

## *Training Workshops*

### **#1: Introduction to Public Policy and Advocacy**

- What is Public Policy and How Does it Affect You
- State Budget, Bills and Advocacy
- How to Work with Legislators

### **#2: Advocacy Within Your Agency and Region**

- Creating an Advocacy Process in Your Agency
- Supporting Parent Advocacy
- How to Develop a Legislative Breakfast

### **#3: Communicating Your Message**

- Public Speaking
- Getting Your Message Across
- Working with the Media

**For Current Information about Upcoming Trainings in Your Region Visit [HomesForFamilies.org](http://HomesForFamilies.org)**

**For More Information or to Sign Up for the Advocacy Liaison Program Contact Jeffrey Naylor, Community Organizer for Housing First, at [jnaylor@homesforfamilies.org](mailto:jnaylor@homesforfamilies.org) or 617-227-4188**

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Campaign for Housing,  
Education and Jobs

# **ADVOCACY LIAISON PROGRAM**

*Creating Change Together*

# Learn to Advocate and Affect Change Now!

## Overview

In order to fully engage the provider community in public policy advocacy, Homes for Families (HFF) has created the Advocacy Liaison Program. Advocacy liaisons are an ongoing group of provider staff who, by partnering with HFF, facilitate advocacy in their program and among their families. (However, level of participation is determined by the organization and advocacy liaison.) To ensure success, HFF will provide liaisons with comprehensive training, technical assistance and support.



## The Liaison

Liaisons will learn to lead advocacy efforts on behalf of their program, work with legislators, teach colleagues and clients to advocate

and support shelter staff/program directors in advocacy. HFF will offer training (3 workshops), support and technical assistance throughout the process. HFF will also provide advocacy trainings to organizations when requested.

### In the trainings liaisons will learn:

- √ The state budget process and how bills become law
- √ How to create and maintain relationships with local policy makers
- √ How to host a legislative breakfast
- √ How to work with the media
- √ How to act upon advocacy alerts and create an internal advocacy process



- √ How to support parents and colleagues in advocating for change

## Program Director

This program requires some level of support from executive/program directors. Occasionally, the director recruits an advocacy liaison and designates time for the liaison's advocacy activities - approximately four hours a month from December through July in addition to the three voluntary training workshops.



Generally, the program director supports the advocacy liaison and encourages their participation in advocacy efforts (and that of other staff and parents). The liaison may also periodically check in with their director to report on what they have been doing and to discuss ways to involve constituents and other staff.