



Innovative Strategies for Effective Advocacy



Kentucky Youth Advocates believes all children deserve to be safe, healthy, and secure. As THE independent voice for Kentucky's children, we work to ensure policymakers create investments and policies that are good for children.

www.kyyouth.org

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Work with legislators, the Governor, and other elected officials to change and enact policies to benefit kids and families



Help families through our case advocacy program. We serve as their guide when they don't know where to turn



Conduct research and education that informs and recommends solutions to help kids succeed



Mobilize advocates to take action on behalf of kids and families through rallies, advocacy training, partnerships, and action alerts



Present the "state of kids" to communities to help people know how children are faring and how to address problems



Engage youth by training the next generation of leaders to advocate for themselves and their communities

Who are Kentucky's decision makers?

You can find out who
your legislators are at
www.lrc.ky.gov or at
kyyouth.org



The Governor and Cabinet Members

- Each play a major role in policy by influencing legislation and establishing administrative regulations

The Kentucky State Legislature

- Made of part-time legislators
- House
 - 100 members
 - Elected every 2 years
- Senate
 - 38 members
 - Elected every 4 years

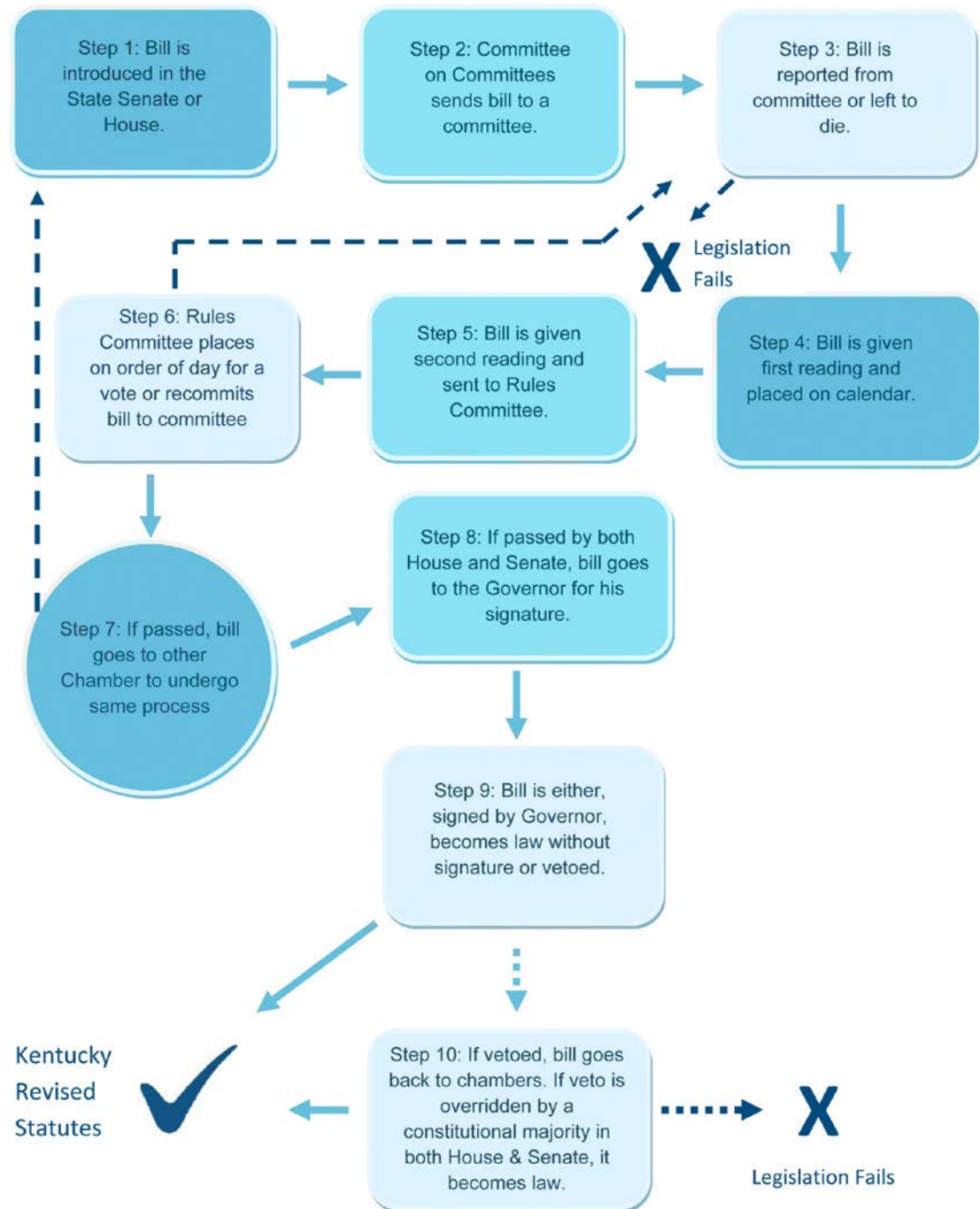
How are decisions made?

