



**What is causing the
people pain?**

Your organization exists to help solve a problem in our communities. **A problem is anything that causes people pain.**



Use post-it notes to list your problems. **Put one problem per note.**

What problems are your constituents facing?

Three Types of Problems

1

Skills or
Knowledge Gap

Program

2

Occassional Needs
and support

Service

3

Chronic Need or
Institutional Barriers

Policy Change

Skills or Knowledge Gap	Occassional Needs and support	Chronic Need or Institutional Barriers
Program	Service	Policy Change

**Sort your problems into
the three groups.**





- What do you notice about your groupings?
- Where have you tried to tackle problems with the inappropriate solutions?
- Where are the bulk of the problems that you have listed?

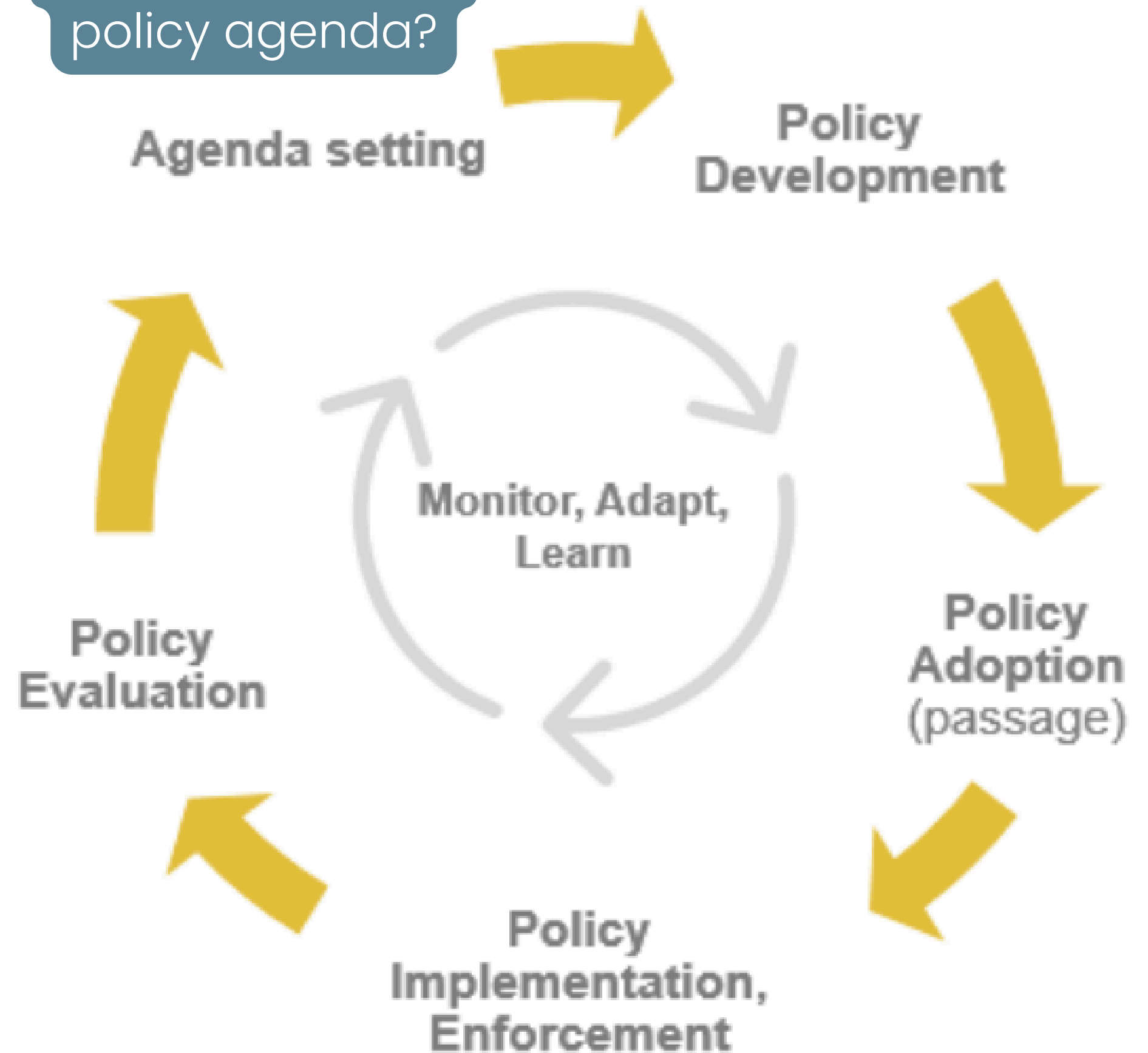
Discuss in small groups.



