

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 Your 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



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
- Weaknessness
- 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](#)