

ADVOCACY & COMMUNITY ORGANIZING TRAINING FOR HEALTH COUNCILS 2022

Access all trainings at: <https://us02web.zoom.us/j/87641388967>

JULY 11
1PM - 3PM

STORYTELLING

This session showcases the power of storytelling as an advocacy and power building tool. Participants will learn basic skills and principles of storytelling, including developing a message, identifying an audience and a trusted messenger, story arcs, and more. We will explore tools for developing effective oral, written, and digital narratives.

Participants familiarize themselves with how government functions at different levels (local to federal), which governing bodies are responsible for which types of decisions, how those decisions are made (process) at different levels, and how to figure out who has the power to make which kinds of decisions when not clear. We will learn various strategies and tactics for different policy approaches.

AUGUST 8
1PM - 3PM

POLICY AT THE LOCAL, TRIBAL, STATE AND FEDERAL LEVELS

SEPTEMBER 12
1PM - 3PM

COMMUNITY AND RELATIONAL ORGANIZING

Understand organizing as both an advocacy and a power building tool. Participants will learn the basic principles of organizing, the difference between community organizing (wide) and relational organizing (deep), and be able to develop an organizing campaign based on the issue that is being worked on. Participants learn how to maximize resources and develop an organizing campaign.

Participants learn to use a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) as a living advocacy tool to guide their campaigns. Participants will learn how to leverage internal coalition strengths to mitigate weaknesses, how to leverage external opportunities to mitigate threats, and how to use the information surfaced in the SWOT to create action steps to build power for their campaign.

OCTOBER 24
1PM - 3PM

DEVELOPING A POLICY CAMPAIGN: PART 1 - SWOT

NOVEMBER 14
1PM - 3PM

DEVELOPING A POLICY CAMPAIGN: PART 2-POWER MAPPING

In this session participants will use the Power Map to guide their campaigns and create action steps to build power for the campaign. Participants will practice thinking about the different stakeholders that need to be considered in their advocacy work and learn how to categorize each stakeholder based on each stakeholder's level of power or influence and support or opposition.