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165 Million Kids Stunted: How to Use Our Voices to Stop the Madness
The Ambition

165 million children under age 5 handicapped in life by malnutrition

Sustainable Development Goal (SDG): End hunger and malnutrition by 2030
The Situation

165 million children under age five handicapped by malnutrition currently.

U.S. President’s budget cuts 30% from global health & nutrition, education, and economic development programs.

The world has set a goal to end hunger and malnutrition by 2030.
What Does it Mean?

As Secretary James Mattis said while Commander of U.S. Central Command,

“If you don’t fully fund the State Department, then I need to buy more ammunition.”
What Does it Mean?

• Reversal of progress on ending unnecessary child deaths:
  ○ 40k/day in 1990, 16k/day today

• Reversal on ending diseases and conditions of poverty: TB, HIV, child diseases, malnutrition, hunger
What Does it Mean?

• It will negatively impact 11 other SDGs—how can you eradicate disease, end extreme poverty, provide a quality educate to all children, empower women, spur economic grow if malnourishment is rampant?
Where is the Firewall?
Why is Congress the Firewall?

• They control the purse strings
• Long-term relationships with advocates already exist
• Progress on poverty has been bipartisan
  o Reach Every Mother and Child Act: 140 Ds, 79 Rs
  o Global Food Security Act: 82 Ds, 46 Rs
  o Appropriations support for MCH, diseases
Maternal & Child Health/Nutrition Appropriations Sign-On Letter History
HR 1567: Global Food Security Act

• “This bill requires the President to develop and implement a Global Food Security Strategy to promote global food security, resilience, and nutrition.”

• “it is in the U.S. national security interest to promote global food security, resilience, and nutrition” including activities that:
HR 1567: Global Food Security Act

- “accelerate inclusive, agricultural-led economic growth that reduces global poverty, hunger, and malnutrition”
- “improve the nutritional status of women and children;”
- “align with and leverage U.S strategies and investments in trade, economic growth, science and technology, agricultural research and extension, maternal and child health, nutrition, and water, sanitation, and hygiene;”
Goals for Today

• Learn about RESULTS & advocacy
• Find your members of Congress
• Take a media action on the budget
• Prepare to meet with a member of Congress (if we have time)
• Become part of the firewall through action
What is RESULTS?

• RESULTS is movement of passionate, committed, everyday people. Together we use our voices to influence political decisions that will bring an end to poverty.

• As volunteers, we receive training, support, and inspiration to become skilled advocates.
What is RESULTS

• In time, we learn to effectively advise policy makers, guiding them toward decisions that will improve access to health, education, and economic opportunity.

• Together we realize the incredible power we possess to use our voices to change the world.
What are We Trying to Do?

Assess where they are on the Champion Scale, then move them up:

4  Champion
3  Leader
2  Advocate
1  Supporter
0  Uninformed or Neutral
-1  Opponent
How Decision Makers Decide

- Constituents
- Staff
- Colleagues
- Media
- Paid Lobbyists
- Experts
- Personal History
Our Vision
Our Relationships

RESULTS believes that relationships with our elected officials and staff is a key driver of change. Our goal is to move them up the Champion Scale by being in relationship, educating them, making specific requests, mobilizing media and community, and never going away. We believe that creating political will is the only thing that will end poverty.
Good News About Influence

In-Person Issue Visits from Constituents: 94%
Contact from Constituents' Reps: 94%
Individualized Email Messages: 92%
Individualized Postal Letters: 88%
Local Editorial Referencing Issue Pending: 87%
Comments During Telephone Town Hall: 86%
Phone Calls: 84%
Letter to the Editor Referencing Your Boss: 83%
Visit From a Lobbyist: 83%
Form Email Messages: 56%
Groups Social Media Platforms: 51%
Your Office's Social Media Platforms: 50%
Form Postal Letters: 50%
Petitions: 49%
Postcards: 42%

Legend:
- Blue: A Lot of Positive Influence
- Blue: Some Positive Influence
Example of Success

• Our advocacy has helped cut needless child deaths in half since 1990, from 12.9 million per year to 5.9 million today.

