

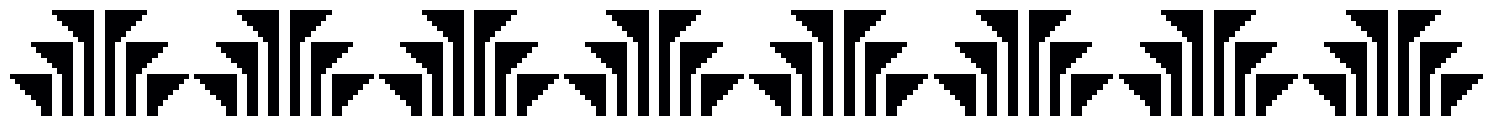


Community Advocacy

Elizabeth Lara-O'Rourke

Hupa/Yurok/Chilula

United Indian Health Services, Inc.



What is Community Advocacy?



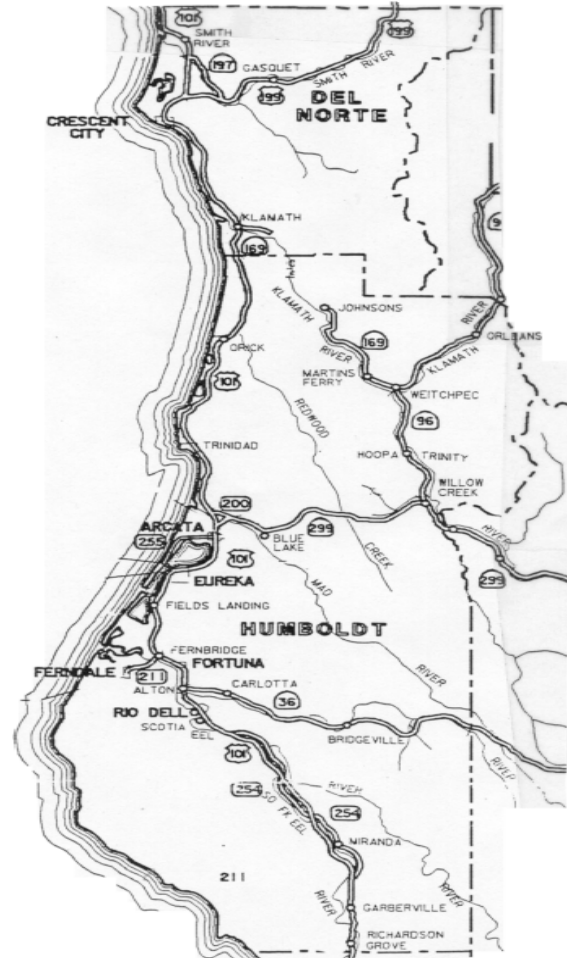


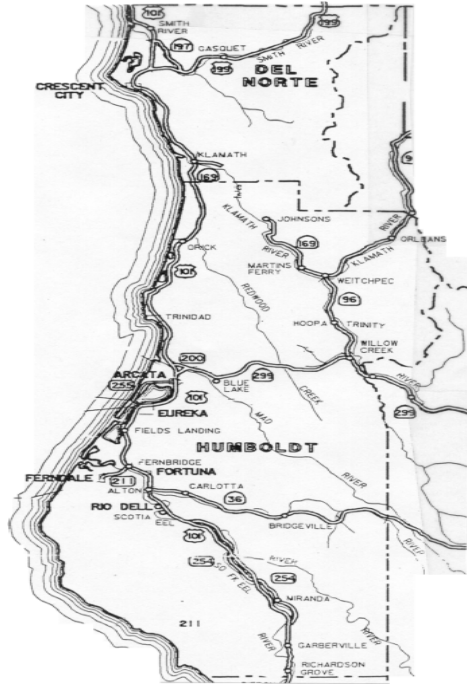
It is All of Us
Standing Together
Sharing One Message



United Indian Health Services, Inc.

