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GAINING LEGISLATIVE AND POLICY REACTION FOR BLUEPRINTS INITIATIVES

Agenda

Introduction

The Story of Bill 88

How that applies to your Blueprints program

Conclusion

Part I

Introduction

Why am I talking to you about this...

Curam and Blueprints

Political Staffer

PhD Candidate in Political Science

Foster Care

How this presentation fits into the Blueprints Conference



Why is this so important to your organization

They make the law.

They care.

Political Office

They have significant connections with the media.

They have resources.

Part II

The Story of Bill 88

What is the Youth Right to Care Bill?



- The Start
- Youth-in-Care Hearings
- Stakeholder presentation
- Bi-Partisan support

ales: Bi-Partisan

“I will say, Mr. Speaker, that I don't believe this is done by this government, in any way maliciously or anything like that.”

“In the developed world, Ontario lags behind all jurisdictions doing the least amount for this group of youth. The child welfare community has been lobbying for this for over a decade, to no avail.”

“The consequences for this systemic error are not limited to the individual children that it affects, but is a province-wide crisis.”

“Justice for Children and Youth, which provides legal services to children; the Ontario Association of Children's Aid Societies; the Provincial Advocate for Children and Youth; and the Barrie CAS all support this bill.”

ales: The Moral Case

“Most of them will never see an end to their education-not in the way that we want to see, a real graduate. They leave because they have to take care of themselves. They have to earn a living. They have to have a roof and food.”

“They have elevated rates of incarceration. They have more hospitalizations due to high-risk street behaviours.”

“Beyond the obvious cost of homelessness, we also need to remember that without providing youth with the care they deserve, it's harder for them to receive an education or to find a stable job, and they're more likely to end up on the street as adults.”

“The circumstances that the current legislation imposes on these children are a contravention, as I mentioned, of the UN Convention on the Rights of the Child. Specifically, each child has the right to develop to the fullest and have protection from harmful influences such as abuse and exploitation. This, clearly, is not being fulfilled when you treat these youth as adults.”

“Similarly, the Canadian Charter guarantees the right to life, liberty and security of person. But when Justice for Children and Youth, who provide legal services for street youth, did an analysis, they found that 76% of street youth were victims of violent crimes-76%.”

Sales: It's Always about the Money

the social costs of ending up homeless or in the prison system, the monetary costs of these things are too steep."

won't cost you money; it's going to save you money, and here's how it's going to do it."

an economic analysis from Justice for Children and Youth, who provide legal services to street youth and this: \$2,500 is the cost of providing a youth with emergency shelter for one month, which, by the way, is the maximum many youth shelters allow children to stay. They found that \$8,000 is the cost of incarcerating a youth for one month. Finally, \$4,500 is the monthly cost of support services to a homeless person provided by the police, health care and other community supports."

