

Public policy includes:

- Laws
- Regulations
- Actions of the government
- Funding priorities

Policy-making road map:

1. Identify the Problem – What needs fixing, attention, protection?
2. Develop the Policy – What should we do about “it”?
3. Adopt the Policy – Getting the policy passed...
4. Secure Funding – Getting the policy paid for...
5. Implement the Policy – Making sure the policy is rolled out and done right
6. Enforce the Policy – Oversight in case of poor compliance or lack of implementation
7. Evaluate Policy Outcomes – What is the data? Did the policy work?

Where to ask:

- Georgia Capitol
- U.S. Capitol
- Georgia Agencies/Boards
- Federal Agencies
- Local Governments/Boards

When to ask:

- Legislative Sessions
- Interim Legislative Study Committees, Listening Tours, and Town Halls
- Personal Appointments
- Opportune Moments
- Networking

Step 1: Define the Problem

- What exact outcome would you like to see?
 - What needs to change?
 - What does it cost?
 - Could there be any unintended consequences?
- Who would oppose the change and why?
- What logistical challenges might there be?
 - Solvable or Unsolvable?

Step 2: Set your Goal

- Get your policy goal down to one clear statement.
- Develop your “If – Then” secondary goals
- Know your material
- Be data driven every chance you get

Step 3: Strategize

- Who controls the outcome of your goal? Who are the decision-makers?
 - Government?
 - Which Branch? Agency? Division? Board?
 - General Population?
 - Voters? Non-voters?
- Who is the best messenger to sway the decision-makers?
 - You? Other people?
 - Other elected or appointed officials or their advisors?
 - Business?
 - Special interest group?
 - The Courts?

Step 4: Develop Effective Communications

- Who is Your Audience?
 - Allies, Opponents, or Fence-Sitters?
 - What do they know?
 - What do they need to know?
 - What's in it for them?
 - **What are they afraid of or inspired by?**

Be Heard!

- Meet your audience where they are -- and then bring them to where you want them to be.
- Remember: It is not what you say, it is what they hear.
- *So*, use the right words, messenger, medium, attitude and logic.

Tips for Success:

- Remember that Policy rarely, if ever, gets made without good relationships.
- Be patient but not inactive. Change takes time.
- Objective Data is a great tool for changing minds, inspiring action, and providing political cover.
- And above all, know yourself
 - What is your role in the space?
 - How far are you willing to go to advocate for change?
 - What are your personal or organizational limitations – Time? Manpower? Knowledge? Resources?