- Tolowa Nation (unrecognized)
- Smith River Rancheria
- Elk Valley Rancheria
- Yurok Tribe
- Resighini Rancheria
- Big Lagoon Rancheria
- Trinidad Rancheria
- Blue Lake Rancheria
- Table Bluff – Wiyot Tribe
- Rohnerville Rancheria





UIHS Service Area
4,579 square miles



State of Connecticut
4,844 square miles



UIHS Mission

To work together with our clients and community to achieve wellness through health services that reflect the traditional values of our American Indian Community.

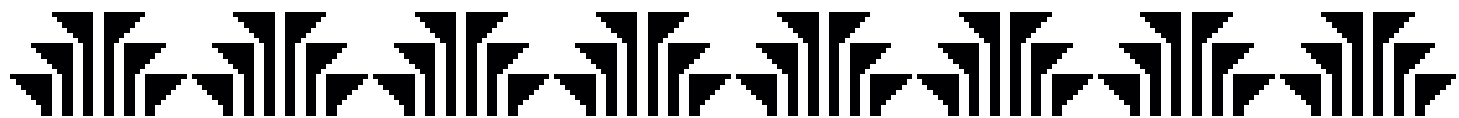


It Takes a Community to Build a House and a Village

- It also takes a community to build a successful community advocacy program.
- Every person can contribute something.



Elected Community & Tribal Leaders



Traditional Leaders



Community Outreach Resource & Education (CORE) Community Caretakers



Teen Advisory Group (TAG) Young Adult/Youth Leaders



Strategic Planning at a Grass Roots Level

Midwest Academy Strategy Chart

Tribal and Community Leaders

Community Caretakers

Traditional Leaders

Young Adults/Youth



Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy.
List all the possibilities.

Goals	Organizational Structure	Constituents, Allies and Opponents	Targets/ Focus	Tactics/ Activities
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for this issue campaign. What constitutes success?</p> <p>How will the campaign</p> <ul style="list-style-type: none"> •Create Concrete improvement in people's lives? •Give people a sense of their own power? •Alter the relations of power? <p>3. What short-term or partial successes can you achieve as steps toward your long-term goal?</p>	<p>1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc. What is the budget, including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization, CORE and UIHS, to be strengthened by this campaign. Fill in numbers for each:</p> <ul style="list-style-type: none"> •Expand leadership group •Increase experience of existing leadership •Build membership base •Expand into new constituencies •Raise more money <p>3. List internal problems that have to be considered if the campaign is to succeed.</p> <p>4. List cultural or traditional considerations.</p>	<p>1. Who cares about this issue enough to join in or help the organization?</p> <ul style="list-style-type: none"> •Whose problem is it? •What do they gain if they win? •What risks are they taking? •What influence do they have over the target? •Into what groups are they organized? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> •What will your success cost them? •What will they do/spend to oppose you? •How strong are they? •How are they organized? 	<p>1. Primary Targets/Focus (A target is always a person. It is never an institution or elected body.)</p> <ul style="list-style-type: none"> •Who has the influence to give you what you want? •What influence do you have over them? <p>2. Secondary Targets/Focus</p> <ul style="list-style-type: none"> •Who has influence over the people with influence to give you what you want? •What influence do you have on them? 	<p>For each target/focus, list the tactic/activities that each constituent group can best use to make its influence felt.</p> <p>Tactics/Activities must be</p> <ul style="list-style-type: none"> •In context •Flexible and creative •Directed at a specific target. •Make sense to the membership. •Be backed up by a specific form of power. •Be culturally appropriate and sensitive <p>Tactics/Activities include</p> <ul style="list-style-type: none"> •Media events •Actions for information and demands/requests •Public hearings/Community Meetings •Voter registration and voter education •Accountability/Traditional Laws •Elections •Negotiations •Community Education

Goals

1. List the long-term objectives of your campaign.
2. State the intermediate goals for this issue campaign.
What constitutes success?

