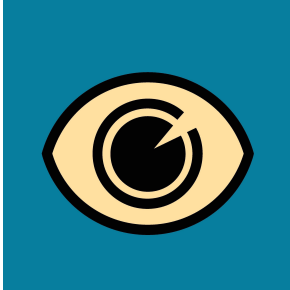




# PHYSICIANS FOR SOCIAL RESPONSIBILITY SAN FRANCISCO BAY CHAPTER

PART 2: How to Influence Policy Makers, with Marj Plumb  
September 1, 2022





# STAY INFORMED

- ◉ **SIGN UP** for our newsletter, action alerts, and events at [www.sfbaypsr.org](http://www.sfbaypsr.org).

We only send one email a week on average.

- ◉ **Please follow us on:**
  - Twitter: @SFBayPSR
  - Instagram: @sfbay\_psr
  - Facebook: @SFPSR
  - YouTube channel: Physicians for Social Responsibility—SF Bay



On your photo:  
Name and  
Pronouns

# HOW TO COMMUNICATE WITH POLICY MAKERS

THURSDAY, SEPTEMBER 1, 2022  
6:00-7:30PM PT

Marj Plumb, DrPH, MNA  
Plumblin Coaching and Consulting  
[www.marjplumb.com](http://www.marjplumb.com)



# AGENDA



Introductions



How A Bill Becomes A Law Recap



How to Communicate with Policy Makers



Thank You!





# MARJ PLUMB, DRPH

## PLUMBLINE COACHING AND CONSULTING, INC.

Over forty years of nonprofit management experience

- ED of SF Bay PSR and Maine PSR

Over twenty years teaching policy and leading policy campaigns

- Solis (Women's) Policy Institute-CA State & Local
- Black to the Future Public Policy Institute
- Coalition for a Strong Nebraska
- UCSF Reach the Decision Makers National



# STATE POLICY WORK

- ◉ Women's (now Solis) Policy Institute
  - Over 480 participants in my 16 years passed 40 laws, issues included criminal justice, environmental justice, reproductive justice, and economic justice.
- ◉ Led or mentored significant legislation
  - California Breast Cancer Treatment Program: \$40m budget ask (2001)
  - Campus Action for Reproductive Equity: \$10m Senate Bill 24 (Leyva, 2021)



# INTRODUCTIONS

Put in Chat

Who you are, what do  
you do, why you are  
here?



# THIS PRESENTATION

- ⦿ This is a lecture. I'm explaining a complicated process to you so that you can be a better advocate for your community. You will get a link to the video and a copy of the slides to review.
- ⦿ I'm addressing you as if you are going to run your own bill. You should. And being a good advocate for someone else's bill will be enhanced, if you know what's happening and what's next.
- ⦿ I'm not a proponent of this system. I think it's secretive and inaccessible. Learn it and then change it.





## WHAT IS PUBLIC POLICY?

Agreements that we make to live together in our neighborhood, city, state, country, planet.



# WHEN I SAY POLICY MAKERS I MEAN...

The group who votes

- State legislators

Staff

- Office staff, committee staff, agency staff (usually not district office staff)

Who signs/vetoes

- Governor
- *Agencies and Departments*





SO HOW DOES A  
BILL BECOME  
LAW?



# THERE OUGHTA BE A LAW!

**Ideas from:** Citizens, Advocates, Nonprofits, Lobbyists, Legislators, State Agencies [Anytime]

**Bill Drafting:** Bill ideas (or drafts) are sent from the bill author to the Office of Legislative Counsel for drafting. [by third Friday in January]

**Bill Introduced:** Assemblymembers (AB) or Senators (SB) in own house [by third Friday in February]

## House of Origin - AB or SB [Jan]

Rules Committee [Feb]

Policy Committee [March]

Appropriations Committee [May]

Floor [May]

## Opposite House [June]

Rules Committee [July]

Policy Committee [July]

Appropriations Committee [Sept]

Floor [Sept]



## Governor's Desk! [Sept]

Sign (chapter)

Veto (2/3 override)

Let become law without signature (LOL)



