



# Influencing the Policy Agenda

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Engagement**



**What are the questions you are bringing to this workshop?**





# What is Public Policy?





## Policy in 25 words or less...

*At the end of the day, the formulation of public policy involves a process of making good decisions – for the public good.*

*What is Policy?*

*Caledon Institute of Social Policy, September 2005*



## Different Policy Areas

- Substantive and administrative policies
  - Complex problems or a focus on procedures
- Vertical and horizontal policies
  - Vertical (upward) and horizontal (across)
- Reactive and proactive policies
  - Response to economic crisis or national skills agenda
- Current and future policies
  - » Source: What is policy? Caledon Institute of Social Policy

## Current Context



- Increasing interest in place-based interventions tackling complex issues
- Increasing number of multi-sector collaborations
- Growing capacity in organizations and collaborations to address place-based change through policy influence
- Growing interest and expectations by government to ensure policies are relevant to community – Provincial Poverty Reduction Strategies

# Policy Impacts & Goals



- **Policy Impacts** – the big change and benefits being sought for people, services or systems as a result of a policy change or policy goal (e.g. improve the way that health care services are provided, a safer community for young children).
- **Policy Goals** – what the advocacy strategy is trying to achieve in the policy arena. Issues at different strategies in the policy process require different types of goals.



**Policy Impact**

# Policy Goals



<b>Development</b>	New proposals or guiding policies developed
<b>Placement</b>	Policies formally introduced (bills, regulations, etc.)
<b>Adoption</b>	Policies formally established (bill, regulations, etc.)
<b>Blocking</b>	Policies formally blocked (bill, regulations, etc.)
<b>Implementation</b>	Policies implemented or administered in accordance with requirements.
<b>Monitoring</b>	Mechanisms established to monitor and report on policy implementation.
<b>Maintenance</b>	Policies (bill, regulations, administrative procedures) maintained.

# How Policy Change Happens



Large Leaps	Needs right mix of conditions for major change
Coalition Framework	Coordinated activity by number of individuals/groups
Policy Windows	Political climate is critical
Prospect Theory	Framing of options or approaches fit with decision-makers
Power Politics	Working directly with those in power
Grassroots	Collective action at community level in issues affecting their lives

# Your Turn



In Pairs – *Share an example of your involvement in a policy change activity. What worked? What was challenging?*



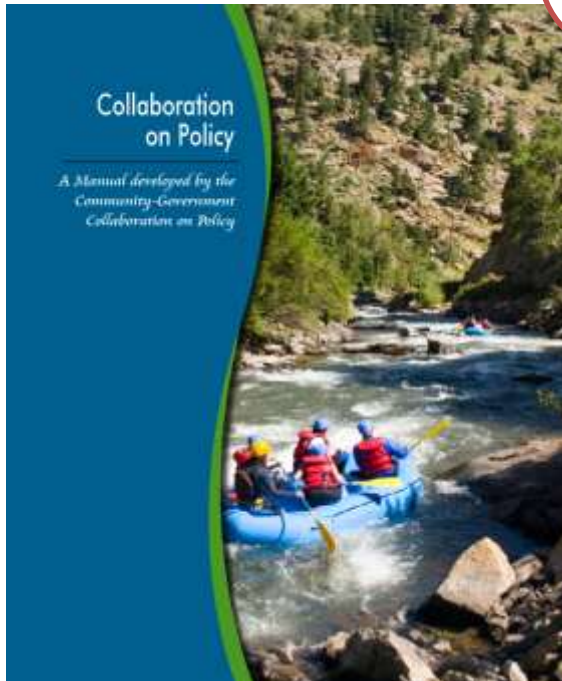
**CODE**  
**RED**  
WHERE YOU LIVE  
AFFECTS YOUR HEALTH