How will the campaign

- Create concrete improvement in people's lives?
- Give people a sense of their own power?
- Alter the relations of power?

3. What short-term or partial successes can you achieve as steps toward your long-term goal?

Organizational Structure

1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc. What is the budget, including in-kind contributions, for this campaign?
2. List the specific ways in which you want your organization, CORE and UIHS, to be strengthened by this campaign.
 - Expand leadership group
 - Increase experience of existing leadership
 - Build membership base
 - Expand into new constituencies
 - Raise more money
3. List internal problems that have to be considered if the campaign is to succeed.
4. List cultural or traditional considerations.

Constituents, Allies and Opponents

1. Who cares about this issue enough to join in or help the organization?
 - Whose problem is it?
 - What do they gain if they win?
 - What risks are they taking?
 - What influence do they have over the target?
 - Into what groups are they organized?
2. Who are your opponents?
 - What will your success cost them?
 - What will they do/spend to oppose you?
 - How strong are they?
 - How are they organized?

Target/Focus

1. Primary Target/Focus (A focus is always a person. It is never an institution or elected body.)
 - Who has the influence to give you what you want?
 - What influence do you have over them?
2. Secondary Target/Focus
 - Who has influence over the people with influence to give you what you want?
 - What influence do you have on them?

Tactics/Activities

For each target/focus, list the tactic/activities that each constituent group can best use to make its influence felt.

Tactics/Activities must be

- ✓ In context
- ✓ Flexible and creative
- ✓ Directed at a specific focus.
- ✓ Make sense to the membership.
- ✓ Be backed up by a specific form of power.
- ✓ Be culturally appropriate and sensitive

Tactics/Activities include

- ✓ Media events
- ✓ Public hearings/Community meetings
- ✓ Actions for information and demands/request
- ✓ Negotiations
- ✓ Voter registration and voter education
- ✓ Accountability/Traditional laws
- ✓ Elections

Strategic Planning



Model for Native Americans

- Direct Action Organizing Model with Native American Communities Requires Cultural Adaptations (Kellogg Foundation)
 - http://ww2.wkkf.org/DesktopModules/WKF.00_DmaSupport/ViewDoc.aspx?LanguageID=0&CID=6&ListID=28&ItemID=5000548&fld=PDFFile
- (google “Midwest Academy Strategic Planning Native Americans or Youth”)

Controlling & Dominating vs. Cooperation & Community Us Vs. Them

- Power Over vs. Influence Over
- Target vs. Focus
- Tactics vs. Activities
- Demand vs. Request



Tribal Policy Strategic Plan

Goal

CORE (Community Outreach, Resource, and Education) Committee's goal is to have smoke free tribal buildings, parks & playgrounds, doors & windows, and events. By meeting this goal, children will not see smoking as a norm, children will not be exposed to secondhand smoke and children will not be exposed to cigarette butts.

Strategies

1. Provide presentations and community education for Tribal Members & Families and Tribal Head Start Programs about the issue and how they can influence and support tribal governments to adopt smoke free policies.
 - a. Contact American Indian Tobacco Education Partnership (AITEP) for information about second hand smoke that is culturally appropriate and sensitive to the needs of the American Indian community.
 - b. Contact the local health department's tobacco program (LLAs) for local information and statistics.
 - c. Conduct surveys of tribal members asking for their opinion about smoke free policies. Present results to tribal council and/or management.
 - d. Utilize personal contacts to educate people in decision-making or decision-influencing positions.

Strategies

2. Educate Tribal Councils and Administration about the issue and share the positive benefits of smoke free policy adoption such as,
 - a. Creating good public relations in the community,
 - b. Promoting a healthier community and clean space for the community,
 - c. Longer life spans for tribal members and their families
 - d. Providing positive role modeling on tribal land,
 - e. Provide examples of success and technical assistance
 - f. CORE will assist with tribal event that is declared smokefree, and
 - g. Utilize incentives as needed.

