Detroit Community Academic Urban Research Center
Neighborhoods Working in Partnership: Building Capacity for Policy Change*

Policy Advocacy Training Components (1- 1.5 hours each)

1 - What is Policy? Moving From Community Issues to Policy Solutions
   - Interactive talk on What is Policy?
   - Small Group Activity: Program or Policy solutions
   - Debriefing discussion: Different types of policies

2 - Using Our Power: Power Mapping
   - Interactive talk on power
   - Small group activity: Power Mapping
   - Debriefing discussion

3 - Choosing Strategies for Winning Policy Change
   - Brief intro to policy change strategies
   - Large group activity: Selecting policy change strategies
   - Debriefing discussion

4 - Designing a Policy Advocacy Campaign
   - Interactive talk on Policy advocacy process, framing issues
   - Small group activity: Designing an Advocacy Campaign
   - Advocacy Campaign presentations

5 - Using Communications for Policy Change
   - Interactive talk on Developing a communications plan
   - Communications Stations activity
   - Circulate to other stations, Wrap-up

6 - Using Our Voices: Preparing to Talk With Policymakers
   - Brief tips on developing your message, creating talking points
   - Role Play: Talking with a Policymaker
   - Debrief role plays, interactive talk
   - Optional small group activity: Telling Our Story (elevator pitch)
   - Debriefing discussion

7 - Choosing the Right Policy Goals
   - Interactive group discussion/agreement on criteria
   - Small group activity: Prioritizing policy options
   - Large group choosing policy goals; plans for next steps

*Funded by The Skillman Foundation and the University of Michigan. Training materials adapted from PolicyLink (www.policylink.org).

For more information contact Ashley O'Toole 734-764-5171 ashle@umich.edu or visit www.detroiturc.org