

Introduction to Training and Resources

Training for the Advocates included viewing the Video and getting feedback and initial reactions from the Advocates so that we can have some understanding of how people seeing it for the first time might receive it.

We reviewed and adapted the Facilitator's guide for discussion after the video and tweaked it accordingly so that it was specific enough but left it open enough to allow for discussion of the issues as people raised them.

A great deal of the Training and Preparation for Advocates focussed on how to use language that encouraged people to talk about poverty and healthy communities without feeling themselves to be judged, or wrong or without knowledge.

We utilized "A New Way to Talk about the Social Determinants of Health" a great deal. This is the research done that helps us to understand how our very language and the use of particular words actually engages people around this subject, or turns them off. The research looked at how people receive information or reject it, given their initial political biases or bents. So a phrase like "levelling the playing field for everyone" likely won't go over so well with someone that is on the right side of the spectrum politically but saying something more to the effect of "providing equal opportunities for all" would resonate more and you would keep the person engaged.

Because our use of the video in public groups, is intended for some, to engage them for the first time on these issues. That is why we chose to use language of inclusion for the video in particular and were careful to avoid language that put people on the edge or where they felt blamed or alienated. We wanted to connect.

That is where the power points can come in to this. Depending on the group that you are speaking to or working with, we can utilize various power points that are more to the point on a particular issue for example the \$100 Healthy Food Supplement or the need for more affordable housing, or a realignment of the tax structure. Again, after people are engaged, you can introduce more challenging issues and solutions to them for discussion. And you always consider the group you are working with and begin where they are at. If working with a group of activists, obviously you can get down to the hard work of redressing poverty in ways that you wouldn't begin to attempt say with a Chamber of commerce Group for example.

The Video can be used in all contexts and then we utilized various power point presentations depending on the group we were speaking to.

Resources for Training

LINK TO THE VIDEO: "IT'S NOT TOO LATE TO CHANGE THE WORLD"

<http://yrfn.ca/issues/poverty-1/advocacy-awareness-to-action/>

Facilitators' Discussion Guide (found on page 18 of this manual)

"A New Way to Talk About the Social Determinants of Health"

** Link provided in the Section 7 of this Manual - Resources and Links

SAMPLE CERTIFICATE FROM OUR JOINT TRAINING ON SEPTEMBER 17TH

- Carolyn Mooi – Heart and Stroke provided training for Healthiest Candidate Campaign together w/ Yvonne Kelly, AAA Project providing Advocate Training for this project

CERTIFICATE TO RECOGNIZE

PARTICIPATION AND LEADERSHIP

In creating healthy communities for all

Training for the Heart and Stroke Healthiest Province Campaign

and The Advocacy: Awareness to Action Project (AAA)

Awarded to _____

Saturday September 17th 2011

York Region Food Network (YRFN) - 510 Penrose St. Newmarket, ON

Facilitators: Yvonne Kelly, Community Development Coordinator, YRFN

Carolyn Mooi, Community Mission Specialist, Heart and Stroke Foundation