Strategies

3. Create an environment that lends to positive community norm change and is not seen as a threat to tribal sovereignty and/or personal choice.
 - a. Build upon traditional values and teachings as an approach that is respectful and sensitive to tribal leaders, tribal members, smokers, and parents.



Training

- Depending upon what is in the strategic plan and what is voiced by your group.



Training on the Topic



Messaging



Spokesperson Training



Community Education

- Tabling at Tribal & Community Events
- Presentations and Tribal & Community Meetings



Shaping and Design (focus group testing)

- Logos
- Slogans
- Brochures
- Posters
- Messaging



Campaign Logo



Developed Posters

Honor Our Tribe's Smoke Free Policy.

Please Don't Smoke.

**Protect Our Future
from Second Hand Smoke.**



Tobacco Tax Health Promotion Act of 1989
Proposition 99, California Department of
Health Services, Contract 00-90397



Don't Let Your Playground Become an Ashtray.
Support Smoke Free Playgrounds.



Tobacco Tax Health Promotion Act of 1989 - Proposition 99,
California Department of Health Services, Contract 05-45734





NO SMOKING



Tobacco Tax Health Promotion Act of 1989 - Proposition 99, California Department of Health Services, Contract 00-90307

Petition

Petition to Support Our Tribal Leaders to Adopt Smoke Free Policies

I request that our Tribal Leaders reevaluate their smoke-free policies and take appropriate actions to protect our health from secondhand smoke.

According to the new Surgeon General's Report released on June 27, 2006, *“Secondhand smoke contains more than 50 cancer-causing chemicals, and is itself a known human carcinogen. Nonsmokers who are exposed to secondhand smoke inhale many of the same toxins as smokers. Even brief exposure to secondhand smoke has immediate adverse effects on the cardiovascular system and increases risk for health disease and lung cancer. In addition, ...because the bodies of infants and children are still developing, they are especially vulnerable to the poisons in secondhand smoke.”*

I support tribal policies to protect our children, families, and community from the dangers of secondhand smoke.



- The **Bear River Band of Rohnerville Rancheria** agrees to the adoption of the following resolution to create tobacco-free zones in their parks/playgrounds.
- **WHEREAS**, smoking is responsible for the premature deaths of over 430,000 Americans each year from lung cancer, heart disease, respiratory illness and other diseases; and
- **WHEREAS**, secondhand smoke is responsible for over 50,000 deaths among nonsmokers each year; and
- **WHEREAS**, tobacco kills more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires and AIDS combined; and
- **WHEREAS**, almost 90% of smokers started smoking before the age of 20, and the average initiation age is 14 ½ years old; and
- **WHEREAS**, 3,000 youth become regular smokers each day, and 1/3 of these children will die prematurely from tobacco related illnesses; and
- **WHEREAS**, to help role model non-smoking behavior to children and youth; to provide children, youth and their families with a safe, smoke-free environment;
- **THEREFORE**, the **Bear River Band of Rohnerville Rancheria**, resolves as follows:
- That the areas of parks/playgrounds where children are present including picnic areas, sports areas, and community event areas in the **City of Loleta** be designated as tobacco-free zones. Appropriate signage will be posted in all parks/playgrounds, designating tobacco-free zones.
- The Tribal Chairperson shall certify to the adoption of the resolution. This resolution will become effective on _____ **2005**.

Follow-Up

- Surveys
 - What policies are in place
 - Have there been barriers
 - Have there been problems with implement the policy
 - Have there been problems with tribal member support
 - Offer Assistance and Support

Other Topics?

- Healthier Drink Options
- Healthier Options in Vending Machines
- Healthier Options when Serving Snacks
- Healthier Options when Serving Meals
- Healthier Options for Work Breaks
- Healthier Food Options in Nearby Stores

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