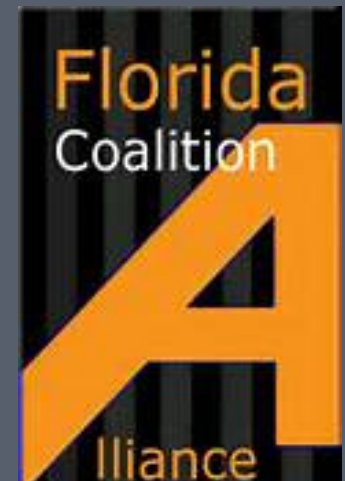
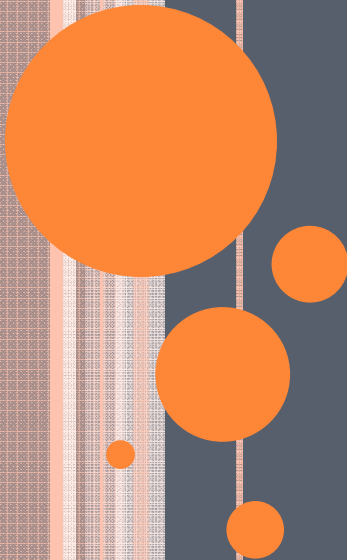


POLICY & ADVOCACY

Amy Ronshausen, Executive Director
Florida Coalition Alliance



TOPICS COVERED

Policy

- Current legislation
- Legislative insight



Advocacy

- What is it?
- Making an impact
- Tips
- Relationships
- Being an expert



2015 FLORIDA DRUG POLICY ISSUES

○ Prescription Drugs

- Expanding access to Naloxone (HB 751)-**Passed**



○ Alcohol

- Bans powdered alcohol (SB 536)
- Direct sales by manufacturer (SB 186)-**Passed**
- Malt beverages, sizes and labeling (HB 301)-**Passed**
- Liquor in grocery stores (HB 499, SB 468)-**Failed**



○ Tobacco

- Nicotine dispensing devices as paraphernalia (HB 827)-**Failed**
- Prohibits use in car if child under 13 is present (SB 548)-**Failed**



FL DRUG POLICY ISSUES CONTINUED

- **Needle Exchange Programs** (HB 475, SB 1040)-**Failed**
- **Problem Solving Courts**
 - Allows jurisdiction transfers (SB 1170)-**Failed**
 - Creation of treatment-based mental health courts (SB 1452, SB 1462)-**Failed**
- **Synthetics**
 - Includes Kratom in schedule of controlled substances (HB 287, SB 614, SB 764)-**Failed**
 - Adds 5 synthetic cannabinoids to Schedule 1 (HB 897)-**Passed**
 - Creates a trafficking in synthetic drugs crime (SB 1188)-**Failed**



MARIJUANA POLICIES

○ Marijuana

- Hemp production (HB 301, SB 1040)- **Failed**
- “Medical” Use (HB 683, SB 528)- **Failed**
- Legalization by removing from controlled substances act (HB 4041, SB 1294))-**Failed**
- Urges Congress to reschedule (HM 1179)-**Failed**
- Recreational use (SB 1176)-**Failed**



DFC National Evaluation

“DFC-FUNDED COALITIONS ARE ACTIVELY ENGAGED IN FACILITATING PRESCRIPTION DRUG TAKE-BACK PROGRAMS IN CONJUNCTION WITH LOCAL LAW ENFORCEMENT, AS WELL AS LOCAL POLICY CHANGE TO EFFECTIVELY ADDRESS THE ACCESSIBILITY AND AVAILABILITY OF ALCOHOL, TOBACCO, AND OTHER DRUGS.”



ADVOCACY

“public support for or recommendation of a particular cause or policy”



Lobbying

“Process of influencing public & government policy at all levels”



WHAT'S THE DIFFERENCE?

- Advocacy is a broader term while lobbying is a type of advocacy.
- Lobbying is, in fact, advocacy that ***attempts to influence*** the opinions of the legislators or those who are in the government.
- Demonstrations, sit-ins, marches, rallies etc. are forms of advocacy in support of demands of diverse groups.
- While the goals of advocacy may be similar to those of lobbying, the methods employed by the two groups are different.



LEGISLATIVE ADVOCACY



- Educating legislators
- Educating supporters
- Educating public
- Working with the media
- Seeking out like-minded groups



HOW CAN WE EDUCATE LAWMAKERS

- Talking points
- Research
- Talking points
- Media Articles
- Talking points
- Policy Papers
- Talking Points
- Personal Stories



HOW TO IMPACT THE LEGISLATIVE PROCESS

Correspondence

- Social Media
- Phone Calls
- Email
- Fax
- Letters



In-Person Meetings

- Tallahassee
- District office
- Public meetings



- Always be Polite
- Clear about who you are and why you are writing
- Be concise and informed
- Personalize your message
- Be honest and accurate
- Be modest in your request
- Be of assistance & serve as a resource
- Express appreciation
- Ask for a response (action)
- Follow up

TIPS FOR CORRESPONDENCE



TIPS FOR IN-PERSON MEETING

**Anger is not an effective advocacy tool;
focus on the positive**

- **Be Prompt, Patient and Polite**
- **Be Prepared and Concise**
 - No more than 15 min.
 - Prepare talking points
- **Be Responsive**
 - Answer questions
 - Provide leave behind materials
 - Offer yourself as a resource

You are an expert!



FOLLOW UP

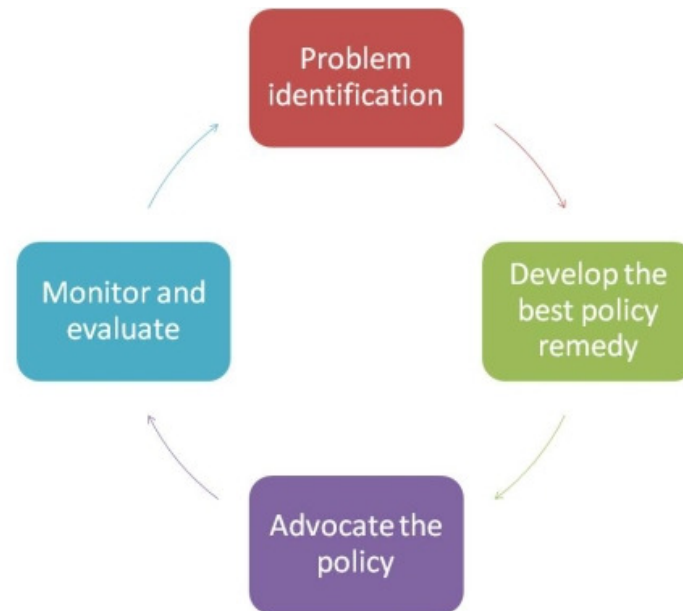
- Collect business cards
- Hold them accountable
- Communicate with other coalitions
- Cultivate relationship



CULTIVATING RELATIONSHIPS



- Relationships provide access to decision making
- We listen and trust people we know
- Exchange favors



Why this is important

**Your
Child
Here**



**Your
Grandkid
Here**



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