

Class 3

Messaging, framing & finding your people

December 19, 2024



Who we are ...

The Arc of King County promotes and protects the rights of people with intellectual and developmental disabilities (IDD) so we can all live, learn, work and play in the community.

We believe everyone should be able to live the life they choose.

We offer information and family support, systems navigation, education & civic engagement support. We also run a supported living program for adults with IDD.

We help on any topic. The most common are special education, housing, and Medicaid long-term supports.

<https://arcofkingcounty.org/>



What is public policy?

Rules we agree to live by as a society.
Policies that govern the public .

But ALSO ...

*Rules that the **PUBLIC** has an opportunity to influence*





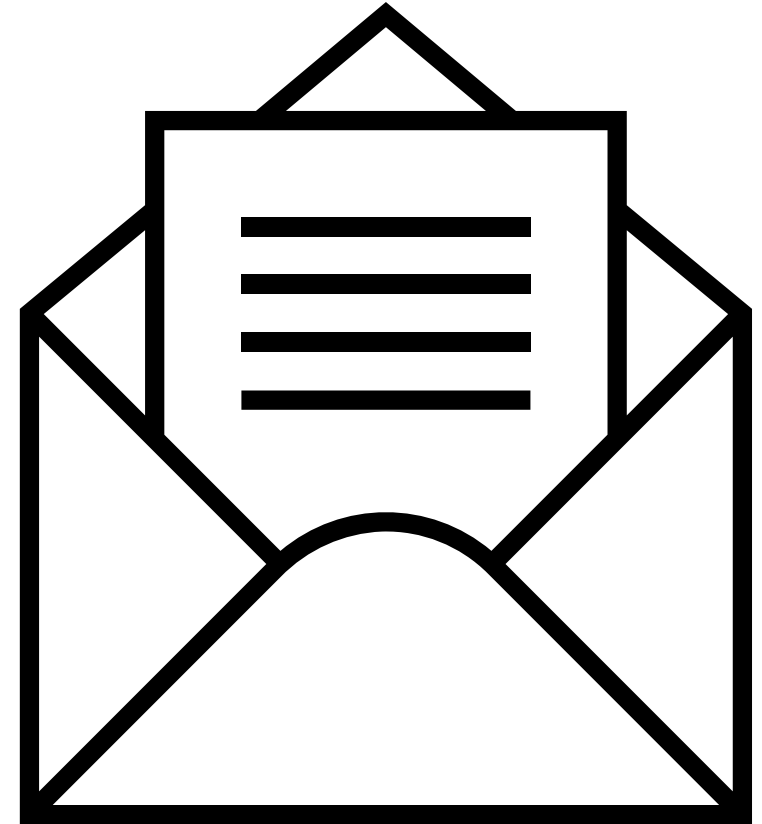
How do you influence public policy?

1. Know who to contact
2. When to contact them
3. What to say

Who to contact



- Your legislators
- Legislators with influence
 - Sit on committees that will consider the bill
 - Have leadership positions
 - Are held in high regard by other legislators
- The governor
- Allies who can help build the cause