# WHERE DO ADVOCATES ADVOCATE

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## Opposite House [**June**]

Rules Committee [July]

Policy Committee [**July**]

Appropriations Committee [**Sept**]

Floor [**Sept**]



## Governor's Desk! [**Sept**]

Sign (chapter)

Veto (2/3 override)

Let become law without signature (LOL)



# HOW TO COMMUNICATE WITH POLICY MAKERS



# SIMPLE: POLICY MAKERS MUST AGREE

There is a  
problem

There is a  
solution

It's important  
(or ok) to solve  
the problem







# WRITING FOR POLICY MAKERS



# POLICY DOCUMENTS: WHAT'S THE DIFFERENCE?

## Policy Idea Proposal

- 1-2 pages, opens discussion with policy maker, includes overview of problem, solution, and political will. Presentation of some data (need to sell a little).

## Policy Brief

- 2-6 pages - only needed for new or complicated ideas - clear discussion of both the science and all policy solutions, with clear perspective and recommendation.

## Fact Sheet

- Handout for legislation already introduced.
- 1-2 pages, well known issue/quick ask.

## Floor Alert

- ONE PAGE!! OK to use organizational logos on top, this should be a short succinct one-page document telling the members how they should vote when your bill is on the floor.

## Emails

- 2-3 paragraphs, purpose of email up front, state who you are and why you matter, short brief paragraph that backs up the purpose of your email, close with restating purpose.



# POLICY IDEA PROPOSAL

[add logo(s)]

## Policy Idea Proposal (Can be up to two pages)

Political Will →

Solution →

Problem →

Political Will →

### CONTACT INDIVIDUAL

Name:  
Organization:  
Address  
Telephone:  
Fax:  
Email:

### Bill Sponsor(s):

List organizations that have agreed to sponsor the bill.

### TEAM/COALITION MEMBERS

Show diversity, power hitters, and community engagement

### BILL IDEA

We want \_\_\_\_\_ (which government), to do \_\_\_\_\_ (what solution), to solve \_\_\_\_\_ (what problem)

### PROBLEM

Summarize statistics and stories about the problem  
Include what happens if no action

### STUDIES, REPORTS, STATISTICS, & FACTS

Still brief, bullet pointed, and explain more information is available

### PRIOR OR SIMILAR LEGISLATION

Determine if this jurisdiction has tried this and what happened  
Add if other jurisdictions have succeeded

### FINANCIAL CONSIDERATIONS

Provide financial estimates if you can  
Provide what you think would be the assumptions



# POLICY BRIEF

Executive Summary provides problem, solution, and political will

## ACCESS TO SANITATION AND HYGIENE FOR INDIVIDUALS EXPERIENCING HOMELESSNESS IN ALAMEDA COUNTY

### Executive Summary

Housing and supportive services are the solution to homelessness, but people experiencing homelessness need access to sanitation and hygiene now. Access to toilets, handwashing, showers, and clothes washers can solve multiple problems at a lower cost while protecting public health and may be a better use of public dollars than punitive measures like clearing encampments or criminalization of public urination. To advance access to sanitation for persons experiencing homelessness in sanitation, we recommend the following measures:

1. Meaningfully engage with unhoused persons: Early stages of policy development and implementation must include direct consultation with persons experiencing homelessness about their needs to develop policy solutions *with* them.
2. Commit to minimum standards: Support and implement legislation in consultation with unhoused persons to establish minimum standards for access to sanitation and align policy and resource allocation with those standards.
3. Support mobile hygiene units: Legislation should be developed in consultation with unhoused persons to facilitate access to mobile shower and sanitation services while more permanent solutions are developed and implemented.
4. Fund dignity and public health: Evaluate city and county resources spent on homelessness to identify funds that can be redirected toward more efficient solutions, including providing access to water and sanitation.



