Making Your Case- How to Influence EHDI Public Policy

Some men see things as they are and ask why. I dream things that never were and ask, why not.- Shaw
Who We Are and Why we Made Making Your Case

- Governor appointed Commission that advocates for and with people who are deaf, deafblind and hard of hearing.
- Policy and advocacy decisions driven by the diverse stakeholders from the community.
- Our 25th Anniversary Program demonstrates the policy issues that we have addressed
- We have a small staff and couldn’t respond to all the requests for training.
- Wanted to provide context and demystify the process
What you will learn today:

- How you can use the online course- ‘Making You Case’ as a tool for educating yourself and engaging other stakeholders to strengthen EHDI policies

- What public policy is, how public policy is made and you can make a difference

- Public Policy and EHDI

- Leave with a draft plan for policy changes that you would like to see occur on a local, state or federal level- this is an interactive workshop!!! Ask questions!
What is public policy?

Public policy is the set of decisions that we make at every level of government about how we care for one another, our communities, and the land.

Consider the ways in which policies impact your own work and the people you serve!
Public Policy and EHDI on a National Level

- 10 years since EHDI Legislation was passed
- Grants from HRSA and Maternal and Child Health
- Rulemaking
- Regulations
- Joint Commission on Infant Hearing
Successful Advocacy Results In Minnesota- EHDI Policies (most founded on Joint Commission on Infant Hearing)

- **EHDI Mandate**
- **EHDI Advisory Committee** - makes recommendations to both Departments of Health and Education
- **Mandate for Statewide Department of Ed EHDI Coordinator**
- **Hearing Aid Loaner Bank** - amplification within days of confirmation of loss
- **Funds for Parent Guides** - unbiased info provide to parents - first point of contact
Next Year’s Legislation

Eligibility Guidelines for Part B to be introduced that will attempt to extend eligibility based solely on diagnosis through age 5

Legislation that will change teacher of the D/HH Licensure

Interveners for families with deafblind children
More Minnesota EHDI Public Policies

- Statutory EHDI Advisory Committee Members Recommend Policies for Doctors, Audiologists and Early Interventionists
- Licensure through Board of Teaching for Licensure Recommendations for D/HH
- Funds for Deaf Mentors
- Hearing Aid Insurance Mandate for Birth through 18
- Mandate for Yearly Report of Disaggregated Data on D/HH Student Outcomes for Part B and C and Improvement Plan
Making Your Case
Overview of Course

- Syllabus
- Overview of Course
- Building Your Case Worksheet
What are the policy issues your state is facing?
Why advocate?
Advocacy Road Map

Your Advocacy Roadmap

1. Identify Your Issue
2. Develop Your Story
3. Define Your Request
4. Get the Facts
5. Find Allies
6. Get to the Right Person
7. Choose Your Tactics
8. Create a Detailed Plan
9. Take Action
10. Keep It Going!

Produced by the Commission of Deaf, Hard of Hearing, and Blind Minnesotans
My Request for Action

- Timely
- Realistic
- Specific
- Concise

Assignment- Describe in 20 words or less what you would like the policy maker to do.
Assignment: Identify Your Issue

1. Briefly describe the situation that made you decide to take action. Explain what made you say, “Something has to be done.”

2. Remember, you should focus on changing only one issue at a time. Look at the issues you marked. Which issue is most important to you?

3. What makes this story effective?
My Personal Story

- Hearing Aid Insurance Mandate
- Interveners for children who are deafblind
- Learning from others
Strength in Numbers

- The people together will never be defeated.
- The ultimate in advocacy
Supporting Facts

- Essential
- Your reputation and the reputation of the policy maker depend upon it.
Finding the Right Person to Make it Happen

- New Chair of the House Education Committee Congressman John Kline (R) Minnesota
- Other examples- who are your representatives, commissioners who have a connection to this issue?
- Discussion
How I Plan to Make My Case in Person

- Think about the best ways to communicate your message in person and list them.
- Meeting with your legislator in person
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
Advocacy Action Plan

Assignment - summarize the info on the Building Your Case Worksheet
Ways the Course Can be Used

- Curriculum in classrooms for high school
- Study groups that bring people who are deaf, hard of hearing and hearing together to work on public policy issues.
- Most modules and lessons will be loaded on to You Tube by the end of March 2011.
Conclusion

- You can be a force for change
- You can influence policy on a state, local and national level
- Take the course alone or with other stakeholders
- Send us your success stories