Kentucky General Assembly and state budget process



- The **Kentucky General Assembly** meets beginning in January for 60 days in even years for session and to create 2-year state budget and meets for 30 days in odd years for session.
- The **state budget process** begins in the fall prior to the legislative session. All three branches of government must submit their proposals early in the legislative session, and negotiations and revisions continue throughout the session.

How does a bill become a law?





Advocacy & Why It's Important

Advocacy is...

- Providing data or research on an issue or policy
- Sharing experiences that can help inform a legislator
- Building relationships with policymakers
- Asking your legislators to support legislation as their constituent
- Spreading the word with your networks about policies that are good for kids



Ways to Take Action on Behalf of Kids & Families

Legislator Lookup

Learn who your legislators are so you know who to call, write, follow on social media, and meet with!

Use our new legislator lookup tool at kyyouth.org/advocacy.

Action Alerts

Because kids can't vote, they rely on the adults in their life to vote and speak up on their behalf.

Kids count on their leaders to prioritize them, and on you to let the leaders know what they need to succeed.

View action alerts at kyyouth.org.

Tips for Meeting with Your Legislator

Meet with your
legislators to discuss
issues in more detail.



Before –

Make an appointment and do
your homework



During –

Be friendly and professional



After –

Thank you note and follow up

Tips for Writing Your Legislator

Email or write a letter to your legislators to share your story and opinion on an issue.



- Address the letter or email with the legislator's title—Senator or Representative.
- If you have a personal story about the issue, share it.
- If you are writing in support/opposition to a bill, try to include both the bill's title and number.
- Include only one issue per letter.
- Be sure to include your name and address so they know you are their constituent.

Tips for Calling Your Legislator

Call your legislators to
communicate a brief
opinion.



- Inform the operator that you are a constituent and would like to convey your opinion on an issue.
- They will ask your basic information, including your name and address.
- Convey your opinion on the specific issue. For example, "As a constituent, I want Senator Doe to vote YES on Senate Bill X."
- If you are asked a question you cannot answer, simply say "I do not know."

Stay Informed

Visit kyyouth.org to stay up-to-date on the status of bill that would impact Kentucky kids.



- Know the research and data.
- Sign up for Kentucky Youth Advocates email listserv.
- Read Kentucky Youth Advocates blog.
- Utilize social media
 - Follow KYA at @kyyouth and facebook.com/KentuckyYouthAdvocates.
 - Use hashtags #kyga18 and #BlueprintKY
- Kentucky General Assembly Bill Tracker
- Blueprint for Kentucky's Children



KIDS COUNT

What gets measured,
gets changed.



2017 *County Data Book*
and Kentucky KIDS
COUNT Data Dashboard!

Find both at kyyouth.org.

**Be a
megaphone
for kids!**

**Kentucky kids are counting
on you to speak up on their
behalf!**





Kentucky's Independent Voice for Kids | kyyouth.org