### CONTACT INFORMATION

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[www.ejcw.org](http://www.ejcw.org)

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In collaboration with the  
Women's Policy  
Institute of California,  
a program of the Women's  
Foundation of California

*the* WOMEN'S FOUNDATION of CALIFORNIA | Women's Policy Institute



# FACT SHEET

## AB 2320 – CRISTINA GARCIA Reproductive Health Clinic Initiative for Innovative Care (RH CLINIC)

### SUMMARY

AB 2320 would establish a pilot program for five counties in California to support capacity building for primary care clinics providing reproductive healthcare services. This bill would put the experts, *clinicians and client-facing staff*, in the driver's seat of change to develop practices that are responsive to the specific needs of their client populations.

AB 2320 would establish a grant program to provide flexible, financial assistance for primary care clinics to invest in four key areas that promote comprehensive care:

- Staff trainings rooted in reproductive justice principles and trauma-informed care, with a focus on serving historically marginalized patients (e.g., people of color, people who are LGBTQ+, people who have limited English proficiency (LEP), and survivors of domestic and sexual violence)
- Spoken language translation services for LEP patients, particularly for languages not identified as threshold languages
- Sustainable partnerships with community-based organizations (e.g., domestic violence centers, homeless shelters, etc.) to strengthen wraparound care
- Data evaluation to measure pilot efficacy and identify unmet health needs

AB 2320 will invest in primary care clinic capacity in order to address the persistent barriers marginalized populations face when accessing reproductive healthcare.

### PROBLEM

Primary care clinics are an important source of [primary care](#) for Medicaid recipients, uninsured people, people of [racial and ethnic minorities](#), [low-income](#) people, people from [rural](#) communities, and people who are otherwise unable to access a physician's office. Research shows that primary care clinics are effective in providing quality, [community-centered healthcare](#). However, CHCs continue to face significant [funding and resource challenges](#), which has only been worsened by COVID-19.

With Texas's recent ban on abortions and an impending Supreme Court decision that would effectively repeal *Roe v. Wade*, the future of reproductive rights remains in jeopardy. [Projections](#) indicate that an estimated 1.3 million people will travel from other states to seek reproductive healthcare in California.

Without intervention, the impacts of the pandemic and reproductive healthcare restrictions can leave vulnerable communities without proper access to quality, dignified, and affordable healthcare.

### BACKGROUND

California is the most populous and most diverse state in the U.S., with primary care clinics uniquely positioned as access points that provide essential clinical services for community members. Unfortunately, many CHCs do not have adequate resources to address the intersecting identities and [complex needs](#) of their patients, and this can impact community health.

A [case study](#) assessing reproductive health services for low-income women in Tulare County, California, found that some health care providers bypassed screening for domestic violence among clients because they felt ill-equipped to address a client's needs if abuse was disclosed. The study identified case management, wraparound services, and training for healthcare staff as meaningful ways to improve health outcomes for historically marginalized populations. Similar interventions were recommended by the recent [California Future of Abortion Council report](#).

Californians would benefit from an innovative that empowers primary care clinic clinicians and staff to tailor their reproductive healthcare services to the communities they serve. Investing in primary care clinics capacity to improve reproductive healthcare for marginalized patients can [save thousands of lives each year](#) and could save the state [billions of dollars](#) in future healthcare spending.

### STATUS

### FOR MORE INFORMATION

Contact: Sulema Landa

- 1 – 2 pages
- Used in legislature during lobby visits
- Keep Statue updated
- List org sponsors and supporters



# FLOOR ALERT



## ASSEMBLY FLOOR ALERT SB 2 (Atkins) & SB 3 (Beall) – SUPPORT

September 11, 2017

**TO:** Members of the California State Assembly

**FROM:**

American Planning Association, CA Chapter  
California League of Conservation Voters  
California Rural Legal Assistance Foundation  
California State Association of Counties  
Council of Infill Builders  
Housing California  
Natural Resources Defense Council

Planning and Conservation League  
Public Advocates  
SF Council of Community Housing Organizations  
State Building and Construction Trades Council  
Tenants Together  
Western Center on Law & Poverty

**RE: SB 2 (Atkins) & SB 3 (Beall) – Affordable Housing Funding**

The above organizations urge your support for SB 2 – the Building Homes and Jobs Act – and SB 3 – the Veterans and Affordable Housing Bond Act of 2018. Combined, these two measures have the potential to garner billions of dollars to address California’s affordable housing crisis. Specifically, SB 2 imposes a fee ranging from \$75 to \$225 on specified real estate transaction documents. SB 3 authorizes the issuance of \$4 billion in general obligation bonds for affordable housing.