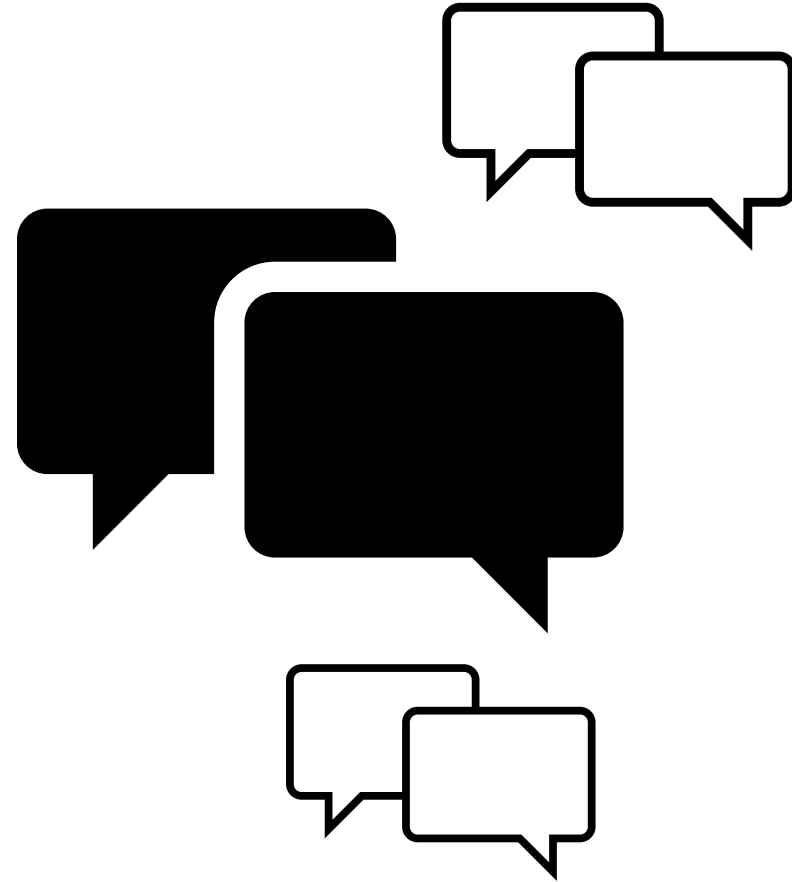
Question: Why do you need to reach these people?

When to contact



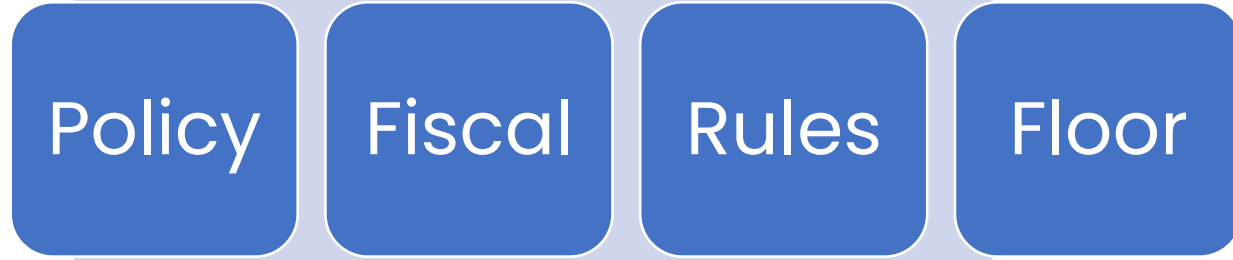
Timing is important

1. A bill is read and referred to committee (1st reading)
2. Committees consider, debate, and amend bills
3. If the bill makes it out committee, it gets a 2nd reading, when the whole chamber considers, debates, and amends
4. They then vote on final, amended version (3rd reading)



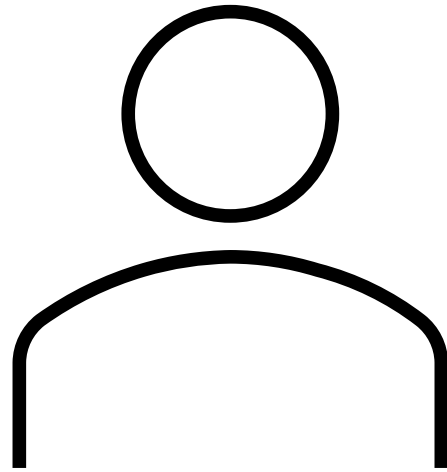
Question: Who are the gatekeepers?

Chamber 1



Every step can
require messaging

Chamber 2



Then to **governor** ... who can sign it, veto it, or veto parts of it.



- Legislature Home**
- House of Representatives
- Senate
- Find Your District
- Laws & Agency Rules
- Bill Information
- Agendas, Schedules, and Calendars
- Legislative Committees
- Coming to the Legislature
- Civic Education
- Legislative Agencies
- Legislative Information Center
- Email Updates (GovDelivery)
- View All Links

Bill Information > SB 5187

Search for another bill or initiative:

5187 **Bill** Initiative 2023-2024 Search

SB 5187 - 2023-24

Making 2023-2025 fiscal biennium operating appropriations.