# Collaboration on Policy Community

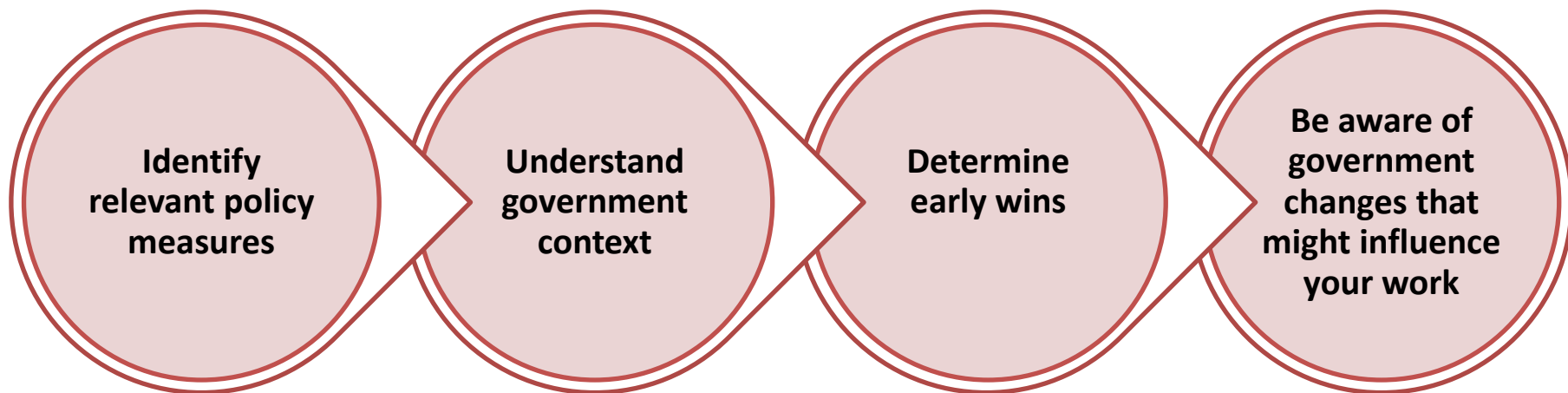


# Collaboration on Policy Process





# Step 1: Policy Influence – Understand Context





## Step 2: Policy Monitoring

### Regular Tracking is Key



- **Lessons Learned**
  - Useful to partners
  - Be careful when tracking – often multiple announcements are made about same program
  - Needs to be simple and user friendly
  - Need agreement on key areas to track



