


Advocacy Basics*


*=frills! ☺!

Carey Gross
Butte County Library Literacy Services
California Literacy, Inc MEDAL Fellow
June 5, 2006



Different Types/Levels of Advocacy

- Public Awareness
- Media Advocacy
- Adult Learner Leader Development
- **Legislative Advocacy**



Definition of Advocacy

- A planned, deliberate, ***sustained*** effort to develop understanding and support incrementally over time.

Dr. Kenneth Haycock
Professor and Director School of Library and Information Science, San Jose State University





Why don't folks
choose to take part
in legislative activities?



Why take part
in legislative activities?

Why take part *now*?



Deposits
and
Withdrawals

+ -

Dr. Kenneth Haycock



The first **big** step
in advocacy
is showing up!


Dr. Kenneth Haycock



We're so fortunate to be a
library-based service!

- California Library Association
 - What is CLA?
 - Our Literacy Section history
 - The benefits
 - Other very important benefits
 - Our lobbyists, Mike and Christina Dillon
 - Library Legislative Day
 - Day in the District








Library Legislative Day


- What is it?
- When is it?
- How to sign up?
- What to expect-





Preparing
to Make
a Visit






What to consider during your visit


- Keep it
 - B
 - A
 - S
 - I
 - C

Dr. Kenneth Haycock



Other things to consider
during your visit

- Tips
- Who you'll be talking to
- What to take along





After the Visit

- Debriefing
- Following up
- Extending the visit





Literacy and Advocacy

- Our rich CLLS history
 - The Employee Literacy Education Assistance Act





It's time for. . .

How well will you do?



Legislative Trivia!

Test your knowledge!



Yippee!

Fun!

Let's play!

**Special thanks to Project READ Piedmont City!



In closing. . .



© 2014 by Carey Gross
Carey Gross  cgross@buttecounty.net
