Moving Up the Ladder: Advocacy 201

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Strengths

• Support from stakeholders including partner agencies, faith communities and medical providers and funders.

• Build and maintain relationships with elected officials and their staff.

• Establish a trust with County Social Services/Human Services Agencies resulting in testing new initiatives such as AB 402 (duel enrollment) and out posting eligibility workers.
Successes

• Ability to engage local media
• Strategically position op-eds, editorials and reader letters.
• Engage clients to tell their story.
• Utilize data provided by our food bank, CAFB, CFPA, Feeding America, FRAC and other experts to provide credibility.
• Congresswomen Speier took the “food stamp challenge”. She wrote about it and also challenged fellow representatives.
Experiences & Strategies

• Arrange visits to food distribution sites to provide first hand experiences of our work.

• Have an elected official observe the CalFresh application process.

• Facilitate Educational and Take Action Opportunities - Hunger Action Summit “Food as Medicine”

• Partner with others to raise visibility such as American Academy of Pediatrics “Who’s Hungry? You Can’t Tell by Looking” Campaign