## Step 3: Building the Case for Change: Urgent and Compelling Need





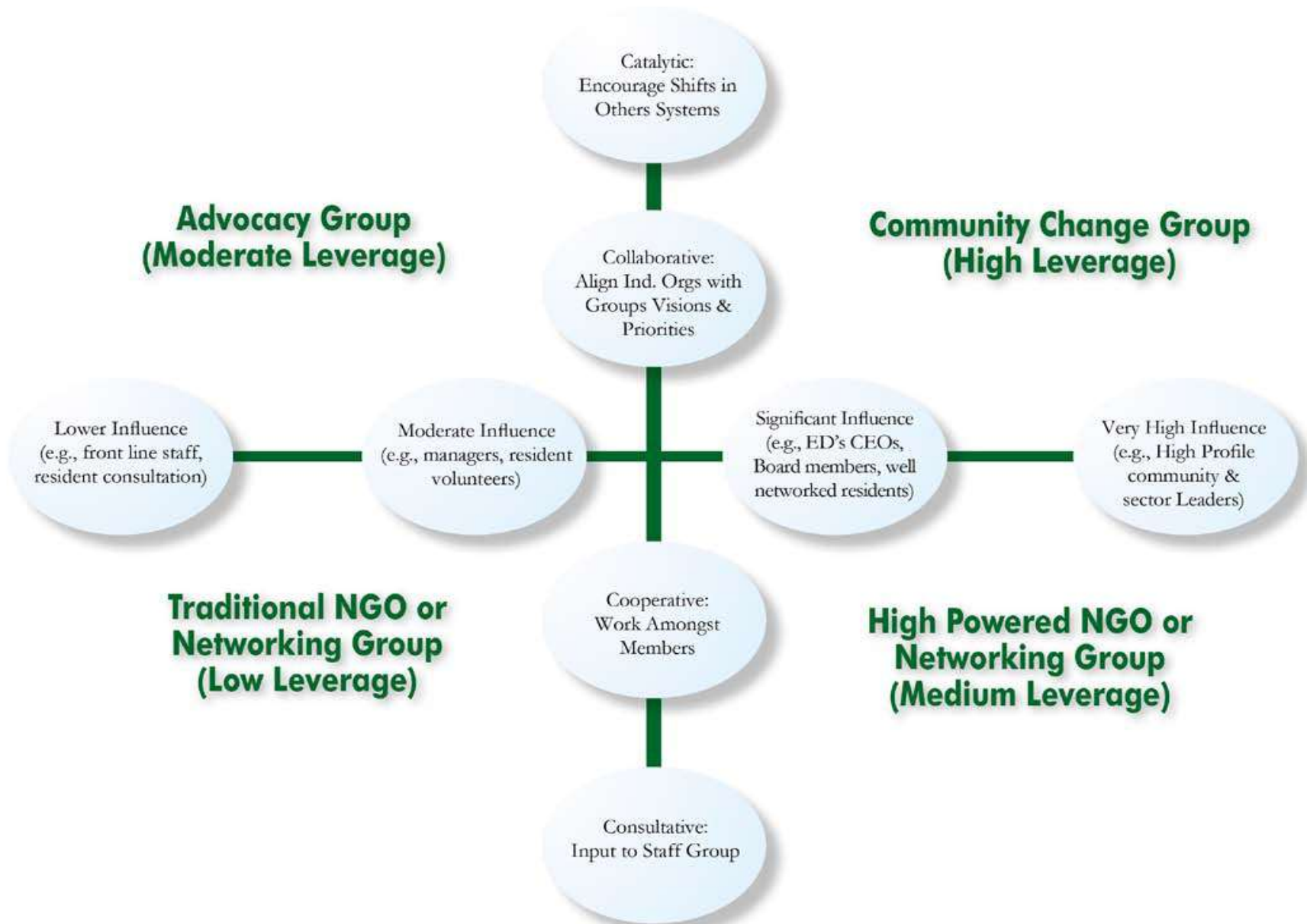
# Step 4: Build Relationships

Build your  
partner base

Understand  
unique  
perspectives of  
partners

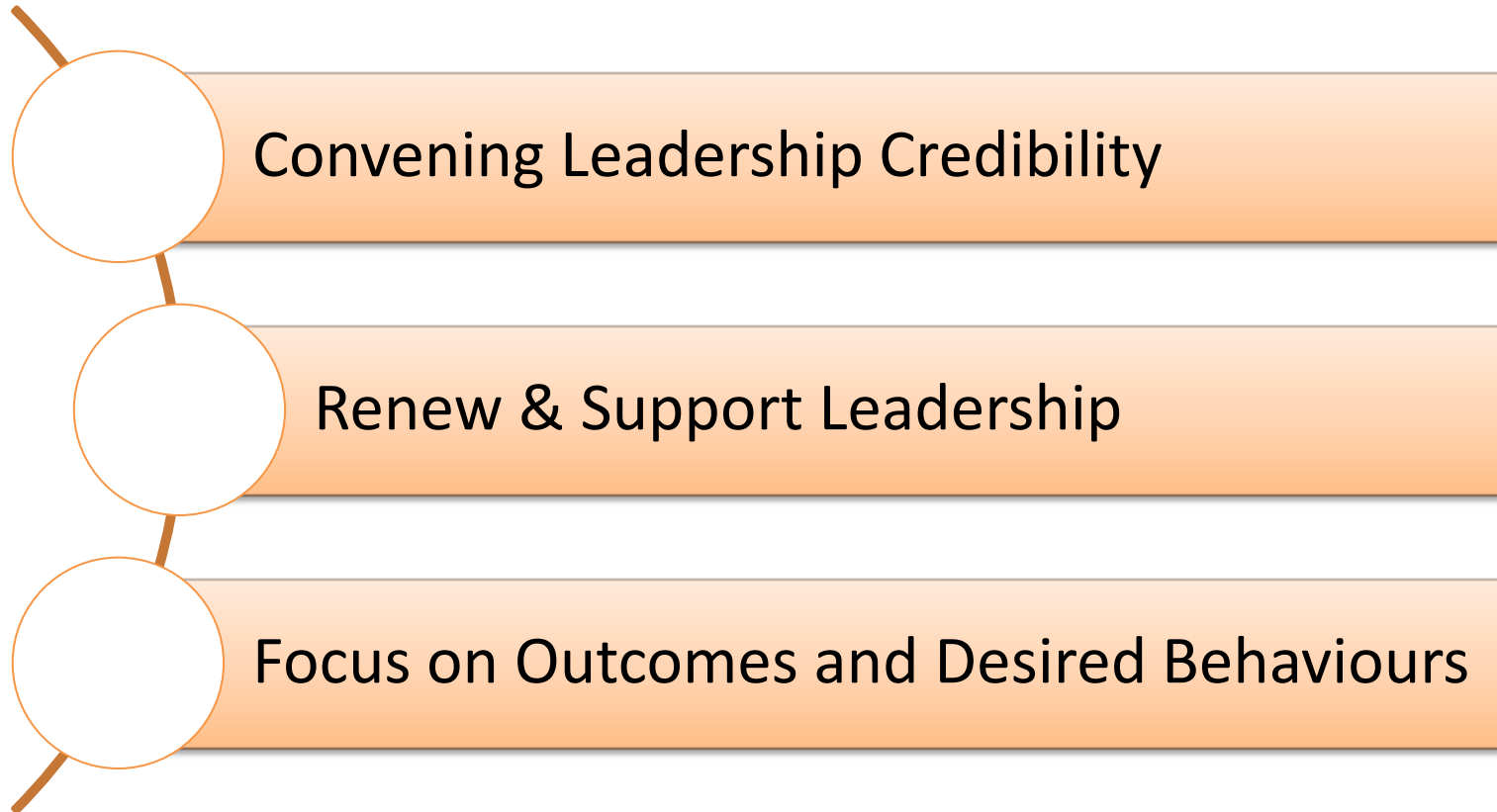
Invest in  
Relationship  
Building

