Advocacy Day 2015: Preparing to Make a Difference

NAMI Maryland Webinar
January 27, 2015 2:00 pm and 6:00 pm
First, A Request

- Please mute your phone line during the presentation.
- Press *6 to mute your line.
- We will wait a minute while all phones are muted.
- Following the presentation we will let you know when to unmute your line for questions.
Today’s Presenter

• Jessica Honke: NAMI Maryland Policy & Advocacy Director
• Following the call we will answer any questions you might have.
• Email [advocacy@namimd.org](mailto:advocacy@namimd.org)
  or call NAMI Maryland at 410-884-8691
Webinar Agenda

• The Legislative Session
• What is Advocacy Day?
• Why Participate?
• 2015 Policy Priorities: One Message
• Meeting w/ your elected official
• Before Advocacy Day
• During Advocacy Day
• After Advocacy Day
The Legislative Session

- January 14th – General Assembly convenes
- January 23rd – Final day date for Governor to introduce 2016 Budget
- January 29th: NAMI Maryland Advocacy Day 😊
- February 6th – Senate bill submission closes
- February 13th – House bill submission closes
- April 13th – “Sine Die” (last day of the legislative session)

Throughout January, February and March (until Sine Die) NAMI Maryland needs your support to ensure that the needs of individuals impacted by mental illness are properly and effectively met in both the State budget and potential legislation.
What Is Advocacy Day?

• Advocacy Day is an opportunity for NAMI stakeholders in Maryland to join together, meet with elected officials, and tell our stories to make a difference for our communities.

• This is our opportunity to encourage legislators that our entire State is strengthened when we address the needs of individuals and their families impacted by mental illness.

• Thursday, January 29, 2015. Registration and packet pick-up is between 7:30 am and 8:00 am. (Room 142 Anne Arundel Delegation Room - the House of Delegates Building)

• Check the NAMI Maryland website for details.
Why Participate?

• Advocacy Day offers a unique opportunity to pass on the lessons you have learned as a person impacted by mental illness.

• Elected Officials **MUST** hear from you if we are to make a difference in the state of Maryland and in our communities.

• **Why is it important to share your story?** Because treatment works and recovery is possible, especially when we feel we are valued as a whole person and our individual perspectives and needs are respected. Your story is the perfect way to share this concept with others, particularly policy makers.
2015 Policy Priorities

• Advocate for appropriate and effective services in the FY 2016 Behavioral Health Budget.

• Advocate for the implementation of health care reform in Maryland to ensure expanded access to behavioral health services.

• Advocate for Criminal Justice Initiatives that promote strategies and programs for appropriate intervention by law enforcement, corrections and parole and probation, as well as discharge planning for successful reentry to the community.

• Advocate for a state managed Outpatient Civil Commitment (OCC) program to allow for court ordered treatment in the community.
One Message

• Timely and effective mental health services save lives and money; Invest in the future of our community and preserve the hope of recovery. Thank you!

• Memorize and repeat this message!
real stories change hearts and minds........
some stories are more effective than others
Some tips for telling your story…

- Tip #1 Your audience is not your therapist
- Tip #2 Keep it brief and stick to the highlights
- Tip #3 Emotion should move—not overwhelm
- Tip #4 Motivate with HOPE and RECOVERY
- Tip #5 Make an ask
Steps for telling your story...

- **The first step** of an effective story is to **introduce yourself** and why you are speaking or writing.
- **The second step** of an effective story is to describe **what happened** before you received the help you needed.
- **The third step** is to describe **what helped in your recovery** (or for someone you care about).
- **The fourth step** is to describe **how you are different today**.
- In the fifth step and sixth step, answer **what is the need or problem**
- and **what will help others**?
- In the seventh and last step, make your "ask." This is a critical step that many advocates hesitate or forget to do.
In-person meetings…
Help you make a connection

But, some meetings make a stronger impression than others.
Some tips for meeting with your legislator…

- Tip #1 Know your issue
- Tip #2 Know your legislator
- Tip #3 Plan your meeting
- Tip #4 Nudge, don’t push
- Tip #5 Use person first language
- Tip #6 Manage Spin
- Tip #7 Expect Resistance
- Tip #8 Fact Support, Stories Move
Meeting Stages

