

Which Topic for Advocacy?

National Alliance for Caregiving
Building Sustainable Caregiver Coalitions
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Today's Agenda

- The importance of a topic for advocacy
- Factors to consider when identifying a topic
- Share experiences in identifying topics

Discussion

- What are some of the topics your coalition has identified for advocacy efforts?
- How did the coalition identify the topics?

Definition of Community

Different Types

- Geography
- Culture/Ethnicity
- Government
- Illness or Disability
- Age
- Insurance Coverage

Research the Issue

- Needs assessment
- Academic research or literature review
- Questionnaires and surveys
- Informal interviews
- Stories of caregivers
- Observations or focus groups

Sources of Information

- Coalition's work and discussion
- Caregivers expressed needs
- Needs assessment by coalition
- Advocacy alerts
- Legislative activity
- Media
- Campaigns of partners
- Need expressed by community

Discussion

What information or sources of information has your coalition used to identify topics for advocacy?

Assessing Topic

- Status of Collaboration Within Coalition
- Affinity with Mission
- Capacity
- Capability
- Experience
- Connection

Criteria for Selection

- Real improvement in people's lives
- Confidence to take on larger issues
- Alter power relations
- Be worthwhile
- Be winnable
- Clear target
- Clear timeframe

Criteria for Selection

- Non-divisive
- Build leadership/spokespersons
- Consistent with mission
- Coalition specific criteria

Source: *Organizing for Social Change*, a guide compiled by the Midwest Academy Manual for Activists, www.midwestacademy.com

Other Criteria

- Recognition of resistance
- Current legislative environment
- Political cycles
- Opportunities for collaboration

Impact Assessment

- Change to be achieved
- Who affected by change
- Direction of change
- Measures of desired change

Discussion

Once topics for advocacy were identified,
how did the coalition select the topic for
advocacy?

Prioritization

- Multiple topics
- Short term compromises
- Dialogue
- Agreement

What To Be Careful Of

- Powerful partners
- Loudest voice
- Latest opportunity
- Political gain
- Competitive stance
- Reaction to change

This Just In

- Proactive vs reactive
- Breaking events or changes

Discussion

Would one of the coalitions like to share their experience in selecting a topic?

What's Next

- Remainder of advocacy cycle
- Continue to monitor definition of the topic
- Continue to monitor the environment