SpeakWell Training: Effective Communication with Public Officials

East County Homeless Task Force
August 27, 2021

Goals of the Training
Effective Advocacy
Characteristics of a Good Spokesperson
Organizing Your Thoughts
Effective Presentations
Final Thoughts
Goals of the Training

- Gain skills to increase confidence and comfort level when speaking in a public forum
- Learn how to effectively organize and present a position on issues to public officials
- Discover do's and don'ts when addressing a decision-making body (e.g., city council, planning commission, school board)
Effective Advocacy
• Brings focused attention to issues

• Builds community credibility and support

• Builds support among officials and politicians for solutions

• Changes behavioral norms, policies, and community conditions
The Spokesperson

Characteristics

Your Turn!

Effective communication is 20% what you know and 80% how you feel about what you know.

- John Rohn
Articulate

Convincing

Passionate

Credible

Knowledgeable

Genuine

Committed

What Makes a Good Spokesperson video
Effective communication is 20% of what you know and 80% of how you feel about what you know.

-Jim Rohn
Organizing Your Thoughts
Message Triangle
A Tool for Staying on Message in an Interview
IPS Toolkit: Media Advocacy

Why Are You Here?
What exactly is the problem—define in terms of community conditions—rather than individual behaviors.

What Can Solve the Problem?
Is there a policy recommendation? How do you know it will work?

How Is This a Problem?
Is the problem more serious than most people think? Data.
Is the problem widespread? Data.
How are people directly impacted? Data.

IPS's Toolkit consists of a suite of tools to assist advocates, community groups, prevention practitioners, and policymakers in achieving community transformation. IPS's tools are for practical application in the field, supporting all functions necessary for creating community-level change: Research and Data, Media Advocacy, Community Organizing, Policy & Systems Change, and Sustainability.
**WHY ARE YOU HERE?**

Fear of being injured or killed by a drunk driver in my community

Deaths and injuries to my friends and family in my community because of drunk drivers

Outlet Density issue: Over saturated cities/communities tend to have higher incidences of DUI’s and alcohol-related collisions, injuries and deaths

El Cajon has high Outlet Density issues, particularly among shopping centers where young people hang out

**HOW IS THIS A PROBLEM?**

According to the San Diego District Attorney’s Office, fatal crashes were up 93 percent in 2020 and the blood-alcohol levels in those incidences were noticeably higher than last year’s average. Research by RTI International found that people are binge drinking 26% more than they were before the pandemic.

**WHAT CAN SOLVE THE PROBLEM?**

Policies such as the Conditional Use Permit and Public Convenience or Necessity safeguard community health and wellness. They will help limit the amount of alcohol outlets in a particular area, thereby decreasing the amount of alcohol-related deaths and injuries.
YOUR TURN!

Select a topic: In your breakout room, select a topic of interest to everyone in the group - a problem or challenge you or your community is facing.

Assign roles: a scribe to write down the group’s thoughts, a 'data researcher' who can look for data online, and a presenter who will report out to the rest of the group. Everyone is encouraged to participate in the activity.

Create your own message triangle: Define the problem, what does the data say about the problem, and what would be a possible solution.

Present your findings: When we return to the larger group, you will present your message triangle.
Effective Presentations
• Keep the audience engaged by starting out with a “hook”

• Properly use visuals or handouts

• Know who you are presenting to; appeal to their values, obligations, beliefs

• Be respectful of the speaking time allowed

• Do not tell decision-makers what to do; just state your facts and recommendations
How to make a Good First Impression

Making a first good impression can be vital when looking for a new job. Whether we like it or not, people do judge a book by their cover. The first few seconds with someone can be critical to your career.

- Be on time. The person you are just meeting is probably not interested in your excuses, even if it is the first time you are late in your whole life. All they are going to know is that you are not keeping up with a previous agreement. The image you are leaving behind is of someone that is not reliable. Make an extra effort and make sure to arrive on time. Too early is always better than too late.

- Be prepared. Before going to your interview you should have done your research about the company, the position you're applying for, and so on. Think about what kind of questions you could be asked, and how you would answer them. In one word, practice!

- Take care of your clothes and your overall grooming. It has been said that 55% can be determined by the person’s appearance. So be careful when choosing how to present yourself in an interview. Dress to impress, maintaining in mind the job you are applying to, and when in doubt, choose the most conservative choice.

- Take into consideration non-verbal communication. You might be feeling nervous, but studies have shown that people who present themselves in a more friendly, confident manner usually have better results. Something as simple as a smile can make a difference.
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How to make a Good First Impression

BE ON TIME
Too early is better than too late.

DRESS TO IMPRESS
Take care of your clothes and your overall grooming.

BE PREPARED
Do your research and practice.

CONSIDER NON-VERBAL COMMUNICATION
Friendly and confident manners can get you very far.
• Be respectful
• Stand up straight
• Be respectful

• Stand up straight

• Never underestimate what your wardrobe says about you
Final Thoughts

Thank you!
DISCLAIMER

The video you are about to see is in no way meant to disparage or criticize the anti-vaccination movement.

Nor is it meant to stigmatize or poke fun of mental health disorders.

The purpose of this video is to showcase examples of ineffective presentations at gatherings of city council, board of supervisor, or other decision-making bodies.

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The Countywide Media Advocacy Project, led by the Institute for Public Strategies, is funded by the County of San Diego Health and Human Services Agency.