

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 7th – 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