Make a Connection… introduce yourself and state your issue and position
Deliver your Message… describe the need or problem that your issue addresses.
Deliver your talking points… provided by NAMI Maryland
Tell your story… your story should be very brief—just a few lines that touch on the highlights of your story and that bring a human face to the issue being discussed.
Propose a solution or describe what will help… the solution or what will help should be stated simply
Make an “ask”… what action or position you would like your legislator to take on your issue. The “ask” should be as specific as possible.
Before Advocacy Day

• Identify YOUR legislators [http://mgaleg.maryland.gov](http://mgaleg.maryland.gov)

• Research YOUR legislators (committees, bios, etc)

• Make appointments with YOUR legislators for January 29\textsuperscript{th}.

• Please remember to coordinate with your local affiliate. They are working to help schedule meetings and travel to Annapolis.

• Meetings should be made between 9:15 am and 3:00 pm.

• Write out Your Story
During Advocacy Day: Basics

• Get a good night’s sleep
• Wear comfortable yet professional shoes
• Wear professional clothing (no jeans or sweatshirts please!)
• Dress warmly – double check the weather
• Eat breakfast (your brain needs energy!)
• Arrive early! The trip to Annapolis can take longer than expected.
• You MUST bring a photo ID or you will not be allowed into the bldg. You must pass through security.
• Light Breakfast will be provided. You can plan to bring your lunch, walk to a near-by restaurant (list will be provided) or bring cash for the canteen in the Basement of the Senate Building
During Advocacy Day: Morning

- Meet with your NAMI Maryland peers between 7:30 am - 8:00 a.m. in Room 142 – Anne Arundel Delegation Room (House of Delegates Building)

- At 8:00 am the NAMI Maryland team will give an advocacy day overview and discuss our talking points for the day. We will also pass out materials to be provided to your legislators before we disperse to our meetings.

- NAMI Maryland will reimburse any driver who brings at least 3 passengers (4+ total in the car) with a check for $15 that will be sent to you after the event.
During Advocacy Day: Meetings

• Introduce yourself. Include your connection to NAMI
• Be professional and respectful.
• Remember:
  o Your audience is NOT your therapist.
  o Hope + Aspiration = Inspiration & Remembrance
  o Stay brief - Have a clear purpose
  o If you feel comfortable doing so, ask the legislator if they have any questions for you.
  o Do not guess answers - Refer to NAMI Maryland
  o Repeat the “One Message”
• Thank your legislators for their time. Being polite goes a long way.
• Give the legislator the folder of NAMI Maryland materials.
After Advocacy Day

• Give your feedback to NAMI Maryland. There will be a form for you to complete on each visit you make.

• Thank your legislator! Send an email or (even better) a handwritten note of thanks to your legislator. This is a second chance to remind them of the “One Message” and why they should support individuals impacted by mental illness.

• Join NAMI Maryland’s Advocacy Alert Network to stay abreast of the latest legislative news
The County Level

• Your local NAMI affiliate will be in contact with you to review how you can help at the local level.

• County budgets and legislation generally lag a month or so behind the state timeline.

• County level support can be critical to ensuring the local mental health services remain effective and accessible.
Crucial Resources

- Find Your Legislator (http://mgaleg.maryland.gov)
- Research Your Legislator
- Telling Your Story Worksheet (www.namimd.org under the Advocacy page)
- NAMI: State Advocacy (www.nami.org/stateadvocacy)
- NAMI Maryland (www.namimd.org)
- Your local NAMI affiliate (www.namimd.org under the About NAMI page)

You can always call NAMI Maryland or your local NAMI affiliate for assistance. Don’t be afraid of contacting us – we’re here to help!
Any Questions?

- Please unmute your line now.
- Press *6 to unmute.
- Please state your name and affiliate before asking a question.

Thank You!
We look forward to seeing you at Advocacy Day on January 29th!
Citations

• This presentation was created on behalf of NAMI Maryland by Jessica Honke

• NAMI's "NAMI Smarts" and "Telling Your Story" presentation were also referenced in the creation of this presentation.