

# Advocacy Plan Overview for 2011

## Overview of larger Picture with Calendar –

**April** Advocates meetings (people with lived experience); Video script completion

**May** Hunger Awareness event, video taping

**June** Begin posting resources and updates on YRFN website

**July** Taking New video out to groups and presentations

**August** Teams out to MPPs

**September**

**October – Election**

**Specific Strategies to include in the Plan and identifying who and how they will happen**

- **Use Networking Tool to identify strategies and make lists of volunteers**

## Components of the Advocacy Campaign

1.) **Letter Writing Campaign and Kit: 100 Letter for \$100** Goal of 100 letters per MPP by Election time; how do we reach our target, hold people accountable IE. Ask for copies of all MPP letters sent; Use a giant thermometer to measure progress

2.) **Advocacy Tool Kit: includes**

Letter writing kit and tools

Video and accompanying materials – discussion questions and facilitator’s information

Powerpoint presentation for on the web, to accompany video and use in presentations

Visuals to be shared: ie. 90% vs 10% Wealth vs votes (where is the power)

Advocacy strategies and suggestions from other sources; websites and links to be posted on our website

Social Determinants of Health – various resources including how to use a language to talk about determinants of health and engage people at the same time

3.) **Website:** Posting Resources and updates; using the website and video to engage people, make our request of them and invite them to take ACTION

4.) **Social Networking Roles and Strategies** – follow-up from do the math meeting with Brent McKinnon – Online Advocacy, etc.

5.) **Training Opportunities ( Also civic and community engagement opportunities)**

- a. **Advocates Groups:** peer to peer training, letter writing campaign, civic engagement strategies, talking about the issues in a way that engages people. Two groups – one in Newmarket in the south and one in Richmond Hill for the south. Working closely with Community Living YS to facilitate.
- b. **Community and Civic Engagement workshops** – giving people information as to how they can get involved, why they should and how; perhaps ask Sean Meagher from Public Interest attend movie screenings or do a couple workshops separatel
- c. **Poor No More Screenings** – 3 in total; do some education after the film, ask for participation, WE NEED TO DECIDE AHEAD OF TIME WHAT OUR MESSAGE IS AND WHAT THE SPECIFIC ASK IS OF PEOPLE AT THESE EVENTS; THE OPPORTUNITY AND DISCUSSION WILL NOT BE LENGTHY
- d. **June 7<sup>th</sup> – SPNO Presentation** – Participation by HSPB and SPC – YR
- e. **Sean Meager** – Public Interest – Civic Engagement strategies (already mentioned)
- f. **Webinars for staff/volunteers/boards/organizations on advocacy work and strategies** (towards the end of the project); information is also available on the site for other groups to utilize.

6.) **Presentations with new Video from July – October; also on website**

7.) **Advocates Groups in north and south continue to meet, develop and do outreach, peer support for letter writing efforts and civic engagement strategies**

8.) **Teams for MPPs** – August to October; picking teams to represent 7 ridings

9.) **Developing the Advocacy Plan to involve other individuals, groups and organizations**

- a. Inviting other agencies and groups to be involved
- b. Start by identifying all the groups we have now
- c. Who are we connected to and would want to extend an invite to
- d. Choose tasks and roles that we want to take on right now such as: media awareness, presentations, website work, social networking, teams; check the networking sheet
- e. Carry out these functions