

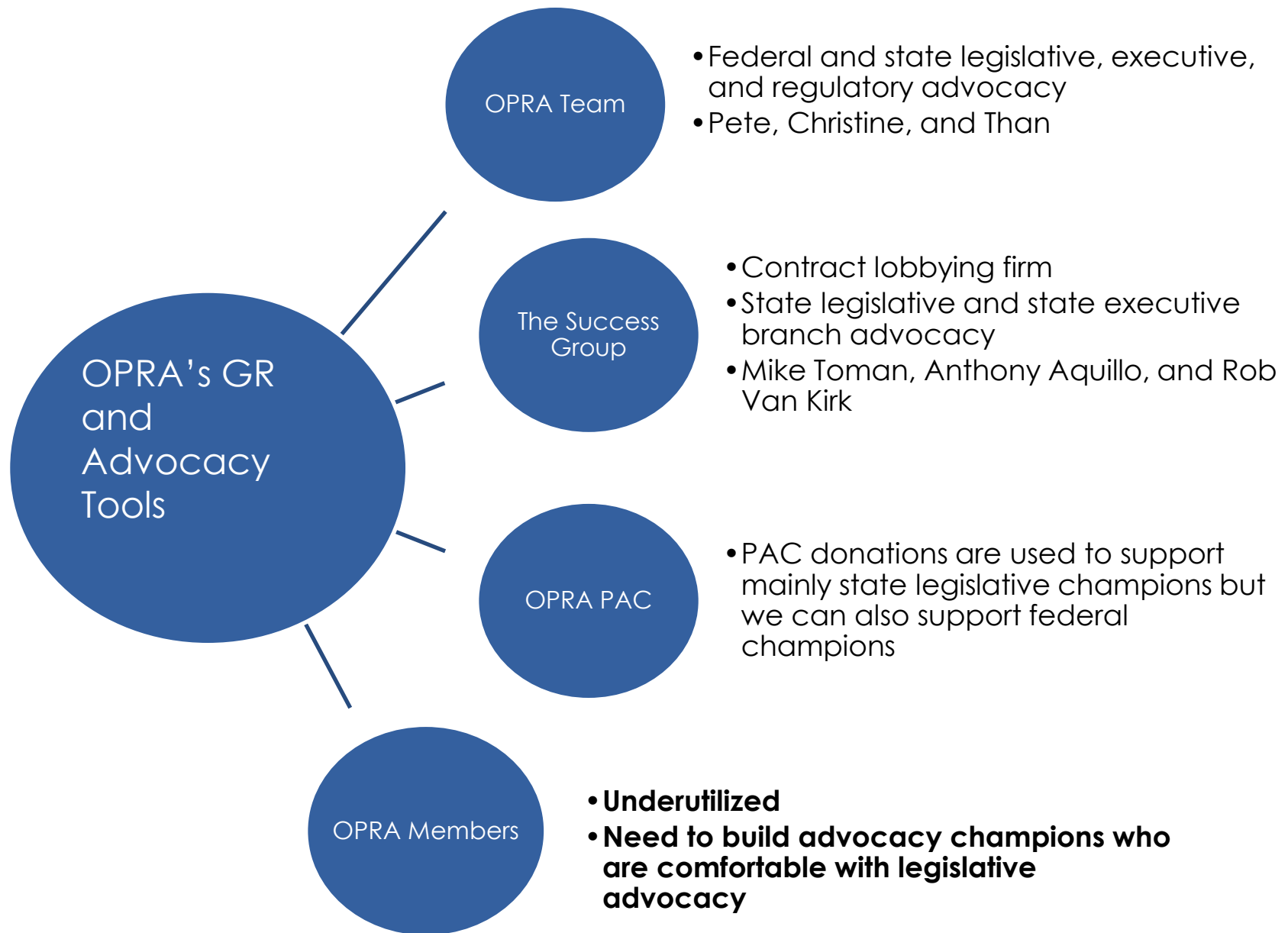
OPRA's Advocacy Army

2/15/22



Agenda

- ▣ OPRA's GR Structure
- ▣ Advocacy "We Believes"
- ▣ Why Now?
- ▣ A Team Experience
- ▣ Curriculum
 - ▣ Participation expectations
- ▣ Registration



We Believe

- ▣ We believe in investing in public officials that understand our issues, that a mobilized membership is a positive asset, and that an educated membership will be more likely to mobilize when asked
- ▣ We believe we need an organized and streamlined process for people to get involved in our advocacy efforts
- ▣ We believe we can make the political process less intimidating for OPRA Members
- ▣ We believe in using the most effective methods in our advocacy
- ▣ We believe demystifying the legislative process gives OPRA Members a more realistic understanding of what is legislatively possible

Why Now

- ▣ Transitioning from apathy to advocacy
- ▣ We have a good foundation for grassroots and grass-tops advocacy
- ▣ The demands from the Membership and OPRA's internal structure coalesced into a perfect energy for Advocacy Army

Why Now

- The pandemic exacerbated a pre-existing workforce crisis, threatening the safety net of services for Ohioans with intellectual and developmental disabilities (I/DD).
- More than ever, OPRA Members are willing to commit their time and resources to advocate with their state and federal elected officials for their services, their staff, and the people they support.
- We need to capitalize on the Membership's energy. To do this we need to arm providers, families, and Ohioans with I/DD with the skills and knowledge of how to be effective legislative advocates.

