

November 2016

November's goal is to introduce the legislators to the HF program. This is **not** the moment to bring out the fire power of the families. You're just introducing yourselves (via letter) and letting them know you'll be calling them soon. After that initial call is when you'll bring out the families.



Your families and staff (Family Awareness Project) and other HFV sites (sharing ideas).

Activities	Advocacy Effort	AWARENESS Effort	Suggested Timeline
<p>1) Send personalized letter to each of your legislators, along with informational items, by mid-November.</p> <p>Select no more than 2 informational items to include with your letter.</p> <p><i>TIP: Save some informational items to send with a letter in December, some for your January Advocacy Day visit, and some for personal visits with your legislator[s].)</i></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	By mid-November
<p>2) Make your follow-up call by the end of the same week. This is Best Practice.</p> <p><i>TIP: Make sure your voice is warm and bubbly when you're making your follow-up call to your legislator(s). You need to talk with them like you're an old friend, i.e., professional but an old friend. They get plenty of the "other" kind of calls.</i></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	By mid-November
<p>3) If your site has a monthly newsletter, send November's to your legislator(s).</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	By last week of November
<p>4) Begin thinking how you might involve your families/conduct a "Family Awareness Project," the results of which you'll be giving your legislator in December. Have staff begin gathering the information. Possible Family Awareness Projects include:</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	By last week of November

<ul style="list-style-type: none"> • Have Target Children draw pictures to give to your legislator(s). • A “Family Hands” project (see attachment in e-mail). • Have families write “Thank You Notes” to your legislator(s). • A “Family Postcard” project (see attachment in e-mail). • Have FSWs take placards with the words “We Are a Healthy Family” written on them. With families’ permission, have staff photograph each of their families holding the placard. Send these photos out several at a time every several weeks to your legislator(s). • The possibilities are endless. 			
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If you have any questions or need assistance of any kind, please call (804-359-6166 Ext. 305) or e-mail (mpowell@pcav.org) Michele. THANKS!