Policy Change Process

The policy change process includes the following steps:

1. Identify a specific need, answering:
   - Why should this be done?
   - Who can help?
   - Who will the policy impact?
   - Who are potential adversaries? What are their possible counter arguments?
   Tips: Use data. Do your homework.

2. Gather support by:
   - Educating the community about the issues, using a variety of sources over time.
   - Frame the issues in terms of why policy is needed and the risks and results of not making change.

3. Approach policy makers.
   - Based upon the level at which you wish policy change (i.e., local, regional, state, etc.)
   - Meet one-on-one in person.
   - Provide data and rationale, being clear, specific, concise and focused.
   - Make their job to sponsor your issues as easy as possible.

4. Continue to raise public awareness via:
   - Editorials.
   - Messaging throughout the community.

5. Stay in contact with sponsoring policy makers.
   - Ask how you can help them.
   - Be prepared to answer any questions or concerns.
   - Provide data, new information, strategies, etc.

6. Attend any meetings introducing or discussing the policy.
   - Be prepared to clarify:
     - Why there is a need for policy.
     - What will happen if the policy is and is not ratified.

7. If the policy gets ratified:
   - Be sure to thank:
     - Supporters
     - Policy-making sponsors
   - Send out a press release.
   - Monitor policy enforcement.

8. If the policy isn’t ratified:
   - Be sure to thank policy-making sponsors for support.
   - Examine process, asking:
     - Why it failed.
     - What can be done differently in the future.