

GIVING VOICES TO THE UNDERSERVED: LOBBYING AND POLITICAL MOVEMENTS

Gary Slovin

Mihoko Ito

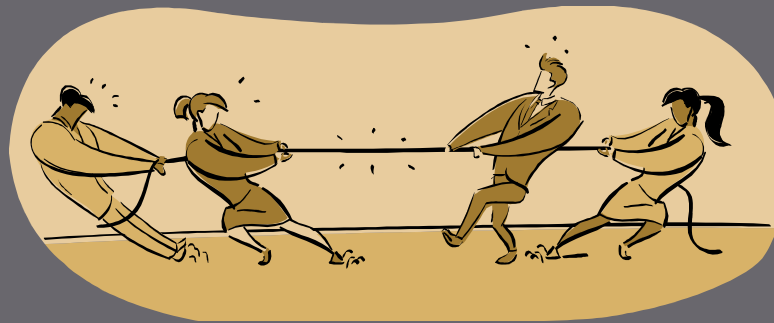
RECENT EXPERIENCES ON SOCIAL CHANGE ISSUES

- Increasing Indigent Legal Assistance Fund
- Autism Insurance Reform



WHAT HAVE WE LEARNED?

- ◉ Social policy – very difficult to accomplish change
- ◉ Long term projects, can take many years
- ◉ Most gratifying, despite challenges



HOW DO YOU DO IT?



**How a bill
becomes a law**

HOW DID WE DO IT?

- 1) Develop Substance
- 2) Organize Community
- 3) Deliver the Right Message
- 4) Analyze Opponents
- 5) Develop, Deploy, Revisit Strategy

DEVELOP SUBSTANCE

- ◎ What do you want to change and why?
- ◎ What's broken?
- ◎ How do you propose to fix it?
- ◎ KEY: Make sure the fix solves what's broken

ORGANIZE COMMUNITY

- ⊙ Gather and Assess Community
- ⊙ Identify:
 - strengths/weaknesses/relationships
 - Politics/History between groups
 - advocates and opponents within the Legislature
- ⊙ If past failure, what has gone wrong?
- ⊙ What role should people play, including you? (lead, follow, get out of way)
- ⊙ KEY: Are we all on the same page?

DELIVER THE RIGHT MESSAGE

- ◉ Be sensitive to and know your audience
- ◉ Who should deliver the message? (Grassroots vs. grassroots)
- ◉ Different messages for different perspectives
- ◉ Thoughts on form letters vs. personalized testimony
- ◉ When and to who? (Public hearings vs. meetings)
- ◉ Common pitfalls (passionate vs. abrasive)



ANALYZE OPPONENTS

- ◉ Who are they (the ones you see, and the ones you don't)
- ◉ Counteracting their messages
- ◉ Do you have opponents on your side?

DEVELOP, DEPLOY, REVISIT STRATEGY

- ⦿ Keep community informed
- ⦿ Keep community motivated
- ⦿ Best use of available resources (people, legislative champions, media, etc)
- ⦿ Where are you in the process?
- ⦿ What are opponents doing?
- ⦿ READ every version of the bill
- ⦿ KEY: Build momentum, and be ready to react and shift gears

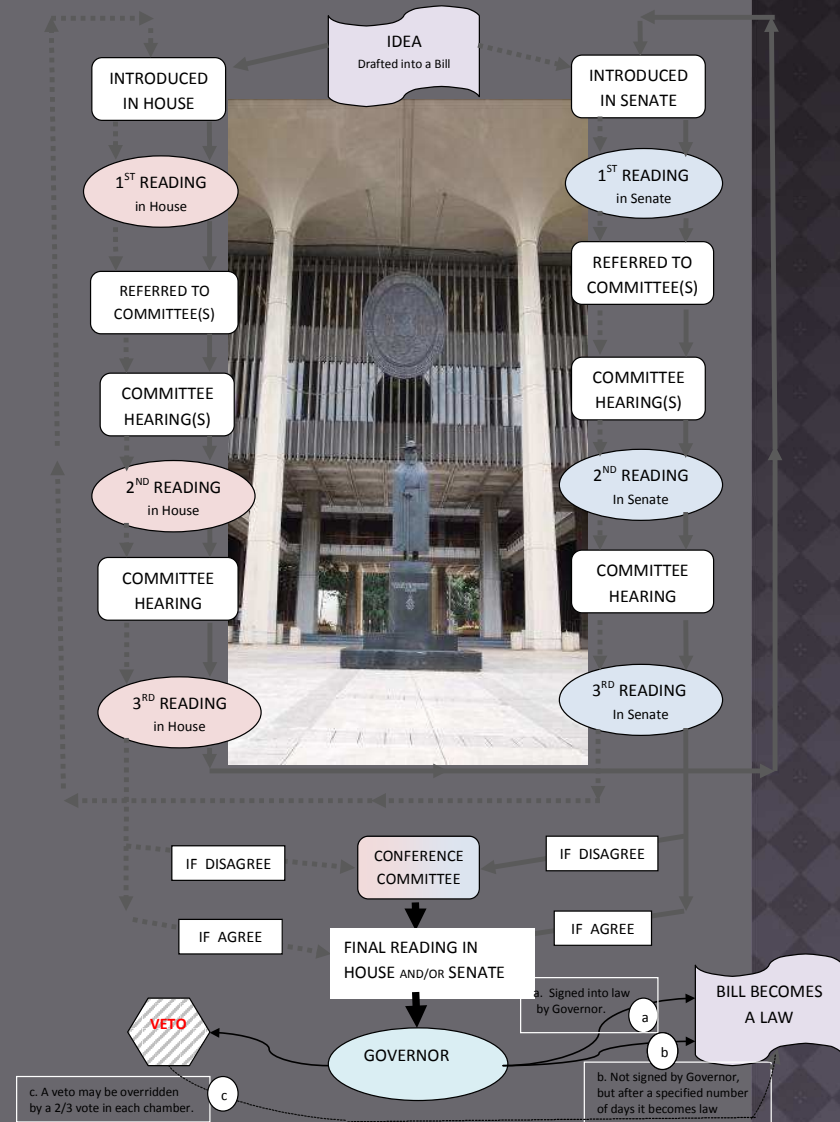
NUTS AND BOLTS

- ⊙ Challenges of legislative process for the public
- ⊙ To pass a bill, you need to know process in and out
 - Who are key leaders (or staff) on your issue?
 - What are key deadlines?
 - Where are the pressure points?

NUTS AND BOLTS

- Who is your LEAD chair ?
 - First subject matter committee chair
 - Money committee chairs
- Key milestones -
 - Opening Day-3rd Wednesday in January
 - Bill introduction cut-off
 - 1st Cross-over
 - 2nd Cross-over
 - Conference Committee
 - Adjournment (60 legislative days)
 - Last Day for Governor to Veto Bills

QUICK VIEW OF HOW A BILL BECOMES LAW IN HAWAII



Public Access Room, April 2013

IMPROVING YOUR EFFECTIVENESS

- ◉ Invest in relationships and community; it will pay off when you least expect it
- ◉ Get to know key legislators
- ◉ Educate before you advocate
- ◉ Be humble, ask rather than tell
- ◉ Listening is communication
- ◉ Be patient, timing is everything



RESOURCES

- ◎ 1) Capitol Website

- ◎ <http://www.capitol.hawaii.gov/>

- ◎ 2) Public Access Room

- ◎ <http://lrbhawaii.org/par/legfyi.html>

THANK YOU!