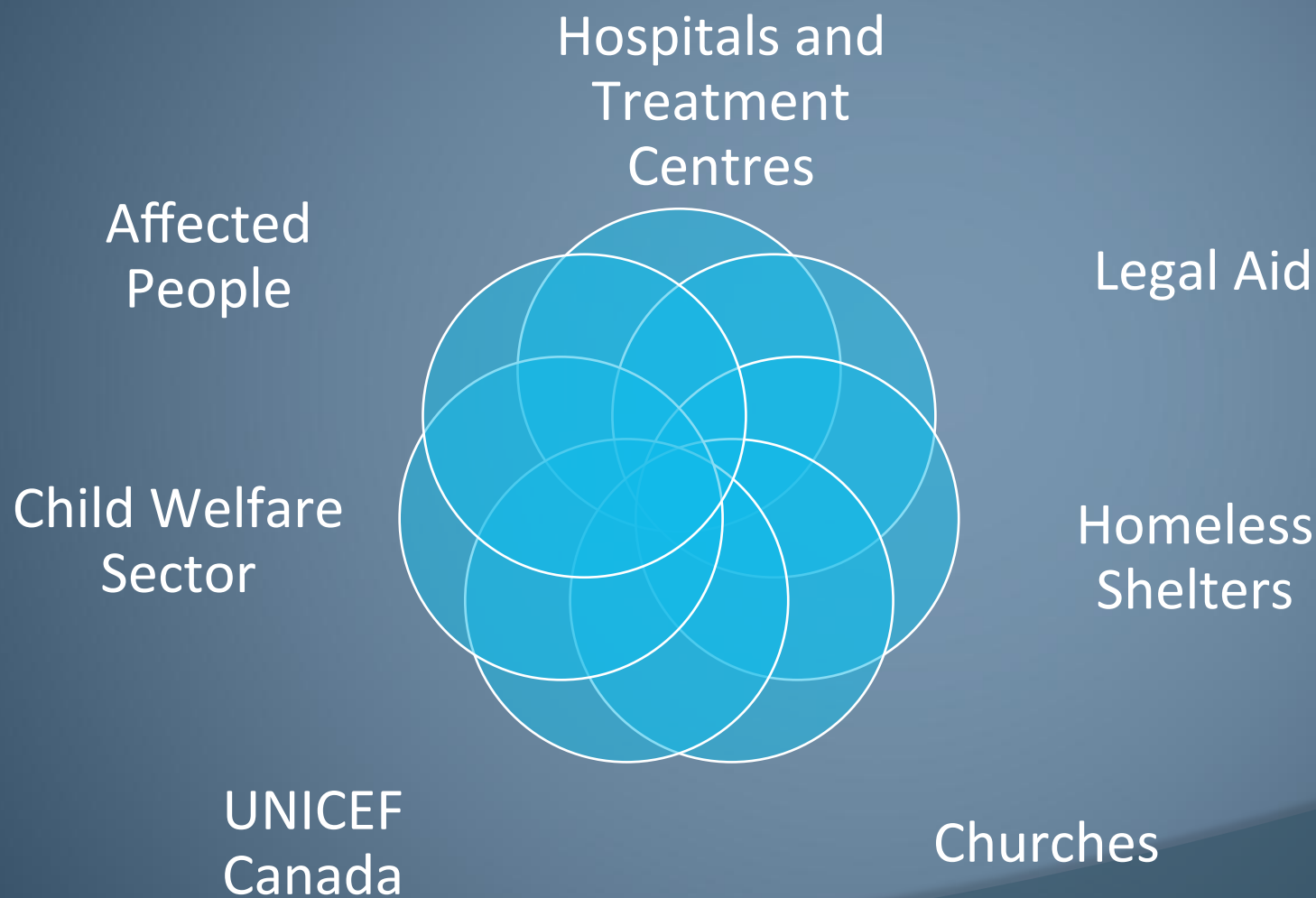
Overall, the cost of supporting homeless youth is between \$6,500 and \$8,000 per homeless youth per month."

Well, in comparison to supporting a homeless youth, the cost of supports, such as an income supplement, supportive housing arrangements, including a community support worker for that youth, are found to be much less costly: as low as \$1,000 per month."

Not only does the province lose money but our society also potentially loses tradespeople, scientists, doctors, nurses, teachers-advocates of all sorts-and entrepreneurs."

We can also potentially save the province up to \$7,000 per month for every youth that's in care."

Coalition Building: Army of Champions



Communications Strategy



11 88 Community Engagement

Rally

Petition

Op-eds

Website

Awards

Reception



Head End? Resources and Pressure



aying Alive

It became a social movement for change

Role of stakeholders in ensuring the re-introduction of the bill as Bill 54

Bill 88 set the priorities for the related lobby groups

Bill 88 set the policy agenda of the bureaucracy

Update today...

Who cares about the credit?

Part III

How to gain traction for your Blueprints Program

Developing a Strategy



me Horizons

But politicians turn over...

This is why it is important to be clear about your goal

Be politically aware. Work elections into your strategy

Don't put all your eggs in one basket

Build a movement through political office instead

The “settling in period” is an opportunity; not an excuse



What is Your goal?



News / Queen's Park

Ontario bill would extend child welfare services to older youth

A proposal to ensure access to child welfare services until age 18 is the centrepiece of Bill 88, known as the Youth Right-to-Care bill, which is moving through the Ontario legislature.

Text size: [+](#) [-](#) [Reset](#) [Report an Error](#) [+ save to my star](#)



RICHARD J. BRUNHAM / TORONTO STAR FILE PHOTO

Progressive Conservative MPP Rob Jackson believes his private member's bill would save the government money.

