

Translating Expertise to Policy

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Why Advocacy is Important?

- Citizen Government
- Limited Resources
- Democracy in Action

Why Good Policy Doesn't Just Happen?

- Inertia and resistance
- Lack of knowledge
- Complex solutions
- Competition for limited resources (Money, Time)
- Ideology
- Partisanship

What Does Advocacy Need to Do?

- Educate/inform
- Increase the volume and break through the noise
- Target audiences and build trust
- Be useful
- Be efficient
- Be timely

Which Pathway is the Right One?

- Executive action
- Authorizing legislation
- Appropriations (funding)

Who Is Your Audience?

Congress

- Members of Congress
- Personal office staff
- Committee staff
- Leadership staff

Executive Branch

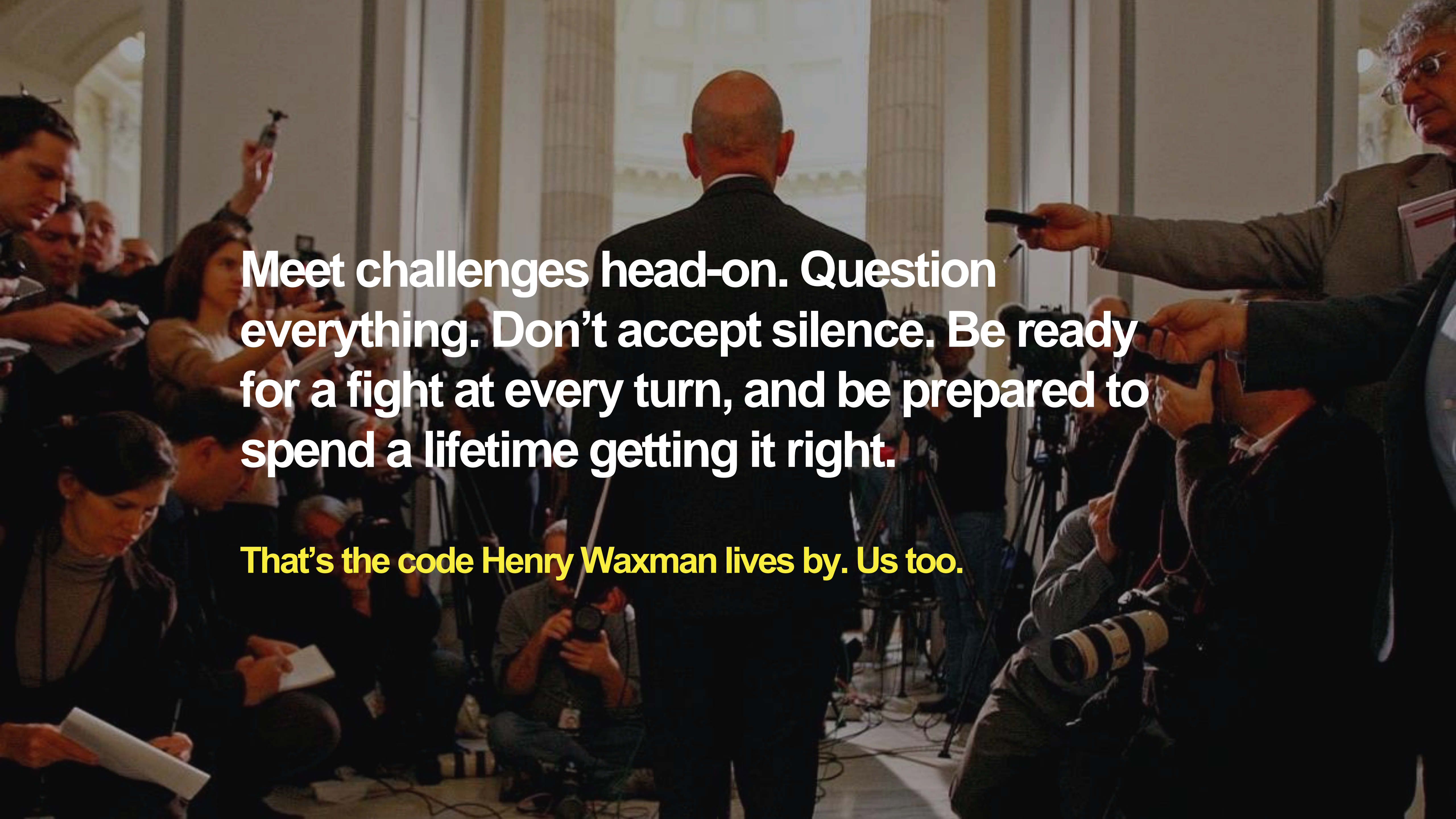
- White House
- Department and agency heads
- Political appointee staff
- Career staff

When Should I Start? (Congress)

- Congressional leadership and committee staff are starting to plan their agendas for 2023 RIGHT NOW
- Development of Congressional Appropriations bills will start in January and February
- Most Congressional legislative action must be well underway by summer

When Should I Start? (Executive Branch)

- Planning for the President's FY 2024 Budget Proposal is happening RIGHT NOW
- Administrative actions take a minimum of 2-3 years to go from start to finish

A photograph of Henry Waxman, a bald man in a dark suit, standing with his back to the camera. He is surrounded by a large group of people, many of whom are holding cameras and microphones, suggesting a press conference or a media event. The setting appears to be a grand, well-lit room with large windows and columns in the background. The overall atmosphere is one of a high-profile public appearance.

Meet challenges head-on. Question everything. Don't accept silence. Be ready for a fight at every turn, and be prepared to spend a lifetime getting it right.

That's the code Henry Waxman lives by. Us too.

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