

Mass in Motion Kick off - State Level Policy and YOU

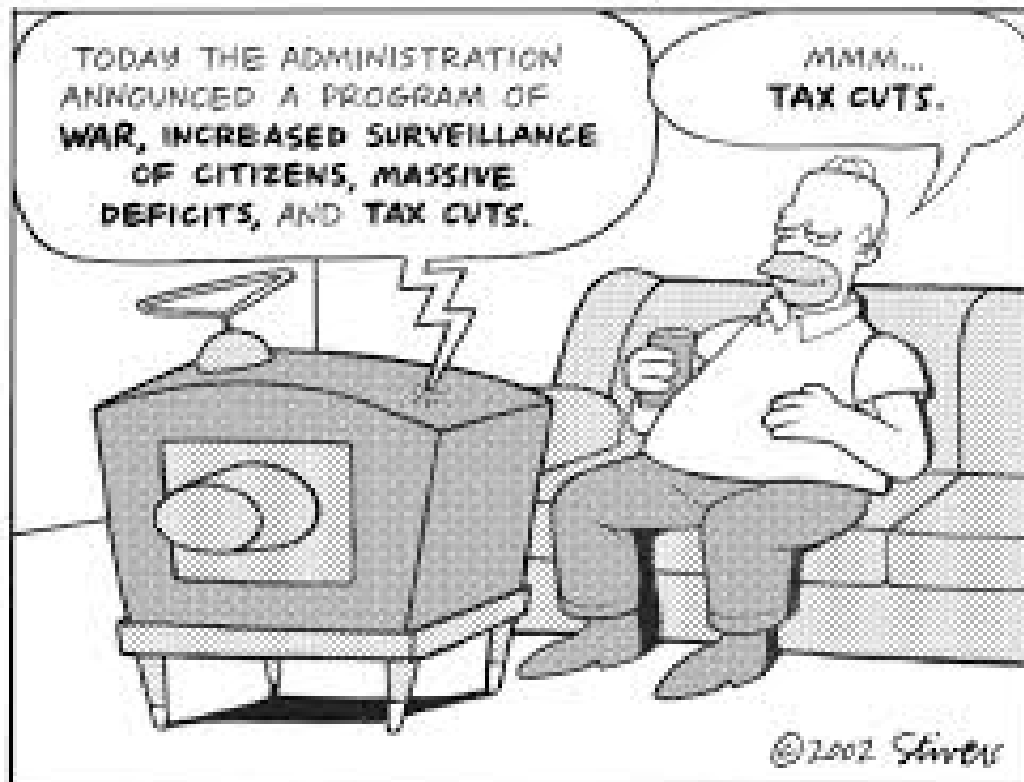


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Rebekah Gewirtz
Executive Director
Massachusetts Public Health Association

State Level Policy and YOU - Agenda

- ▶ Public Policy in MA: Getting Involved
- ▶ MPHA overview
- ▶ Act FRESH Campaign
- ▶ Case Study: Mass in Motion gets \$250,000 in FY15 state budget
- ▶ Helpful tips
- ▶ Key Takeaways
- ▶ Question and Answer
- ▶ Contact Information

Public Policy



Public Policy – Getting Involved

- ▶ Start from where people are and speak to their interests
- ▶ State level is more accessible than federal
- ▶ Decision makers need to know what's happening in their neighborhoods and communities
- ▶ Mass in Motion is dependent on it
- ▶ So how do I effectively translate local work into state action ?

Public Policy – Getting Involved

The brief story of the fight to build a new Swampscott High School

- In 2003 I worked for a legislator named Pat Jehlen from Somerville



Advocates against a new high school came to meet with me...



Massachusetts Public Health Association (MPHA)

- ▶ Oldest Public Health Association in the country
- ▶ Statewide presence in communities most impacted by health inequities
- ▶ Engages individuals and organizations on the grassroots level to educate for state level policy priorities
- ▶ MiM coordinators have been actively involved from all over the state including in Everett, Holyoke, Fitchburg and more

Act FRESH Campaign

Act FRESH Campaign

(EResh Environments Support Health)

For a Healthier Massachusetts!



Coalition of grassroots organizations from around the state working together to promote healthy eating and active living and to advance health equity

Act FRESH Priorities - 2013-2014

Goal: **Prevention & Wellness Trust**

Method: Help implement, expand, and defend

Goal: **Better public transit & “active streets”**

Method: Advance transportation funding and complete streets

Goal: **More livable, healthier communities**

Method: Advance zoning reform legislation

Goal: **Increase PhysEd/PhysA in schools**

Method: Advance PE legislation

Goal: **Increase access to healthy food stores**

Method: Advance Healthy Food Financing Initiative (HFFI)

Act FRESH Campaign

- ▶ Active Streets Certification Bill passes into law - \$5M
- ▶ Healthy Food Financing passed into law - \$ needed
- ▶ Mass in Motion gets \$250,000 in state budget!
- ▶ Engagement on the ground is critical
- ▶ Sharing stories matters by making the work “real”
- ▶ Bringing the work to those who can make sure it is sustained
- ▶ Building bridges to policy makers
- ▶ Discovering your power



Case study: MiM gets \$250K in
state budget

Being **Strategic** Means:

Getting the...

right information to the

right person at the

right time in the

right way from the

right messenger

Case Study: MiM gets \$250K in state budget



Case Study: MiM gets \$250K in state budget

- ▶ Local activists and coordinators engaged Rep. Caridi and invited her to kick off event
- ▶ Rep. Cardidi saw the value of the program to her community
- ▶ She went back to the State House and fought for a budget amendment to fund the program when federal funds were cut short
- ▶ MPHA activated network of grassroots organizations to advocate for the funding
- ▶ Individual coordinators got active – some for the first time
- ▶ Senate included \$250,000 in budget for program and signed into law by Governor Patrick

Tips on Educating Decision Makers

- ▶ Do be polite and friendly
- ▶ Do be concise and to the point
- ▶ Do play on emotion and include personal relevance
- ▶ Do mention that you are a constituent
- ▶ Do thank them and follow up afterwards
- ▶ Don't be angry
- ▶ Don't be hostile
- ▶ Don't have too much information or take up too much of their time
- ▶ Don't be dishonest or Exaggerate

Key Takeaways

- ▶ Successful local work depends on state policy
- ▶ Local leaders and coordinators must get involved in state level policy to ensure their work on the local level can continue and to make broader systems change
- ▶ Change is possible and success happens in coalition

Why YOUR involvement matters

Final thoughts:

- ▶ Decision makers behave differently when they know they are watched by affected leaders and constituents in their communities.

“The enormity of problems like hunger and social injustice can certainly motivate us to act. We can be convinced logically of the need for intervention and change. But it is the story of one individual that ultimately makes the difference—by offering living proof.”

— John Capecci and Timothy Cage

And that's a wrap!

Q+A

Contact Information

- ▶ Rebekah Gewirtz, MPA
 - ▶ Executive Director, MPHA
 - ▶ 857-263-7072 x100
 - ▶ rgewirtz@mphaweb.org