We are a coalition of equity, housing, environmental, labor, and local government groups that have come together to find workable solutions to California’s affordable housing shortage. We strongly support a comprehensive housing reform legislative package that includes both critical funding and needed policy changes. SB 2 and SB 3 are key components to any final legislative package.

**For all these reasons, we urge your AYE vote on SB 2 and SB 3.**

*If you have any questions regarding this alert, please directly contact any of the above organizations or call Maria Garcia with Greenberg Traurig at (916) 442-1111.*

- One page
- For lobbying legislators only
- Logos or List?
- Highlights?



# MAKE IT PRETTY AND EASY ON THE EYES!

---

White space and margins are sufficient

---

Text is broken into sections with identifiable focus

---

Headings cue the key points that follow

---

Key points are easy to find





# USE LANGUAGE THAT IS CLEAR AND CONCISE

## Avoid

- Avoid redundancies
  - “Circle around” becomes “around”
  - “Final outcome” becomes “outcome”

## Avoid

- Avoid Useless intensifiers
  - Really, always, very, extremely, severely, clearly, certainly, essentially, actually

## Put

- Put Action into the verb
  - “Make decision” becomes “decide”
  - “Cause a decrease” becomes “decrease”

## Use

- Use fewer words
  - “A large number” becomes “many”
  - “As a general rule” becomes “generally”