# Working Together Continuum





# Step 5: Manage Collaborative Relationships around Policy





## Step 6: Monitor and Track Results



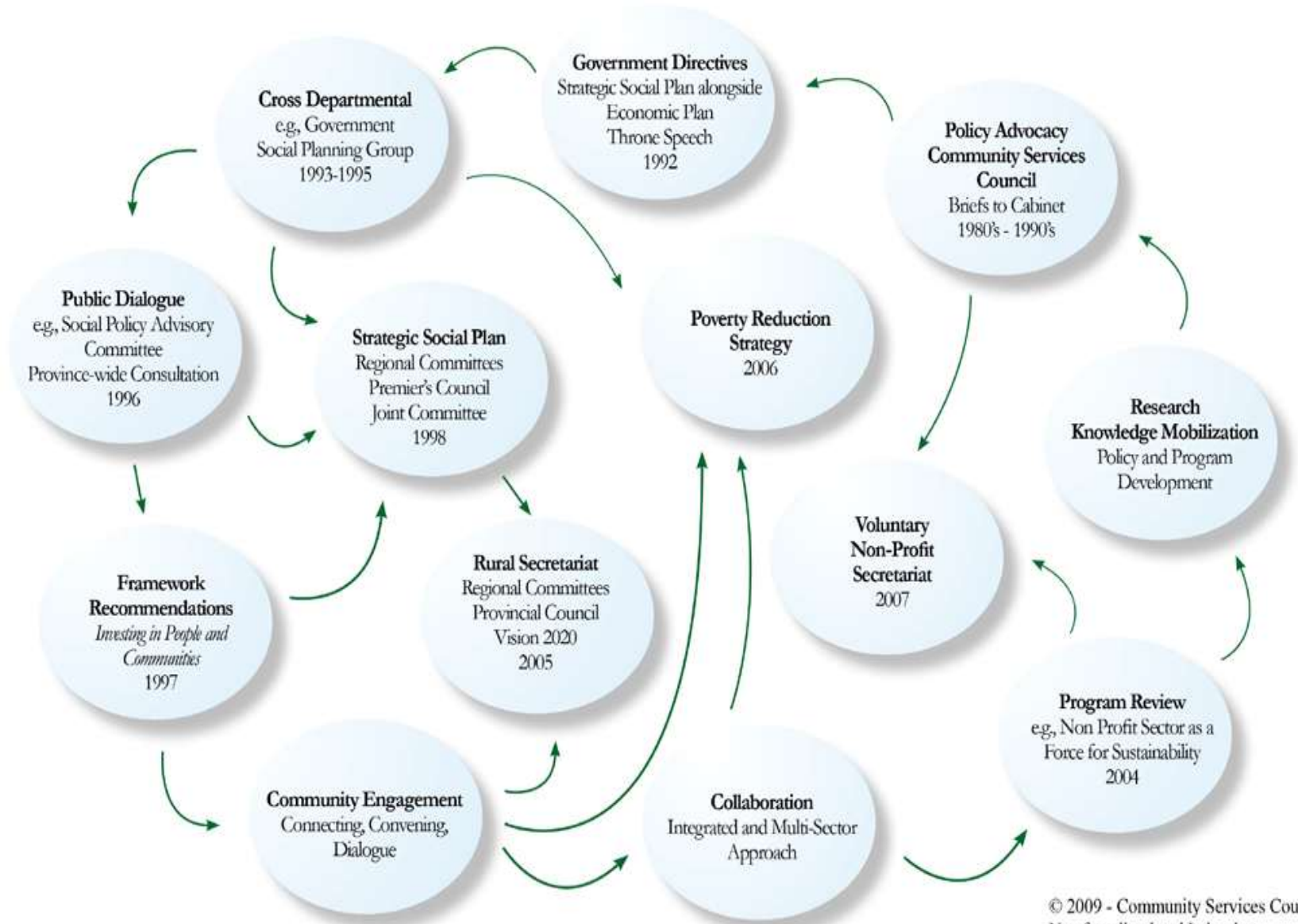
**Develop  
policy  
change  
pathway**

**Track  
process  
and  
outcomes**

**Monitor changes:**

- Performance
- Process
- Population
- Policy

