

Sharper Advocacy: The tools to move tribal policies and influence with strategic planning, effective communication & best practices

Process, Jurisdiction, Framework

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Sharper Advocacy – Why?

American Indians and Alaska Natives are affected by policy action. Because of this, it is extremely important that tribal leadership and key staff advocate their goals and objectives with focused and effective strategies when working with political, intergovernmental entities and departments & agencies.

The art of communication is important:

- Know how to talk “the language” of policy
- Know who to talk to -- Leadership? Local Grassroots? Press/Media?
- Advocacy – why are you doing what you are doing?
 - Push an agenda
 - Finding allies and support
 - Strategic planning and action

Today's Tribal TPEP In-Person Training Goals

- Training topic is tribal tobacco policy and talking with tribal leaders and community members about policy change.
- Focus in to working with tribal departments, tribal decision makers, and the tribal community to make local level tribal policy change.
- Most Tribal TPEP Coordinators are faced with the daunting task of advancing tobacco policy change from a position of limited power and influence within their tribes.

Key Concepts for Sharper Advocacy

A list of key general concepts for sharper advocacy that should be considered when planning and assessing a strategy for advancing American Indian and Alaska Native interests before the various branches of government.

(NOTE: DO NOT ASSUME THAT FOLKS KNOW – ASSUME THEY DON'T)

- *Indian affairs 101*
- *Public Policy 101: Process & Works*
- *Agenda(s): What is it? What do you want? How can I help you?*
- *Strategic planning: Understanding the languages of advocacy*
- *Cross-cultural communication to affect change and understanding your audience*
- *Advocacy, Process, Timelines and pushing an agenda with support*
- *Best Practices and Current landscapes*

Presentation Overview

- Process: What are the processes, timelines, calendars – Legislative/Policy? Fiscal? Communication?
- Jurisdiction: What is the jurisdiction you are wanting to have movement, action? Jurisdiction is connected to the process.
- Framework: What is the framework the action is to operate within? Who are the key people? Jurisdiction & Process are connected.

Jurisdiction & Process

Jurisdiction does influence the process –

Determine what jurisdiction you are operating in or want to influence.

- Legislative/Policy Action –
 - Government Action & Venues (Federal, State, Tribal, Local, County)
 - Fiscal Action? Legislative Action? Platform Issue?
 - What is the process for such an action?
 - Refer to organic documents (i.e. tribal constitution, master manuals, tribal codes, etc)
 - Identify key offices, departments, calendars, timelines

Jurisdictions

- Tribal Landscape can be fractionated with multiple jurisdictions: (note: “checkerboard”)
- Federal – BIA, IHS, BIE, OST, NIGC, USDA, USFS, BPA, ACOE, USFW, BOR, etc.
- State - DHS, ODOT, etc.
- County – tribal lands reside in counties
- City/Local – Border towns
- Tribal – tribal trust, fee, in lieu sites (U & A lands)
- Private – individual owned property

Group Question & Discussion

- In your efforts – Question:

If you are targeting or pursuing an effort in your area (i.e. building, parking lot, school grounds, small business, community grounds, etc.) – who has jurisdiction over this area of land or occupancy?

For example:

Federal? If so, which Agency? Department?

County? If so, which Department?

Tribal? If so, which Department?

Process

Key Notes To Keep In Mind --

- Jurisdiction and process are linked as each jurisdiction has its own executive and legislative processes.
- Determine what jurisdiction your effort falls under to determine your strategic effort.

This is important -- to assess who you will be working with, talking to, the process & timelines you will be operating under and having to abide by.

Process: Timelines & Key Staff

- Obtain the list of leadership and key staff in each department

Determine who handles what issues

Determine who has what jurisdiction (i.e. facilities)

- Obtain list of all committees and their membership
- Obtain list of calendars of business

Legislative (Resolution or Address
Leadership), Budget, Committee Meeting
Schedule

Obtain list of media sources and points of contact

Public Information Officer and/or Editors of
Newspaper, Radio, Social Media (Facebook/Twitter)

Process: What is your effort? – What are you asking for?

The most common efforts

- **Legislative or policy action?**
 - New effort?
 - Amendment or technical correction effort?
 - Message or Platform effort?
 - Grant, Research, or other effort?
- **Fiscal or budgetary action?**
 - New money?
 - Set aside or earmark?
 - Grant, Research, or other effort?

Framework

Key assessment questions to determine when trying to push an agenda:

What is the issue? What is needed? What is the process?

- Key and helpful questions to be able to frame the action:
 - Develop a one-pager that can help for the effort:
 - » What is the issue? What is the ask?
 - » What is the background to lead up to the ask?
 - » Who is on board (pro)? Who is against (con)?
 - » What is the current situation? If passed, what would be the hopeful outcome?
 - » Is there a cost associated?
 - » Is this a new effort? If not, what is the precedent?
 - » Will current law, policy, code be amended or needed?
 - » What are the starting dates for action? implementation?

Framework: Documents

- Obtain the appropriate documents for your effort:
 - Templates for Resolutions, Budget Issues, Letters of Support, etc.
 - Organic documents and any previous efforts that has been done. “What is on the books?”
 - Protocols & guidelines for utilizing the media, press (off and on the reservation)
 - Anything that may help you in organizing your agenda and points of contacts to assist or use as a resource.