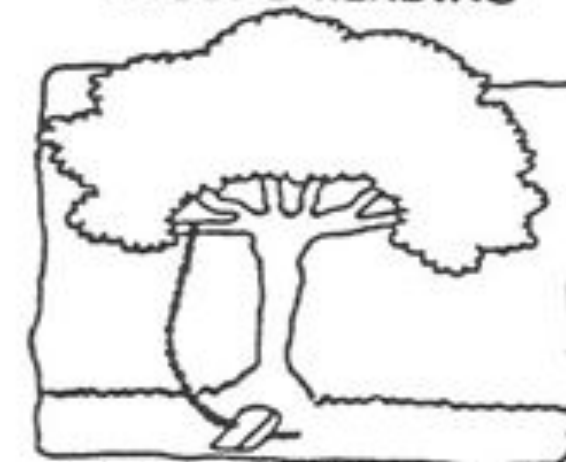
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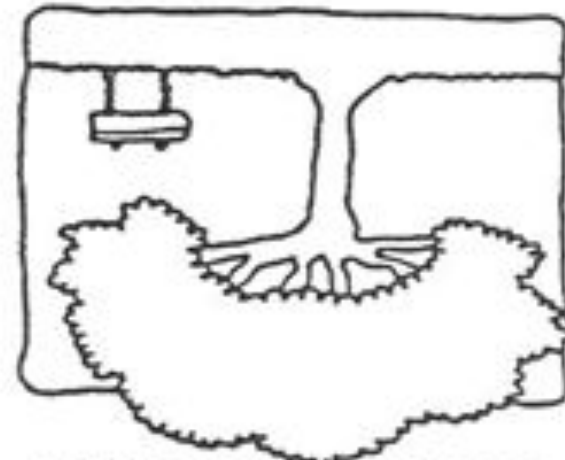
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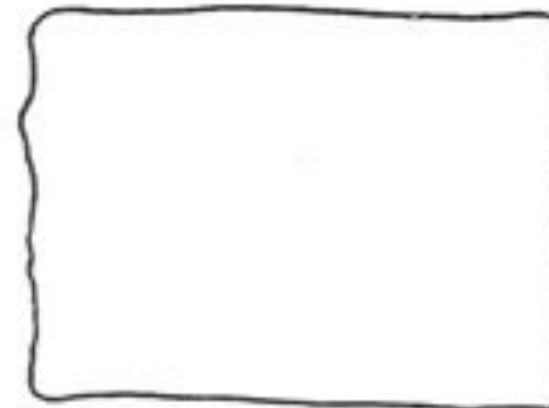
AS FUNDED BY JOINT
BUDGET COMMITTEE



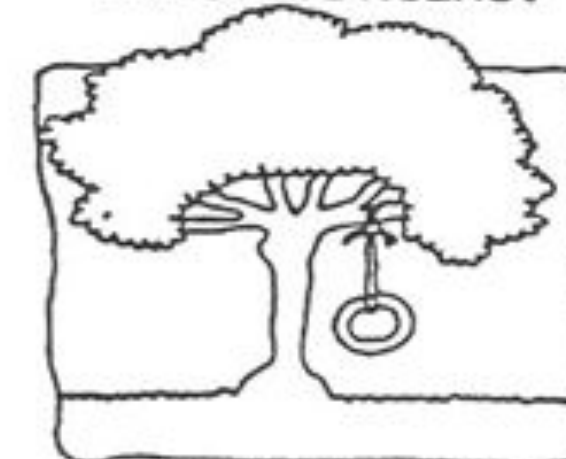
AS IMPLEMENTED BY
THE STATE AGENCY



AS REPORTED BY THE
MEDIA



AS UNDERSTOOD BY
THE PUBLIC



WHAT WAS ACTUALLY
NEEDED



What do you want?

Why do you want it?

**Who has the power to give
it to you?**

HOW DO I GET STARTED



wheredoivotema.com

Know who your elected officials are



Do your homework

Check out their web presence: social media, website, news articles, voting records, find existing initiatives



Make contact

Reach out to their office by phone or email, attend office hours, set up a meeting



Stay engaged

Follow up, sign up for their newsletter, vote if you're able

Opportunities to Engage

CHANCE ENCOUNTERS
OFFICE/COFFEE HOURS
LEGISLATIVE HEARINGS
WRITTEN TESTIMONY

Things to consider:

Purposeful storytelling

Strategic sharing as self care

Focus on the change you want to see

Know your limits to limit negative experiences

Engage your child in developmental appropriate ways



Additional considerations:

Understand the public nature of hearings and role of media

Make a plan to debrief

Use the other pathways at your disposal

Know that policy change can be slow, and know that there are limitations to legislators' power.

REMEMBER...

YOU CAN MAKE A DIFFERENCE

People working
together can
change policies
and laws.

ADVOCACY IS EASY

Use your tools, do
your research, be
prepared. Tell your
story with
confidence and
back it up with
data.

YOU'VE GOT THIS!

No one is born
knowing how to do
advocacy, but it
gets easier with
practice.

YOU are the expert
in your family's
experience!

CONNECT WITH US



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Thank you!



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