By: Chetnan Bathia Special to the Star. Published on: Fri Nov 08 2013

Abused teenagers in Ontario may soon have access to crucial support services now that a private member's bill to

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Fare inclusive of taxes & fees

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* Displayed fare applies from Toronto to Ottawa, O. restrictions, baggage and other fees, may apply. Fare valid by 4/10/14.

Top News

- NEW Like it or not, it's time for Don to exit gracefully: DeManno
- Ford brothers plan YouTube show done more than the Kardashians
- Plan for taxes to generate \$3.4B for to be unveiled Dec. 12
- NEW Border refusal shows co-ops with U.S. has gone too far: Walkers
- Updated Mountie stripped of his uniform for smoking prescribed pot
- Porn photo judge Lori Douglas just w away: Mallick
- Access to health files by U.S. border sparks demand for inquiries
- NEW York police officer dies after being

awareness

tend or co-sponsor an event

Community event on a recognition day

Roundtable

Town hall

Fundraiser

Rally or protest

Press release or press conference

Lead on a letter writing campaign, petitions

Secure sources for cause

Coordinate

Connect with other partners or champions

Introduce a bill



Playing the Long Game: Legislative Change

Introduction
of Bill in
legislature

Committee
Hearings

Committee
Passes the
Bill

Bill is on the
Floor

Bill Passes
the Floor

Use Political Office to Build a Social Movement

The recommended goal if you are serious about change

Then time horizons don't matter

Awareness is part of it

Change inevitably follows

Finding your Champion

Local representatives

Local representative

Affected districts

Interested

Representatives

Committees

- Chairperson
- Representatives who have the ear of the Chairperson
- Geographically closest committee member
- Bi-partisan

Community Partners

- Existing coalition
- Related organization
- Related stakeholders
 - People you are serving
 - Professional associations
 - Churches

What to do with your Access?

Do your Homework:

Pet issues

Brand compatibility

Personal details

Known relations

Popularity

Attend an event to initiate first impression

Get to know the staff

Getting Past the Gatekeepers



The Staff.

If they don't like you, you will have a difficult time. If you sell them, they join your army of champions.

Staffer job description: policy and process expert, communications professional, graphic designer, researcher, event planner, counsellor, socialite

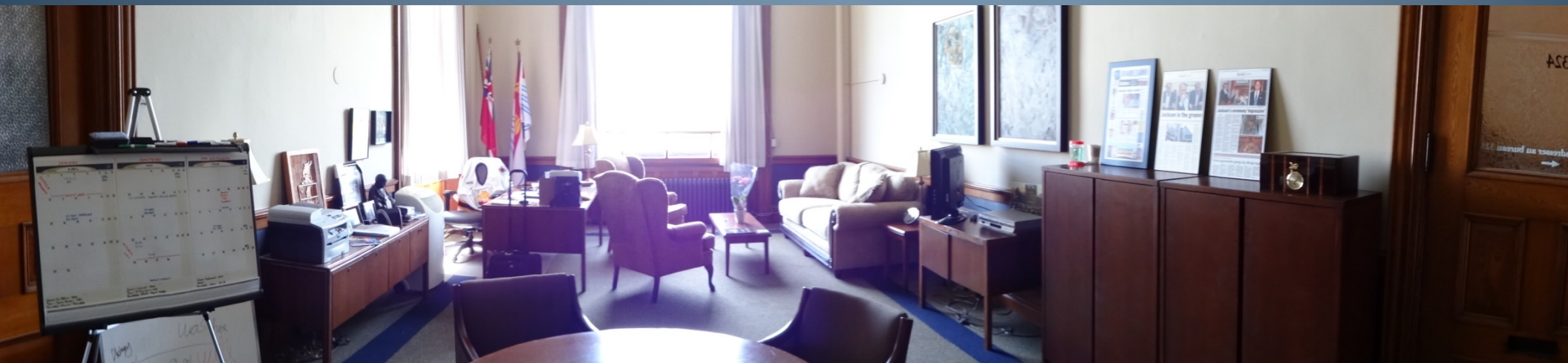
You have the meeting...

It is the centre of your day; it is 10a.m. and its their 7th meeting that morning. You are excited. You give them a detailed background of your organization. 15 minutes pass. Time is up.

K.I.[Super].S.S.

You don't make a specific ask. You don't sell the ask.

The material that is left with the staff: 1. is too complicated; 2. is too long (10 minutes max); 3. makes no relevant sells; and 4. makes NO ASK!