A Team Experience

- ▣ We believe in using the most effective methods in our advocacy
 - ▣ We know the most effective legislative tool we have is the people you support, their families, and your front line staff
- ▣ Advocacy Army is intended to be a “team” experience
 - ▣ Teams of agency admin staff, people served, families, DSPs, and/or front line supervisors

Curriculum

- ▣ We believe in using the most effective methods in our advocacy
 - ▣ Developed curriculum to meet the needs of the Membership
 - ▣ Parts of the curriculum were developed with help from The Showalter Group- a grassroots advocacy consulting group in Cincinnati
 - ▣ Additional input from The Success Group
 - ▣ OPRA's assessment of advocacy strengths of our Members

Data

- ▣ **84%** of Congressional offices say they need at least 50 form emails before they CONSIDER taking action on a bill; **50%** say they need at least 100
 - ▣ **3%** of Congressional staff say mass email influences their member of Congress to take a side for a matter the office is undecided on
 - ▣ **70%** of Congressional staff say they need less than 50 CUSTOM emails from to influence the position their member of Congress
- ▣ **54%** of Congressional staff say that an in-person visit from constituents have “A lot of Positive Influence” on their member of Congress position
- ▣ **79%** of Congressional staff say personal stories on the impact of proposed legislation is helpful
- ▣ **51%** of the country's most influential grassroots advocacy campaigns say in-person meetings with the elected officials are the most successful advocacy tactics

Data from Congressional Management Foundation and The Showalter Group's Grassroots Influence Pulse Report form 2019

Curriculum

- The Advocacy Army curriculum combines in-person training, webinars, and scheduled visits with state legislators.
 - Presentations from the OPRA team, interactive activities, and presentations from system partners.
 - The Success Group, OACB, DODD, and ANCOR

Topics:

State and Federal
Advocacy

The Legislative Process

Planning and Hosting
Effective Legislative
Meetings

Building Effective
Narratives

Mapping Legislative
Relationships

The Role of the OPRA
PAC

Curriculum

- ▣ 3 in-person trainings, 3 webinars, at least one legislative visit
- ▣ **In-Person Training:** March 30th, May 31st, and July 20th
 - ▣ Safari Golf Club- 4850 Powell Rd, Powell, OH 43065
 - ▣ Dates: All in-person training will be held from 10 am - 2 pm. Lunch is included.
 - ▣ In-person training will follow OPRA's COVID-19 event policy
 - ▣ No virtual option during in-person training
- ▣ **Webinars:** April 27th, June 29th, and August 3rd
 - ▣ All webinars are from 9 am - 10 am
- ▣ After the webinars and training concludes, we will help you set up visits with your legislators.

Participation Expectations

- By signing up for Advocacy Army, you and your team are committing to attend all in-person and virtual trainings
- We will be tracking attendance and use attendance in inviting members down for testimony and other legislative initiatives
- Once you complete the experience, you will be a part of the OPRA Advocacy Network

A Team Experience

- ▣ Our goal is for providers to send a small team of representatives to Advocacy Army
 - ▣ Teams limited to 5 people
- ▣ Preference is for diverse teams that are not just agency administrators
 - ▣ Teams of agency admin staff, people served, families, DSPs, and/or front line supervisors
- ▣ Registration will be per team and you only need to register once for the whole session
- ▣ Registration will be first-come, first-served and is limited to 100 participants

Selecting Team Members

What characteristics should you look for in a good Advocacy Army team member?

- ▣ Compelling personal story on how your services have impacted the team member's life
- ▣ Good communication skills
- ▣ Passionate about the role of providers in our system
- ▣ Feels comfortable speaking in front of others and feels comfortable sharing their story
- ▣ Christine and Pete are available to talk with potential team members if needed

Future

- ▣ We will learn together what works and has the most value to the Membership in learning how to be better advocates
- ▣ We plan to host more rounds in the future
 - ▣ So if you can't make this round, there will be other opportunities
 - ▣ There will still be opportunities for advocacy if you do not attend Advocacy Army
- ▣ As part of the experience, we will be seeking feedback on the activities

Registration

- ▣ Opens later today
 - ▣ <https://www.opra.org/aws/OPRA/pt/sp/advocacy>
- ▣ Limited to 100 participants
- ▣ First-come, first-served
- ▣ One registration per team- please register your entire team with one registration
- ▣ \$75 per person for the entire program
 - ▣ Cover cost of the venue and lunches

Questions?