

RECOVERY ADVOCACY 101



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WHAT IS ADVOCACY?



Advocacy is a process not an event



It happens at all levels local, statewide,
regional, national and international



It is about achieving specific outcomes

POLITICS COMES FROM THE PEOPLE

- Politics comes from the Greek word “POLIS” meaning “affairs of the state”
- Politics is about power, authority and influence
- **Power** is the ability of an individual or group to bring about change
- **Authority** is the source of power
- **Influence** is the ability to get people to change



Politics is a combination of art and science

Politics look simple but it requires a respect for the process

Politics are professional

Politics are founded on respect, relationships and personalities



ADVOCACY OUTCOMES

Change in institutional policy
and practice

Change in public attitudes
and behavior

Change in the political
process or system

Increased Power and
influence

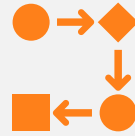


A GOOD ADVOCACY ISSUE

Must be focused on a
clear policy solution

Must be based on a
clear, understandable
and honest policy
analysis

ADVOCACY STRATEGY MUST ANSWER THESE QUESTIONS



What change do we want to bring about?



Who can make the change?



How can we make them change?



SMART ADVOCACY OBJECTIVES

Specific

Measurable

Achievable

Realistic

Time Measured



DIFFERENT APPROACHES

**Based on what we know
about our target and the
political environment:**

Co-operative (insider)

Confrontational (outsider)



KNOWING THE STAKEHOLDERS

Elected Officials/ Staff

Appointed Officials/ Staff

Media

Business Community

Community Organizations

Faith Community

Education Community

WHY DOES THIS MATTER?



Funding

Medical Issue / Science

People

Families

Communities

Jobs

ZOOM CALLS

- Pre Session / during campaign season
- Save drive time cost and time
- Convenient for stakeholder
- 30 minutes
- Pre send executive overview document
- Brief intros
- Short 'bullet point highlights'
- Ask to take screen shot – looking at screen not talking
- Ask to post on social media a thank you for meeting post

VIRTUAL TOWN HALL

- Two Types specific and standing during the legislative session
- One hour 40 minutes topic / 20 questions
(open & close)
- Promote on social media in advance, stream live
(Zoom & Facebook)

VIRTUAL EVENTS

- In addition to Town Halls
- Community Listening Session / Roundtables
- Invite stakeholders from targeted areas
- 20 minutes set stage / 30 minutes group discussion
- Promote on social media in advance, stream live (Zoom & Facebook)
- Post after a thank you
- Create a Facebook event – send invites (also send email invites)

VIRTUAL LOBBYING

- Use appropriate hashtags #wearethepeopleweserve #lovepeopletoabetterlife
- Always use a photo or image
- Tag stakeholders
- Have partners / coalition
- Multiple short messages throughout a specific time frame
- Creating a thread on a platform
- Especially during Session
- Helps your allies – spooks your opponents – define the battlefield

FACEBOOK LIVE

- An effective tool
- Interview stakeholders / peers or allies
- Get them to share it on their timelines
- 5 to 8 minutes
- Specific or broad topics

E – MAIL & SNAIL MAIL

- **Important to use both e-mail and snail mail**
- **Emails are quick and do matter**
- **Snail mail – from constituents – most powerful of all - handwritten**

VIRTUAL FUN FUNDRAISING

- Utilize this new normal to host medium and small dollar fundraisers
- Ask stakeholders to join the event – share to their list and platforms
- Can be short
- Can utilize any number of new fun virtual games
- Have fun promoting them in advance – venmo, etc.



LET'S ADVOCATE RIGHT NOW

I am excited to be with peers from across Alabama at the 2023 Alabama Peer Conference. Substance use disorder is a chronic health condition and every human being with this chronic health condition deserves to be treated with the same dignity and respect as everyone else. Let's love people to a better life!

- #2023AlabamaPeerConference
- #WeAreThePeopleWeServe
- #LovePeopleToABetterLife

- Twitter / Facebook / Instagram / LinkedIn

HOW THIS ALL WORKS

It's all about
relationships

The Stigma is
REAL

Leaders
respond to
two things

Show Up

Speak Up

Leaders want
unity in a
community

Leaders want
us to
advocate

It's a
competition

Bi-partisan
issue

MOVING FORWARD





A.C.E
ADVOCATING FOR CHANGE
THROUGH EDUCATION

Ask us about FREE peer
education across Alabama

Email us at ross4us.ace@gmail.com

Or

check out our website at
www.ace.ross4u.org



How can I advocate?

So many ways! We encourage you to reach out to your local and state government.

Please visit

<https://www.alarise.org/get-involved/action-alerts/> for some ideas on reaching out. Link is also below.

More ways to make your voice heard are coming soon!



Alabama Recovery Advocacy Platform

REDUCE STIGMA

- Value people with lived experience by including them when decisions are made.
- Promote person-centered language.
- Embrace all pathways to recovery and wellness.



RECOVERY SUPPORT SERVICES

- Demand Recovery Community Centers across Alabama.
- Move towards a Recovery-Orientated System of Care that includes peer support.
- Expand brain health support services.

EXPAND RESOURCES & REMOVE BARRIERS

- Establish One-Stop Shop Community Centers to improve access to care.
- Address transportation, housing, and employment barriers.
- Expand Medicaid to provide health services for low income Alabamians.



Support by scanning here!





www.mobilizerecovery.org





SEPTEMBER IS
RECOVERY MONTH

RECOVERY IS FOR
PEOPLE


#RecoveryMonth #Recovery

WWW.RECOVERYMONTH.NET



**FACES & VOICES
OF RECOVERY**

ADVOCATE. ACT. ADVANCE.



TIME FOR QUESTIONS?

SOURCES

- [Community Symposia - Georgia Council on Substance Abuse \(gasubstanceabuse.org\)](http://gasubstanceabuse.org)
- [Advocacy Guide – Recovery Advocacy Project \(recoveryvoices.com\)](http://recoveryvoices.com)
- [Mobilize Recovery - Recovery Advocacy](#)
- [2018-Recovery-Voices-Count-Toolkit.pdf \(facesandvoicesofrecovery.org\)](http://facesandvoicesofrecovery.org)