



Working with elected officials and campaign messaging

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Find Your “Why”



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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