Sponsors: **Rolfes, Robinson**

By Request: Office of Financial Management

Companion Bill: **HB 1140**

Bill Status-at-a-Glance *i*
 See **Bill History** for complete details on the bill

As of Friday, January 6, 2023 11:42 PM

Current Version:	Current Status:
SB 5187	SPrefiled

Where is it in the process?

	Introduced	In Committee	On Floor Calendar	Passed Chamber
In the Senate:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the House:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After Passage:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Passed Legislature	On Governor's Desk	Governor Acted	Session Law

[Go to documents...](#)
[Go to videos...](#)

- Comment on this bill**
- Get Email Notifications
- RSS Notifications



How often?



When should you contact *your* legislators?

1 – Connect very early on in the session

- This is a general communication: This is my situation /hope /goal /. Will you support this?

2 – Comment when a bill is heard/dropped

- This is a more focused conversation: I support this bill. It addresses my situation; I hope I can count on your support as it makes its way through the chamber

3 – Remind them as the bill nears a vote

- This is a more focused conversation:

The bill I care so much about made it this far, I hope I can count on your support to get it to the finish line. Please let me know if you need additional information.

4 – Thank them

- Also thank allies as the bill moves through the process (sponsors and cosponsors; people who pass it out of committee; if you know, to people who got it pulled to the floor ...)

The importance of budget

People have 2 options to publicly weigh in on a budget proposal

1. Very start of session, by responding to the governor's proposal
2. At the very end of session, when the budget is 98% negotiated

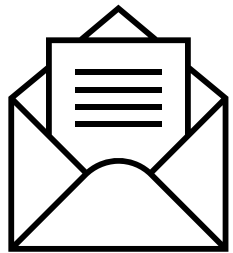
If your issue is about funding – **weigh in early**



**Know what you
want to say**



Craft a clear message



[Effective messaging:
A worksheet](#)



1. Who are you?



2. What is your issue?



3. Why do you care?



4. Why should *they* care?



5. What should they to do?

Good afternoon chair and committee members,

<WHO> I am Ramona Hattendorf with The Arc of King County, speaking in support of HB 1980. The Arc protects and promotes the rights of people with intellectual and developmental disabilities and helps build inclusive communities. We serve the 36,000 people with IDD across King County.

<ISSUE> Our state's insistence on either/or when it comes to day services has isolated people and undermined their well-being. We require people to choose employment support OR community inclusion when often they need both.

<WHY I CARE> DDA services are habilitative. This means helping people learn, keep, or maintain skills that are not typically developing. People with IDD need ongoing skill support throughout their lives.

Day services help people maintain essential skills needed to support well-being and interact with their community.

<WHY AUDIENCE SHOULD CARE> Employment support is a great day service. But lots of people need a “yes, AND ...” approach.

Maybe they have severe anxiety *and* could benefit from community inclusion during a job search. Maybe they have a job, but it is only a few hours a week *and* they need additional skill maintenance outside it. Or maybe they lost their job, have no immediate prospects, but need support looking for a job while also still engaging in the community.

This bill is a “yes, AND ...” approach so people get the support mix they need for their situation. Same hours of support; flexibility for their situation.

<ACTION> Please support and move this bill this session. Thank you.

60-second version

Good afternoon chair and committee members

<WHO> I am Ramona Hattendorf with The Arc of King County, speaking in support of HB 1980 and advocating for 36,000 people with IDD in King County.

<ISSUE> Our state's insistence on either/or when it comes to day services has isolated people and undermined their well-being.

<Why I care> DDA services are habilitative. This means helping people learn, keep, or maintain skills that are not typically developing.

Day services help people maintain essential life skills needed to support well-being and interact with their community.

<Why audience should care> Employment support is a great day service. But lots of people need a “yes, AND ...” approach.

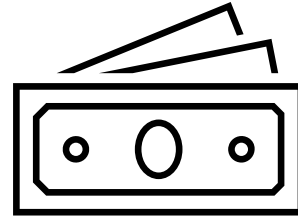
Maybe they have severe anxiety *and* could benefit from community inclusion during a job search. Maybe they have a job, but it is only a few hours a week, *and* need additional skill maintenance outside it.

