

Advocacy: How it affects our Past, Present, and Future

Holly Hanson, presenter and moderator

Panelists: Tami Haught, Jeff Moore, and Tim Campbell

*Never doubt that a small group of
thoughtful, committed people can
change the world.*

Indeed, it is the only thing that ever has.

-Margaret Mead, Anthropologist



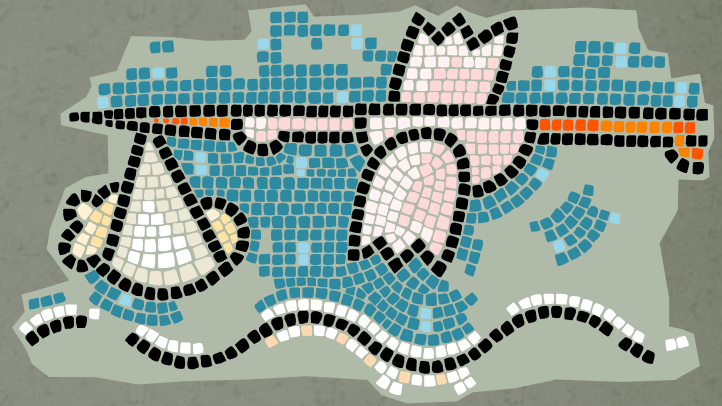
What is Advocacy?

- Advocacy is targeted support directed at changing the policies, positions or programs at any type of institution and encompasses a broad range of activities
- Advocacy can be as simple as educating someone on a certain issue
- Advocacy is one of many strategies aimed at drawing attention to an issue and influencing decision-makers to work toward a shared goal
- Effective advocacy can:
 - Educate leaders, policy makers or those who carry out policies
 - Reform existing policies, laws and budgets
 - Develop new programs
 - Create more open dialogue with decision-makers

Everyone is an Advocate

❖ We all come into the world with all the advocacy skills we need.

❖ Think back-what did you want and how did you get it??



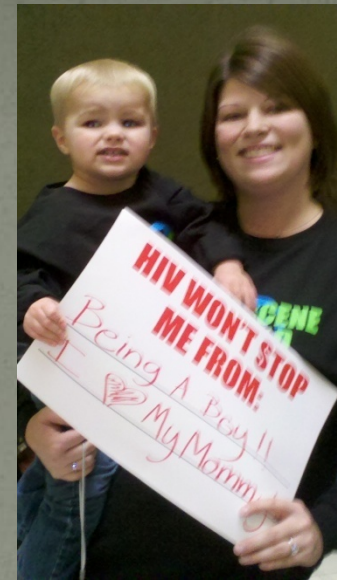
Everyone Should be Involved in AIDS Advocacy

- Individuals!



Everyone Should be Involved in AIDS Advocacy

- Organizations!



HIV won't stop me from shaking hands with my constituents.

*Matt McCoy,
State Senator*



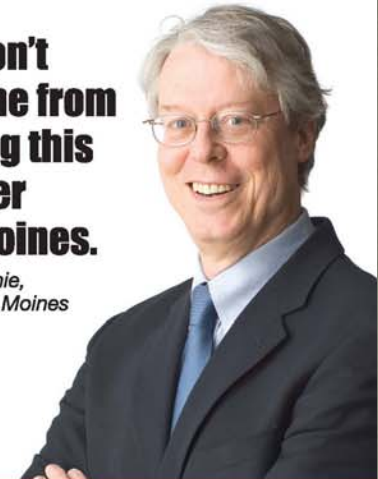
HIV won't stop me from making a new friend.

*Keyni Williams &
Malea Van Brocklin*



HIV won't stop me from making this a better Des Moines.

*Frank Cownie,
Mayor, Des Moines*



IowaHIVAlliance.com



Iowa HIV Alliance

HIV won't stop me

Everyone Should be Involved in AIDS Advocacy

- Coalitions



What prompted Iowa's advocacy efforts?

- In May 2004, Iowa closed the ADAP program to new enrollees and implemented a waiting list. Demand for the program had outpaced resources.
- While the program was closed, we continued to receive 5-10 new applicants each month.
- Our ADAP Crisis corresponded with the national crisis.



The community steps up!

- Through the support of key partners in the pharmaceutical industry, local advocacy experts, and some community based organizations an educational “Day on the Hill” was planned for state legislators. It was scheduled in conjunction with the Community Planning Group meeting to help with attendance.
- Community Planning Group was a key mechanism utilized to educate stakeholders on the issues affecting ADAP. Education of stakeholders resulted in a passionate group of advocates motivated to share their stories.



Success!

Iowa legislature appropriates funding for the first time!!

- The development of an informative, yet concise fact sheet for educational purposes. In 2004, our state legislature really wasn't aware of the issues facing Iowans living with HIV.
- Consistent and frequent messages from various community partners.
- Key partnerships with state legislators.
- Don't assume who your allies will or won't be. Found partnerships in unlikely places.



CHAIN and PITCH

- As a result of this initial advocacy push in 04/05, two important statewide groups formed: CHAIN and PITCH. One is an advocacy group for both HIV and Hepatitis issues and includes members from a variety of interests and disciplines. The other is for HIV positive Iowans.
- PITCH and CHAIN brochure and application is available in your packet.

Panelists

- How did you get involved in Advocacy work?
- Successes and challenges you've experienced
- Lessons you've learned
- Most memorable experience?
- Favorite experience?
- Other messages to convey?

Current Factors and Issues

- Once again, Iowa had to close the program to new enrollees in July 2009 due to increasing demand with inadequate resources. The increase in demand can anecdotally be attributed to the economic downturn as well as new diagnosis and former Iowans “coming home”.
- Thanks to the 04/05 crisis, our advocacy network was firmly in place and mechanisms are in motion to advocate for the ADAP program. However, resources seem to be less than five years ago.
- Our pharmaceutical partners are less involved than in previous years. Their voice was important because they had firmly established relationships and were at the statehouse every



Current Factors and Issues

- Health Care Reform
- National HIV/AIDS Strategy
- Ryan White Reauthorization
- Continued ADAP Crisis nationally
- Others?

Upcoming Advocacy Opportunities

- **Dialogue regarding the National HIV Strategy
Maximizing Impact in Low-Prevalence Jurisdictions**
Des Moines, Iowa (Early November 2011)

http://blog.aids.gov/2011/08/announcing-national-hivaids-strategy-implementation-dialogues.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+aids%2Fgov+%28Blog.AIDS.gov%29

- **Caucus Training**
Variety of dates around Iowa
- **Mobilization Call-in Day**
Thursday, October 13, 2011

You must be the change you wish to see in the world.

-Mahatma Gandhi

The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have little.

-Franklin D. Roosevelt