# Collaboration: Influencing Policy and Structure in Newfoundland and Labrador





## Why do this work?

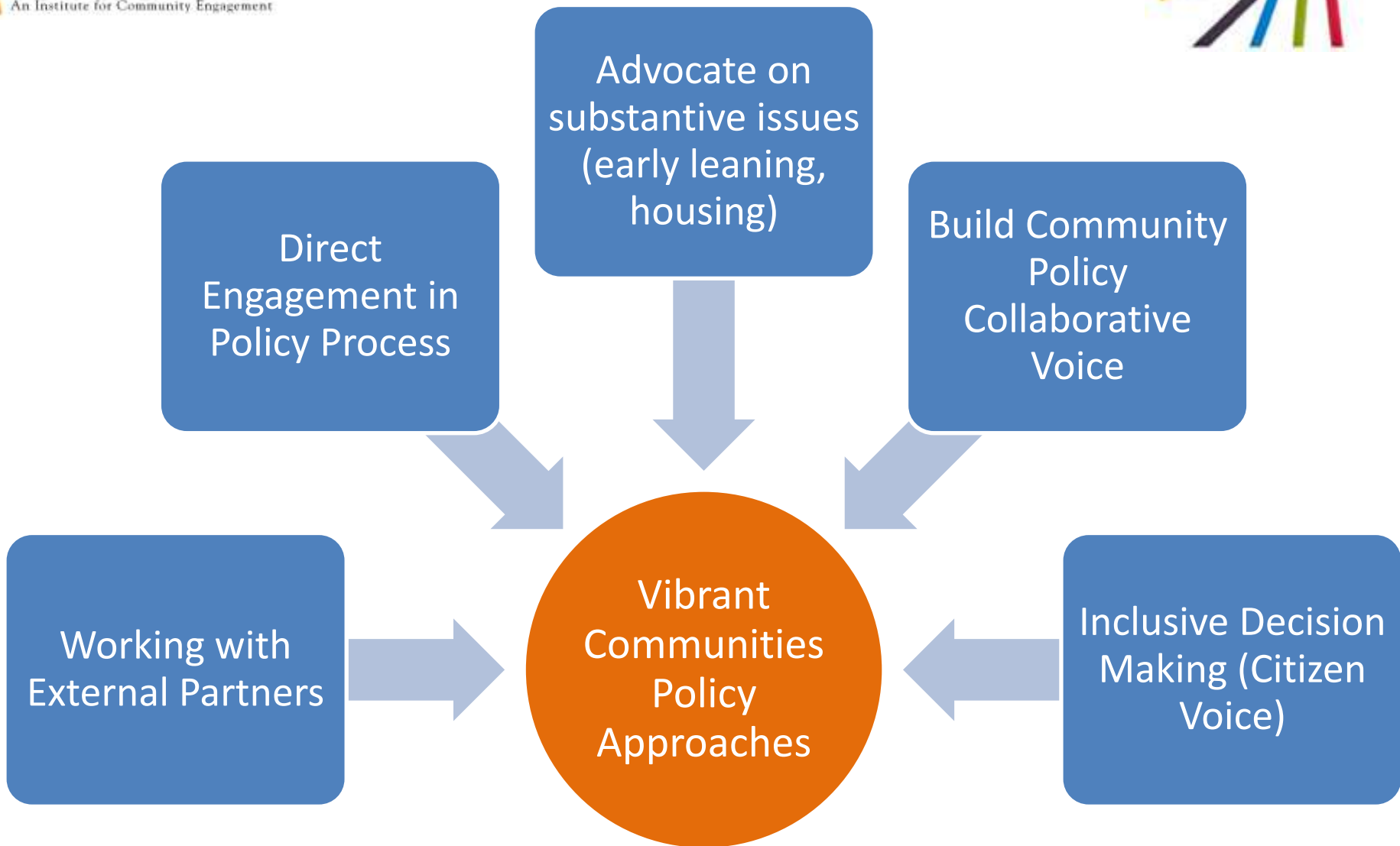


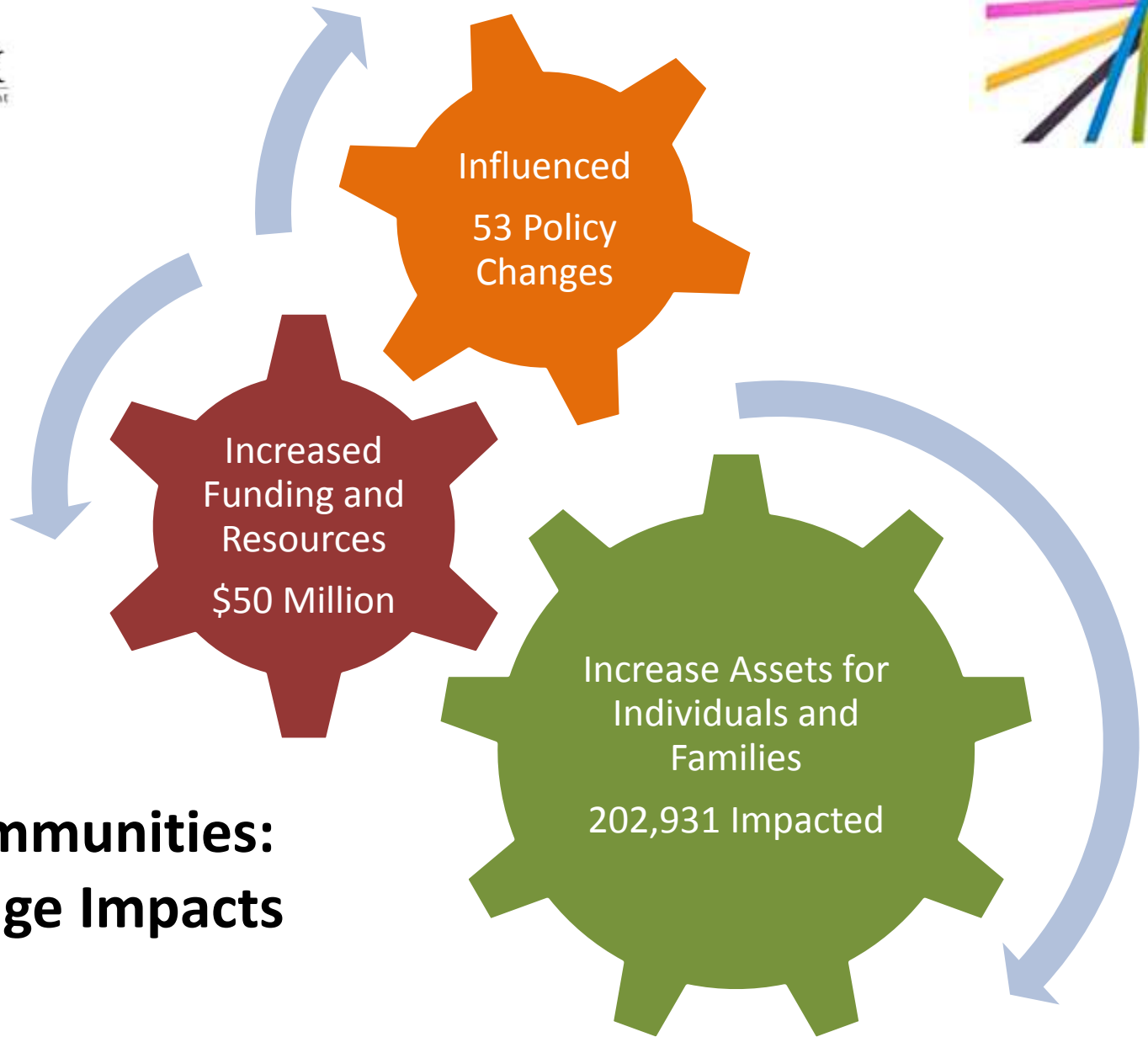


# Benefits of Collaborating on Policy Issues



- ✓ Increased opportunity to pool resources and leverage influence
- ✓ Can make considerable progress – valued as a shared voice
- ✓ Can transcend individual mandates to build a stronger case for change





## **Vibrant Communities: Policy Change Impacts**



# Challenges



Holding the Collaborative Table Together

Time spent Building Relationships

Little or Limited Funding available

Who leads, who follows, who takes credit?

