

# Policy Development

(continued)

Jill Thompson

# Outreach and Advocacy

Talking with decision-makers

- Who best to do this?
- What to say?

# What do decision makers want?

- Easy (fool proof)
- Popular – positive media attention
- To save money
- Successful
- Data (if it's packaged right)
- To keep their friends happy
- To do the right thing (if 1 through 6 are not compromised)

# Anticipate Common Concerns

Think!!!  
About your audience

# Developing Good Written Policy

## Formula

- Rationale
- Authority Statement (sometimes optional)
- Policy Statement
- Sanctions