## Use

- Use Simple Language
  - Duration becomes time
  - In the event of becomes if



# SPEAKING TO POLICY MAKERS



# SPEAKING IN THE POLICY CONTEXT



Meeting with a policy maker to pitch a bill idea



Informal “elevator” talk



Calling or meeting to lobby a policy maker



Email in support or opposition to a bill



Testimony at a hearing



# ALL ADVOCACY HAS 3 PARTS

## Introduction

- State your credibility
- Make your advocacy statement

## Body

- Present Claims and Support for each Claim

## Conclusion

- Quick Review
- Restate advocacy statement



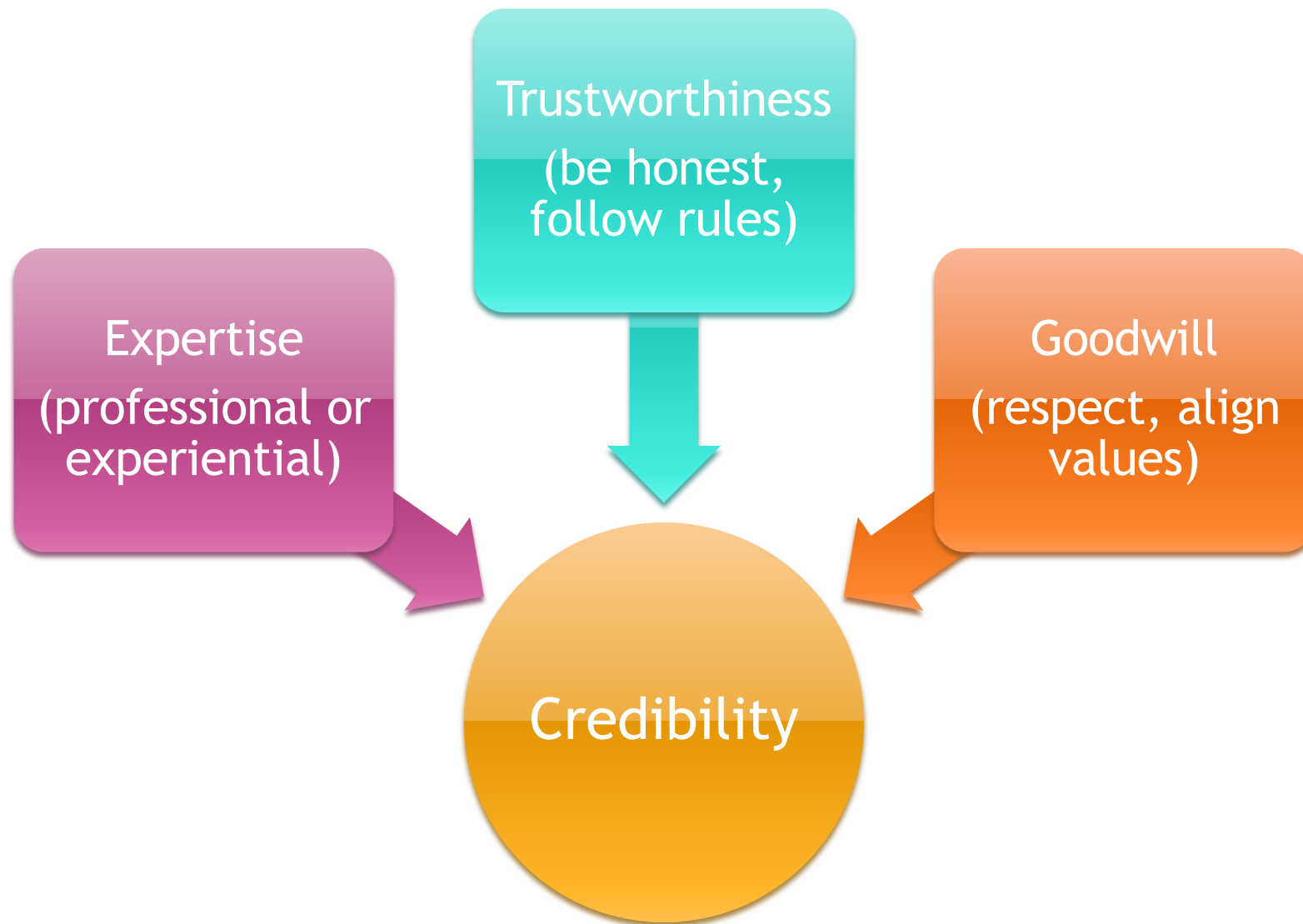
# CREDIBILITY

We value credibility the most “where certainty is impossible, and opinions are divided.”

-Aristotle



# PRIMARY DIMENSIONS OF CREDIBILITY





# CAN YOU ARTICULATE YOUR EXPERTISE?

I am an expert in

---

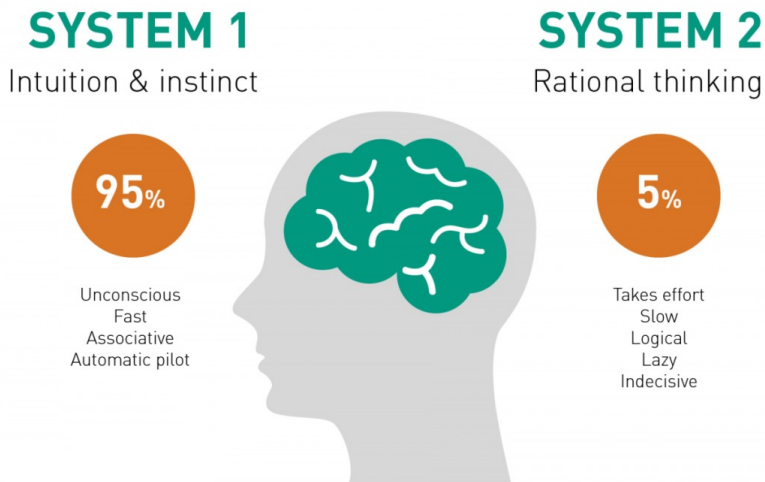
because I

---



# REMEMBER THE COGNITIVE BURDEN OF WHAT YOU SAY

- ◉ Combine facts with emotional appeals
- ◉ Tell simple stories with a hero and moral
- ◉ Align values & beliefs
- ◉ Share real-life examples about a person affected by your solution