# Representation



Build a Broad base of Community Supports

Usual and Unusual Suspects

Determine Participant Supports

Define Contributions and Limitations

Determine when elected officials are critical,  
required or not



# Impact and Accountability

## Accountability

Measurement helps manage accountability

## Tracking

Track both progress and outcomes

## Contributions

Detail your contribution to the change – be as specific as possible



# Measuring Policy Impact



# Indicators/Measures



- **Impact Measures** – demonstrate what will happen after a policy goal is achieved (i.e. effects for program, systems, or populations).
- **Policy Goal Measures** – signal whether goals have been achieved.
- **Activity/Tactic Measures** – measures of effort indicate what and how much advocacy activities or tactics produce or accomplish.
- **Interim Outcomes Measures** – signal progress toward the achievement of policy goals.

# Types of Indicators



ACTIVITIES/TACTICS	INTERIM OUTCOMES
<p><b>Communications and Outreach</b></p> <ul style="list-style-type: none"> <li>Electronic Outreach/Social Media</li> <li>Coalition and Network Building</li> <li>Briefings/Presentations</li> <li>Earned Media</li> <li>Grassroots Organizing and Mobilization</li> <li>Public Service Announcements</li> <li>Paid Media</li> <li>Rallies and Marches</li> <li>Polling</li> <li>Media Partnerships</li> <li>Voter Education</li> <li>Demonstration Projects or Pilots</li> </ul>	<p><b>Advocacy Capacity</b></p> <ul style="list-style-type: none"> <li>Organizational Capacity</li> <li>New Advocates (including unlikely or nontraditional)</li> <li>New Donors</li> <li>Partnerships or Alliances</li> <li>New Champions (including policymakers)</li> <li>More or Diversified Funding</li> <li>Collaboration and Alignment (including messaging)</li> <li>Organizational Visibility or Recognition</li> </ul>
<p><b>Politics and Policy</b></p> <ul style="list-style-type: none"> <li>Issue/Policy Analysis and Research</li> <li>Policymaker and Candidate Education</li> <li>Litigation or Legal Advocacy</li> <li>Policy Proposal Development</li> <li>Relationship Building with Decision Makers</li> <li>Lobbying</li> </ul>	<p><b>Policy</b></p> <ul style="list-style-type: none"> <li>Awareness</li> <li>Public Will</li> <li>Media Coverage</li> <li>Salience</li> <li>Political Will</li> <li>Issue Reframing</li> <li>Attitudes or Beliefs</li> <li>Constituency or Support Base Growth</li> </ul>

# Popular Methods



- **Surveys/Interviews** – gather stakeholder perspectives of feedback.
- **Document Review** – explore the frequency, type and quality of reference to policy issues from key stakeholders.
- **Observation** – participation in advocacy meetings or events to gain first-hand experience or data.
- **Polling** – interviews with a random sample of stakeholders to gather data on knowledge, attitudes of behaviours.
- **Focus groups** – facilitated discussions with advocacy stakeholders (usually 8-10 per group ) to obtain reactions, opinions, or ideas.

# Popular Methods continued



- **Case Studies** – detailed descriptions and analyses (often qualitative) or individual advocacy strategies and results.
- **Policy Tracking** – monitor the progress of policy proposals in the policy making process.
- **Network Mapping** – explores the connections between people, groups and institutions as well as the strength of those networks.
- **Media Tracking** – monitors the frequency, tone, quality and content of media coverage of an issue over time.

# Your Turn



Reflect on Policy Change Efforts in your community.



- Which of the steps did you follow? What changes might you make in future policy efforts?



## Resources:

- Caledon Institute of Social Policy – [www.caledoninst.org](http://www.caledoninst.org)
- Vibrant Communities Canada – Tamarack Institute – [www.vibrantcanada.ca](http://www.vibrantcanada.ca) | [www.tamarackcci.ca](http://www.tamarackcci.ca) | [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)
- Provincial and National partners and networks
- Organizations and Collaboratives in your community