<Action> This bill is a “yes, AND ...” approach so people get the support mix they need for their situation. Please pass out of committee this session. Thank you.

Let's practice



OSPI proposal for special education



- Remove the arbitrary 13.5% funding cap
- Increase the multipliers (preK to 12) to close the gap between local spending and state funding
- Add \$5 million to expand Inclusionary Practices Project

The governor's proposal

- Keep the cap, but increase it to 15%
- Only increase preschool special education funding, not K-12
- Add \$5 million for professional development for inclusive classroom practices, but prioritize teacher mentors, not the Inclusionary Practices Program. Money would first go to schools with lowest LRE rates

There are hearings on the governor's budget next week. Let's prepare testimony

Who are you?



Your name

Your legislative district

Group affiliations, if appropriate

What is your issue?

Describe your issue

What are you worried/happy about?

Use simple language



Why do you care?

Why does this matter?

How will it change your life?

Tell a personal story



Why should they care?



Why should your listener care?

Is this happening in their community?

Does it affect them personally?

Does it effect someone they know?

What should they do?



What do you want them to do?

Be specific

**Now practice
saying it**





Lisa Callan

COMMUNITY

Poliet

Subscribe!

Sharing, resources and information news

Engage, legislative and policy news and opportunities for civic engagement

<https://signup.e2ma.net/signup/1894973/1898164/>

Links

Web site: <https://leg.wa.gov/>

District finder: <https://app.leg.wa.gov/DistrictFinder/>

Committees: <https://leg.wa.gov/about-the-legislature/committees/>

Bill information: <https://app.leg.wa.gov/billinfo/>


Committee sign in: <https://app.leg.wa.gov/csi>

Cut off calendar: <https://leg.wa.gov/bills-meetings-and-session/session/session-documents/cutoff-calendars/>

- [2025 cutoff \(draft\)](#)

Learn & Participate: <https://leg.wa.gov/learn-and-participate/>

Classes and tutorials: <https://leg.wa.gov/help/classes-and-tutorials/>



Remember! Framing is important

1. Where are they on the stages of change?
2. Focus on child/individual
3. How X solves the problem

Behavioral stages of change



PRECONTEMPLATION



CONTEMPLATION



PREPARATION



ACTION



MAINTENANCE

People who study successful campaigns identify **essential ingredients**



CLARITY



DATA



STORIES



ALLIES



CHAMPIONS



MEDIA



CELEBRATION

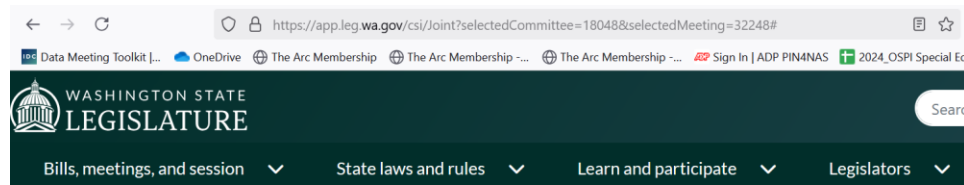
Find your people!

- [The Arc of King County](#)
- [The Arc of Washington](#)
- [League of Education Voters](#)
- [Washington Low Income Housing Alliance](#)
- [Health Care for All - WA](#)
- [The Washington State PTA](#)
- [Children's Alliance](#)
- [The ACLU of WA](#)
- [Disability Rights Washington](#)
- [Investing in Student Potential](#)
- Coalition to End Isolation and Reduce Restraint

Find your people!

- Who do you know who might be interested?
- Which legislators might care/have influence?

Make lists and reach out.



- Facebook groups
- Watch hearings – who seems to be engaging? Drop them a note.
- Listen when votes happen. Who is commenting? Drop them a note.
- Tip: If you sign in or sign up to testify you can see who has ALSO signed in

How to Register to Testify in a Joint Committee Hearing

1. Select the committee name and meeting date and time, then select the bill or topic for which you would like to testify.
2. **Testimony registration will close 1 hour before the start time of the hearing.** Anyone who does not register before this