

## **BRAINSTORMING THE ADVOCACY PLAN, VIDEO AND PROJECT**

### ▪ **Review of Nipissing Video: reflections, feed back & recommendations**

- In opening spoken part, sentences are too long and not punchy enough,
- Needs more energy,
- Context and message were good,
- Technology needs to be updated,
- Need to frame it for people who are not “us”,
- Needs solutions, i.e. ways to engage people and to get them to ask “Why does it matter to me?”,
- Needs a higher newcomer content for our region so it represents our community’s demographics,
- Too much is focused on the “Do the Math” exercise - roughly 60% - 80% of content.

### ▪ **Developing an Advocacy Tool Kit and Video: what do people need? what can we provide?**

- Dispel the myths: i.e. people can only get a 3-day supply of food from a food bank,
- At the start and finish, emphasize why we should care,
- Use real people in it,
- Outline the costs of poverty,
- Include a list of catch phrases, e.g. “dignity doesn’t need a middleman”,
- Use the “Do the Math” tool,
- Include a list of different ways to work on the issues & have a menu of things that can be done i.e. “talk to a friend”, persistence in being \_\_\_\_\_, writing letters to MPPs, Editor, attending council meetings, paying attention to what is already happening on issues and in the media.
- Provide supporting resources e.g. contact info for key people, sample letters

### ▪ **Making the Video:**

- Get video expertise early to help us frame the focus,
- Perhaps get a specific focus group to review the video work for us as we go along,

### ▪ **Advocacy Plan: who creates it? Who Participates?**

- Some members of this committee
- Members of the community
- Representatives from agencies
- Low-income individuals.

### ▪ **Resources to Help:**

- World Vision’s advocacy guidebook
- Video “Poor No More”,
- Income Security Advocacy Centre
- Stop Community Food Centre – Civic Engagement Work
- Website ted talks to write letters: [www.ted.com/talks](http://www.ted.com/talks)

### ▪ **Subgroups of this committee:**

- Advocacy (volunteered to participate so far: Jean, Tracy, Pat)
- Video (volunteered to participate so far: Tracy)