• Last year we secured a U.S. pledge to the Global Fund to Fight AIDS, TB, and Malaria that will help save 8 million lives.
Action Sheet is a Tool

- Concise
- Provides background on the issue
- Provides guidance on taking action
- Uses EPIC format (another Tool)
EPIC Communication Tool

- **ENGAGE**: Something to capture their attention

- **PROBLEM**: Outline the problem, paint a picture to help them understand

- **INFORM ON SOLUTION**: Explain how your solution will confront the problem

- **CALL TO ACTION**: Yes or no request
Let’s Take Action #1

• See a video
• Read the Action Sheet together
• Research members of Congress
• Research media outlets
• Draft letters using your personal stories or reflections.
• Share a letter or two from the group
To Keep a Promise
Let’s Look Up Our Members

• Go to www.results.org
• Click on “Global Poverty Action” (lower middle part of page)
• Click on “Research Members of Congress and Staff” in box on right
• Enter your zip code
• If your district is split, enter your street address
Let’s Look Up Our Members

• Who is your representative?
• Who are your senators?
• Tell us something interesting about them.
• Who is the Foreign Policy Aide? The Scheduler?
• What is their phone number? Store it.
• Another number: Congressional Switchboard number: (202) 224-3121
Contacting Staff

- Senate aide email formula: FirstName_LastName@SenatorLastName.senate.gov
- House aide email formula: FirstName.LastName@mail.house.gov
Look up Media

• Go to www.results.org
• Click on “Global Poverty Action” (lower middle part of page)
• Click on “Research Media” in box on right
• Enter your zip code
• Which paper will you write to?
Huge Secrets to Getting Published

• Write
• Submit
Let’s Write (musical interlude)
Huge Secrets to Getting Published

• Write
• Submit
If You Get Published

• Send it to your members of Congress (senators and representative) with your request

• You can use your letter to the editor to write to your Representative and Senators too.
### Consider Taking Action #2

<table>
<thead>
<tr>
<th>Action</th>
<th>Positive Influence</th>
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<tbody>
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The chart above shows the percentage of positive influence for various advocacy strategies directed to members of Congress. The strategies include in-person visits, email messages, letters, phone calls, letters to the editor, and various types of social media communications. The data indicates that in-person visits and contact from constituents' reps are the most effective methods, followed by individualized email messages and postal letters. The least effective methods are postcards and online form letters. The chart is useful for policymakers and advocacy groups to understand the impact of different strategies and allocate resources accordingly.
Meeting with Your Representative

- Contact the scheduler (you can find this)
- Contact the local office and ask for a meeting.
- Contact the Foreign Policy aide for a phone meeting, or have them join you via phone when you meet with the local office.
Things to Know

• Your goal is to build relationship, education, make specific requests
• You have your own powerful stories
• Your request is: “Please speak to House leadership and ask them to protect funding for effective development assistance programs for global health.”
JOIN US.

• If you want to be an effective advocate
• If you are ready to take action on poverty
• Sign up to learn about next steps
• Come to DC in July, 22-25
• Become a Real Change Fellow
Meeting with Your Representative

• You just found out that your Representative can meet with you!
• Plan a meeting with one of your members of Congress.
• Have your meeting.
• Talk about the experience
Introductions

• Name
• Why is it important for you to take action on poverty?

Or

• Who do you want to be in the world?
  Complete the phrase, “I want to be someone who...”
What RESULTS Groups Do

- Meet twice per month to plan and take action.
- On the second Saturday, we connect to a national webinar with hundreds of RESULTS volunteers around the U.S. to learn about the issues, learn to speak powerfully, and take action to influence our elected officials.
- We also develop plans to influence our decision makers through face-to-face meetings, the media, and community action.
What is Advocacy?

- Who knows the name of your representative? Your senators?
- Who has written to them?
- Who has called them?
- Who has met with them?
- What allows us to be in relationship with our elected officials?
What is Advocacy?

• We live in a country where our government officials are elected to carry out the people’s business as our representatives.
• So, who pays these people? Who do they work for?
• If we select them to work for us, pay their salaries and they work for us, who should supervising them?
Write a letter

Honorable FirstName  LastName
Address
Washington, DC Zip Code

Date

Dear Representative or Senator xxxxx:

EPIC message and personalized context

Sincerely,
My Name
My Address
My Phone and email