Working with elected officials and campaign messaging

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Why do you want a Complete Streets policy?
Evaluate Your Environment and Set Goals

• Understand the territory and its government
• Identify like minded and diverse groups or organizations
  • Identify decision makers
  • Determine possible champions
  • Pin point influences
• Set overarching and incremental goals
Develop Key Messages

• Use your “why”
  – A robust message highlights the benefits of your policy like improving the health and safety in the neighborhood
• The way you deliver your message and the words you use matter
  – Avoid jargon and speak plainly to communicate shared values and emotion
  – Try using personal stories
You May Not Be Able To Do It Alone

• Engage the groups you identified and those that would benefit
  – Be prepared to make policy changes and come to a consensus on goals
    • Coordinate and leverage events
      – Educational and instructional
      – Incorporating physical activity that is bike and walk focused
    • Turn influence into action
      – Establish your Champion
Engaging Elected Officials

• Contact appropriately
• Be prepared to educate them on your policy
• Use your key messages consistently and constantly
  • Use the proper messenger
    – Your message is as strong as the person delivering it
• Be prepared for challenging questions
  – Funding
  – Community context
Re-evaluate Your Plan

- Re-evaluate your campaign
  - Weigh your successes and failures
  - Be prepared for some creative destruction
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