North Dakota’s Vision Zero Initiative
Today’s training is brought to you by the North Dakota Department of Transportation and Vision Zero North Dakota
Presentation Agenda:

- 8:30 - 8:35 a.m. - Welcome and Introductions
- 8:35 - 9:05 a.m. - Policy Advocacy / Education / Lobbying / The E’s of Injury Prevention
- 9:05 - 9:45 a.m. - North Dakota’s Legislative Process / Providing Testimony
- 9:45 - 10:00 a.m. - BREAK
- 10:00 - 10:20 a.m. - Navigating the ND Legislative Council Website / Capitol Tour
- 10:20 - 12:00 noon - Effective Policy Communication
- 12 - 12:30 p.m. - BREAK
- 12:30 - 1:00 p.m. - When a Bill Becomes a Law: Next Steps
- 1:00 - 1:20 p.m. - Primary Seat Belt Law in North Dakota
- 1:20 - 2:00 p.m. - Questions and Answers
Thanks to our presenting partners:

- Ryan Gellner - North Dakota Association of Counties
- Aaron Birst - North Dakota Association of Counties
- Scott Hennen - The Flag/WZFG
- Gene LaDoucer - AAA-The Auto Club Group
- Senator Scott Meyer - North Dakota Legislature
- Shane Goettle - Odney
- Don Larson - Odney
- Carma Hanson - Safe Kids Grand Forks
Training Objectives

- Build capacity to participate in policy advocacy during the North Dakota legislative session.

- Enhance knowledge of advocacy on the local, state and federal level.

- Create a network of passionate and well-trained advocates/partners to help address public policy issues critical to North Dakota.
The Importance of Legislative Advocacy

The E’s of an Effective Injury Prevention Program

- Education
- Engineering
- Environment
- Encouragement
- Evaluation
- EMS
- Enactment and Enforcement

VISION ZERO
## Advocacy vs. Lobbying

### Distinction between advocacy and lobbying

<table>
<thead>
<tr>
<th>Advocating</th>
<th>Lobbying</th>
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<tr>
<td>Direct</td>
<td>Grassroots</td>
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<tr>
<td>Identifying, embracing and promoting a cause</td>
<td>Communicating with legislators on specific legislation</td>
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<td>Urging the general public to contact their legislators regarding specific legislation (except in the case of ballot initiatives)</td>
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- Nonpartisan analysis, research or study on a legislative issue
- General communication
- Actions that affect regulatory issues
- Self-defense

- Influencing legislators to introduce legislation
- Distributing materials to assist in the passage or defeat of a bill
- Directly encouraging a member or the public to support or oppose legislation

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Advocacy vs. Lobbying?

- Speaking on behalf of yourself
- Speaking on behalf of your agency/business
- What if you can’t LOBBY? (as per your business directive)
Why Advocate - Legislate

- Promote “best practice” standards
- Serve as a tool for education
- Capture a % of the population that only comply due to the fear of “getting caught”
- Speaks to the importance/effectiveness of the action

Policy changes can influence the behavior of a large group of people.
Policy

Health policy is a set course of action (or inaction) undertaken by governments or health care organizations to obtain a desired health outcome (Cherry & Trotter Betts, 2005).

Politics

Throughout our daily lives, politics determines who gets what, when, and how. Politics has been defined as "the process of influencing the authoritative allocation of scarce resources" (Kalisch & Kalisch, 1982, p.31).
Citywide Policy

- Areas to impact city policy
  - City Council
  - Church Council
  - Parent Teachers’ Organization
  - Businesses
  - School District
Statewide Policy

- Legislature (laws)
- Statewide Agencies
- Professional Organizations
- State Associations (NDMA, NDNA)
Federal Policy

- Congress and Senate
- National Associations
- National Professional Organizations
The Importance of Legislative Advocacy

The E’s of an Effective Injury Prevention Program

- Education
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- Evaluation
- EMS
- Enactment and Enforcement
Engineering
Environment
Encouragement

I Got Caught!

Congratulations! You were found wearing your safety helmet while riding your:
- bike
- skateboard
- scooter
- in-line skates

Free Small Cone

Share Your Pics with Us!

#HappyTastesGood  #SafeSummerND

[Images of children holding signs]

Please present before ordering. One offer per coupon, per visit. Not good in combination with any other offer. Valid at participating North Dakota DQ restaurants only. (AU #29566)

EXPIRES:
12/31/2020

VISION ZERO
Emergency Medical Services (EMS)
Enactment & Enforcement
Navigating the North Dakota Legislative Website

Gene LaDoucer - Director of Public Affairs

The Auto Club Group

[Image of Gene LaDoucer]
Information Hub: Legislative Website

- Session Information
  - Calendar; key dates
- Members of House/Senate
  - Finding legislators
  - Contact information
- Standing Committees
  - Committee members
  - Hearing schedules
- Bills
  - Activity and tracking
- Floor votes
  - Streaming video
Where does the Governor stand once the law is passed?

- Don’t go through all the work in the legislature if you don’t know where the Governor stands on the issue/legislation.
Planning For When the Bill Passes

Have a plan in place if/when the legislation passes:

• Consider the effective date based on the ability to carry out the necessary arrangements.
Planning For When the Bill Passes

Communication Plan:

• Printed materials / Web site / On-line Reporting
• Signage
• Supplies / equipment
• Personnel training or education
• Media
Planning For When the Bill Passes

Getting those that will enforce the law on board:

- Education
- Warning period
- Agency communication
- Understanding the impact
Planning For When the Bill Passes

- Bill sponsors
- Those voting in support of the legislation
- Those that testified in support of the bill
- Families involved
- Coalition agencies / businesses / partners
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Question & Answer Period
Do SOMETHING. Do ANYTHING. Just don’t do NOTHING at all!!

- Use your resources.
- Start somewhere.
- Keep at it.
- Don’t let getting overwhelmed keep you from doing anything at all!!
Let’s Get Connected

How can you help?

Please email us at: safekids@altru.org

- Lobby
- Testify
- Letter to your legislators
- Calls to your legislators
- Educate your community / team
- Other??
Thank you!!

- To our presenters
- To our host agency
- To our advocacy partners
- To you, our attendees