

## **AWARENESS ADVOCACY ACTION GROUP AAA**

### **1.) BUILDING THE GROUP – BUILDING THE PLAN**

- a.) Meetings to develop the plan and strategies
- b.) Identify the players who want to participate
  - Calls to ISARC Social Audit Focus Group participants
  - Contact Key people who may suggest others who might be interested
    - o Jane Wedlock
    - o Social Action Vaughan
    - o ISARC Planning Table participants
  - Identify Networks or people who would like to be networked together to respond to advocacy opportunities ie. Valentines for Dwight Duncan
  - Create an Advocacy Web
- c.) Identify any sectors that we want represented at our table
- d.) Re-visit groups we've spoken to or made an ASK of and go back with more focused request
- e.) Identify ways in which people can participate on a group and virtually in the Advocacy Web
  - o Phone or email tree
  - o Blogging – Facebook - Twitter
    - My Wong
    - Theresa from Trinity who is involved in Transition Town
  - o Writing letters to the editor
  - o Keeping up on Council meetings, agendas, reports
- f.) Identify Agencies who would be sympathetic to the cause (poverty – income- social assistance – HFS)

### **2.) STRATEGIES**

- a.) Speak to Boards of Directors and implore them to advocate with their MPPs
  - People with lived experience can speak to boards
- b.) York Region Councillors/staff to make connections with MPPs
- c.) Ask Agencies to establish their position on Poverty;
- d.) Ask Agencies and groups to endorse the HFS
- e.) Reach out to volunteer groups – ask them to advocate with us

### **3.) ENGAGING LOW-INCOME INDIVIDUALS AND GROUPS**

- Identifying agencies who work with their clients and do advocacy work with them
- Identify agencies who would want to do some advocacy work or have clients who would be interested in getting involved.
- Go out to groups; Speak to them about the options; invite reps to join the subgroups or Do the Math Committee
- Workshops on Advocacy – how to present the Do the Math Survey to groups; write letters,
- Look for opportunities for clients/advocates to present to the boards of the agencies who serve them as a first step; challenge board members to approach MPPs

### **4.) DELIVERABLES FOR THE PROJECT**

- Advocacy Tool Kit including Video and Discussion materials
- Awareness, Advocacy and Action Plan for 2011
- Network for dissemination of information, calls to action, mobilization efforts
- Advocacy Skill Building and training opportunities made available
  - Workshop/ individual instruction/ peer to peer support
  - Go to existing groups and discuss how they might do advocacy
- Advocacy Teams set in the summer to be ready to go in the fall, pre-election

### **5.) Other Ideas Suggested**

- Holding an all candidates meeting focussing on Poverty. Either one large one to which we invite candidates, or smaller ones.
- Perhaps look to other groups to sponsor this with
- Advocacy Teams could attend other all candidates meetings being held

## 6.) TO DO'S

Jean - St. Vincent DePaul

Tracy - Dave Kerwin; best ways to reach an MPP

Pauline - Brett or Brett McKinnon ( social media expert)

Pat - Toronto and York District Labour council about the project and also the \$ for PFIB

Yvonne - Jane, other organizations and Joan about Brett McKinnon; also speaking with Charles Beer for any advice he can lend in terms of making an impact on MPPs; also hunting down the POOR NO MORE movie and contacting our video people to have an initial discussion about parameters and what's possible.

\*\* If I missed anything, please add to the notes and return to me with edits.