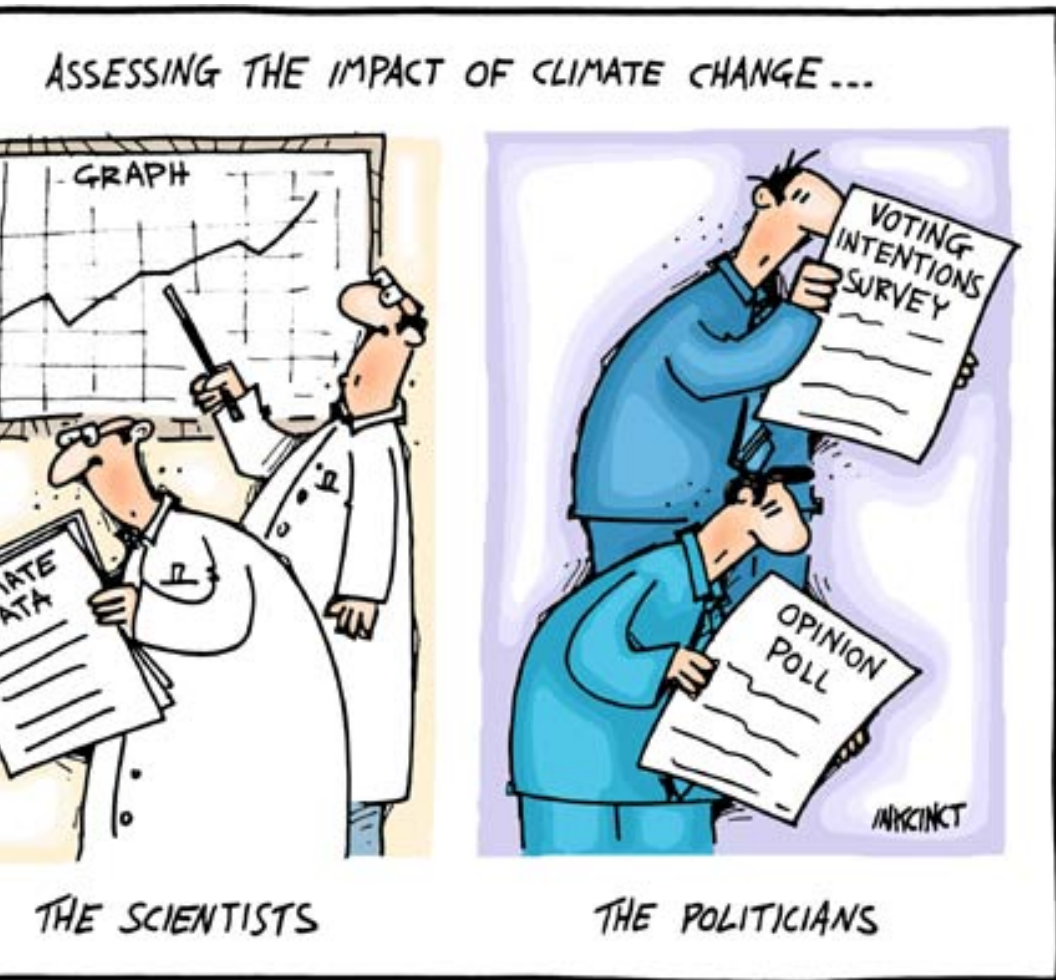




The Asks

- Attend or co-sponsor an event
- Community event on a recognition day
- Roundtable with potential good partner
- Town hall to raise awareness
- Rally or protest
- Petitions
- Press release or press conference
- Op-Eds
- Lead on a letter writing campaign
- Phone calling campaign
- Resources
- Connect with other partners or champions
- Introduce a bill
- Champion and develop legislation

he Sells



- Lil'Timmy knows his politics if not his maths and sciences – bring
- Politically relevant facts and figures ONLY
- What's in it for the champion
- Don't be left out!
- Bi-partisan appeal
- The moral case
- The money case
- Cost of not helping
- Please help me!

Conclusion

The existence of the political system is to serve the people.
Most politicians want to 'help', but don't know what they don't know.

Do not disadvantage your organization, program or initiative by avoiding 'politicians'.

If you haven't the resources to develop and implement a strategy, ask!

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