

PUBLIC POLICY ADVOCACY TRAINING

VIA WEBEX

Tuesday, August 4, 2020

8:30 AM - 4:30 PM

SPEAKERS

Ryan Gellner

Program Director,
Vision Zero Community
Outreach Program,
North Dakota Association
of Counties



Shane Goettle

Chief Executive Officer,
Odney



Carma Hanson

MS, RN, Coordinator,
Safe Kids Grand Forks



Scott Hennen

Host, What's On Your
Mind, AM 1100 The
Flag/WZFG Radio



Gene LaDoucer

Director of Public Affairs,
The Auto Club Group



Don Larson

President, Odney



Policy advocacy is active involvement in strategies to change public policies, laws and systems. Policy advocates work to influence decision makers by lobbying the government, taking legal action, and educating the public.

If you want to become a more effective advocate for public policy change, please plan to participate in this training. For virtual training information, visit VisionZero.ND.gov/events/AdvocacyTraining.

AGENDA

- Policy Advocacy
 - What It Is and Why It's Important
- North Dakota's Legislative Process
- Distinctions Between Policy Advocacy, Education and Lobbying
- Effective Policy Communication:
 - Crafting and Communicating Your Message
 - Effective Communication with State Legislators

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