From Problem to Policy

Policy and Systems Change

How do you set a policy agenda?



Let's define a few things.

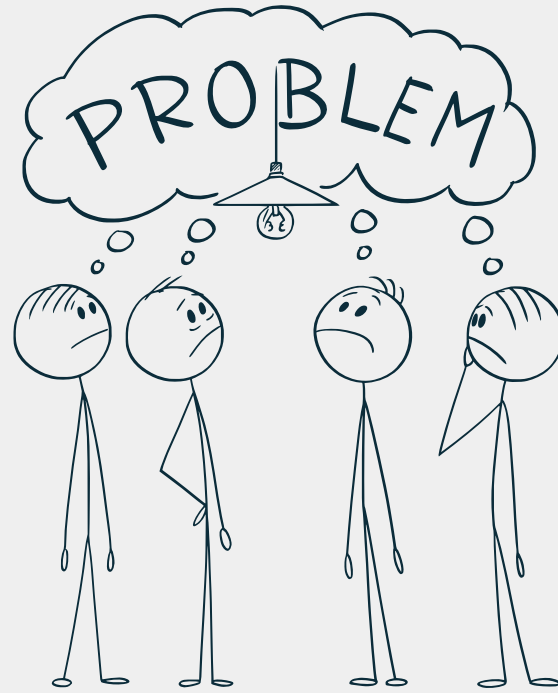
A **policy agenda** is a set of issues that you want elected officials to prioritize and implement on behalf of your community.

An **issue** is the proposed policy/government solution to the policy problem you want to solve.

A **policy problem** is an institutional or chronic problem that needs systemic response to address.



To cut an issue you must do two things.



Truly understand the nature of the problem.



Identify what policies will help solve the root of the problem





- What are the structural or institutional barriers that cause that problem to persist?
- Where in the life of the people does the barrier occur?
- Where exactly is the bottleneck or challenge?

Dissecting your problem

Who else is talking about this?



Questions to guide your policy research.



- Where else in the country are people working to solve this problem? What are they trying or exploring?
- What solutions/ideas have others elevated to fix this problem?
- Where else in the country is this solution being tried?
- Is it working well?
- If not, what are the barriers to success?
- If so, what enables its success?



Clarity is king!

Why does it
matter to have
your own vision
for how the
problem should
be solved?



You should set the standard!

- It ensures that your solution is anchored in your vision
- Don't fall for false progress
- Elevate you from just a passionate advocate to “an expert”.
- Ally support and coalition alignment lives in the details.



Clarity allows you
to ensure that the
right people
benefit from the
policy solution.



YES ON ISSUE 24

YES FOR TRULY AFFORDABLE HOUSING

#cincyfundourfuture



Housing for those
most in need.

Truly affordable
housing.

We are serious
advocates.

Who is at the table.

Vague demands make great chants at rallies and protests, but they serve as poor policy platforms. There will be a time when you will need to simplify your message to move the masses – after you've clarified your policy demand.



Moving beyond vague requests.

We need more
affordable housing.



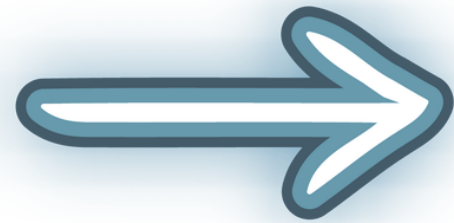
Put \$50 million annually in the affordable
housing trust fund 439.

Stop gentrifying our
community.



Create enforceable community-benefits-
agreements with each development deal.

Fix our schools.



Implement a co-teacher classroom
structure.



In advocacy and public policy work, a problem becomes an issue when it is made actionable. Advocates don't try to "solve" broad problems — they **identify specific, winnable pieces of those problems that people can take collective action on.**



Assess your own homework. Go through the problem-to-issue checklist as a group and determine how you did.



**How clear is your policy
issue?**

Let's take your issue to advocacy C.A.M.P.

CLEAR

Have you outlined the action, shift, or pivot you want to see? Are you clear on your non-negotiables and priorities?

ACHIEVABLE

Is your demand able to be achieved? Is there a clear target who can enact your demand?

MISSION

Does this solution align with your organization's mission and priorities? What is the risk to your org?

PEOPLE

Does your issue help those you have intended to help? Does it address the pain of the people?