# WHO DO YOU CALL, MEET WITH, EMAIL RE: A BILL?

## District Office(s)

Usually focused on constituency needs

Can help with setting up in-district meetings with legislator

### Staff

- District Director
- Field Representatives
- Assistants
- Receptionist

## Capitol Office

Responsible for public policy

### Staff

- Chief of Staff
- Legislative Director
- Legislative Assistants (issue specific)
- Press/Media Liaison
- Scheduler
- Receptionist

## Committee Office

If Legislator is chair of a committee, they have a separate office

### Staff

- Staff Director
- Principal Consultants (issue specific)
- Receptionist



# WHO DO YOU CALL, MEET WITH, EMAIL RE: A BILL?

2

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# HIERARCHY OF CONTACT

## ○ Who makes contact

1. Constituent
2. Expert on issue
3. Personal experience with issue
4. All others

## ○ How is contact made

1. Face-to-Face meeting
2. Phone Call discussion w/staff covering bill
3. Phone Call pro/con w/receptionist
4. Email – personally written
5. Social Media tags
6. Email – form letter
7. Petition (unless overwhelming numbers)



# EMAIL ALERT



California Alliance  
for Community Energy

[www.cacommunityenergy.org](http://www.cacommunityenergy.org)

Dear California community energy supporters,

Please distribute this alert broadly.

**[Tell your state legislators to reject Newsom's Monster Nuclear Bailout!](#)**

As you know, Governor Newsom is attempting to ram a bill through the final two days of the state legislature that would reverse the 2018 decision to close PG&E's Diablo Canyon Nuclear Power Plant and extend its lifetime for another ten to twenty years (or more), while eliminating state regulatory authority over it.

On an Alliance statewide call last Thursday (recording not yet available) we heard how extending the lifetime of Diablo Canyon will not only expose Californians to the risks of an aging nuclear power plant, but will hit up taxpayers and ratepayers alike for billions of dollars in misdirected and wasteful spending. It will upend the deployment of distributed energy resources needed by our communities to achieve California's clean energy and climate goals, while providing no discernable public benefit.

Californians deserve better than unsafe, unreliable, dirty nuclear energy.

We are calling on you and every person you know to urge state legislators to reject Newsom's monster nuclear bailout and his effort to turn the legislature into a rubber stamp for his dangerous and ill-conceived scheme. The Governor, on behalf of the nuclear industry, is attempting to shortcut full deliberation of his bill to extend the life of Diablo Canyon.

**Please send [the Alliance's Action Network letter](#) to your state representatives and urge others to do likewise.** Time is short and the stakes are high.

Please distribute this appeal broadly.

*Al Weinrub*  
Coordinator, California Alliance for Community Energy

--

Al Weinrub  
510-531-0720 (home office)  
510-912-3549 (cell)  
[www.localcleanenergy.org](http://www.localcleanenergy.org)

Pre-formatted  
email that will  
go to your  
representative.

Make it  
personal!





# CALL ALL YOUR SENATORS AND ASSEMBLY MEMBERS NOW!

- ◉ **<https://findyourrep.legislature.ca.gov>**
  - Enter your street address, city, and zip
- ◉ **Click on your Reps link and go to their home page**
- ◉ **Find their capital office phone number**
- ◉ **State to receptionist:**
  - I'm (a constituent/ expert/ community member) calling to ask the Representative to vote no on SB856, or
  - I would like to speak with the staff member who is managing SB846.



# RESOURCES

- ◉ Glossary of Legislative Terms
  - <http://www.leginfo.ca.gov/glossary.html>
- ◉ Legislature/Legislation Website
  - <https://leginfo.legislature.ca.gov>
    - Sign up for bill notices
    - Committee analysis
- ◉ Position Letter Portal
  - <https://calegislation.lc.ca.gov/Advocates/faces/index.xhtml>
- ◉ Senate and Assembly
  - <https://www.assembly.ca.gov>
  - <https://www.senate.ca.gov>
- ◉ LegiScan (other states)
  - <https://legiscan.com/CA/legislation/2021>



# NEVER TOUCH THE BEAR!



THANK YOU!

