Case #1: Stakeholders and Strategies

Formulating Policy: Strategies and Systems of Policymaking in the 21st Century
November 4, 2019
The Politics Stream

SCIENCE = POLICY

SCIENCE + POLITICS = POLICY

Source: Institute of Medicine. 
Who Will Keep the Public Healthy? 
Educating Public Health Professionals for the 21st Century. 2003
A Brief Review of Kingdon

Kingdon’s 3 Streams as presented by Buse, Mays and Walt, 2005
A Complementary Perspective on Stakeholders and Power

### Constructions

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<th>Positive</th>
<th>Negative</th>
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<td><strong>Advantaged</strong></td>
<td><strong>Contenders</strong></td>
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<td>older adults veterans</td>
<td>pharma tobacco</td>
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<th>Power</th>
<th>Dependents</th>
<th>Deviants</th>
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<tr>
<td>Weak</td>
<td>children people with disabilities</td>
<td>People with: criminal convictions opioid use disorders</td>
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- Schneider and Ingram, 1993
- Social construction of target populations
- Further insight into how policy is made
- Movement among these boxes
Application to the Gun Violence Prevention Case

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Participants in the Policy Process

- Elected officials
- Appointed officials
- Bureaucrats
- Lobbyists
- Advocates
- Researchers
- Media
- Constituents
Interest Groups: Who Do They Represent?

- Interest groups
  - “Promote or represent a particular group or stand for a particular cause” and undertake activities to influence the policy process.

Source: Buse, Mays and Walt, 2005
Interest Groups: What is Their Role?

- Provide opportunities for participation in policy making
- Represent views of the group on policy issues
- Political education
- Influence the policy agenda
- Mobilize people in response to a policy
- Monitor policy activities and issues of interest to the group
- Provide services

Source: Buse, Mays and Walt, 2005
Interest Groups: Strategies and Rules

- **Lobbying**
  - Lobbyists are paid by interest groups to lobby which are deliberate efforts to influence policymakers’ decisions about specific issues.
  - Direct Lobbying
  - Grassroots Lobbying
  - Limitations for tax exempt organizations
  - Exceptions

- **Advocacy**
  - “the application of information and resources to effect systemic changes … intended to reduce the occurrence or severity of public health problems.” “It is a set of skills used to create a shift in public opinion and public policy, and to mobilize the necessary resources and forces to support an issue, policy, or constituency.”


Interest Group Advocacy

• What activities fall within advocacy? What activities don’t cross the lobbying line?
  – Communication with lawmakers about general matters
  – Responding to requests from lawmakers on behalf of a committee
  – “Nonpartisan study, analysis, or research” defined as “independent and objective exposition of a particular subject matter”

Writing for a Policy Audience
Tips for Successful Policy Writing

• Know your role
  – legislative aide
  – policy analyst
  – researcher
  – lobbyist
  – advocate
  – interested professional/expert
  – community member

• Know your audience
  – individual vs. multiple recipients
  – Internal vs. external

• Know what you are aiming to accomplish
Tips for Successful Policy Writing

• Characteristics/qualities of good written policy documents:
  – correct
  – concise
  – clear
  – credible

• primary source material when citing data
• statements must be supported or qualified appropriately

Source: Catherine F. Smith, *Writing Public Policy*
Tips for Successful Policy Writing

Social Math

– Ignition interlocks cost less than a beer a day.
– The tobacco industry spends more money promoting smoking in a week than the entire federal government spends on preventing smoking in a year.
– Community residents near a gasoline refinery noted that the plant emits 6 tons of pollutants per day—that’s 25 balloons full of toxic pollution for each school child in town.

Anecdote/Personal Story

Infographics
Policy Memo

• Overview
  – Many forms, know your role and your audience

• Content
  – Summary statement, including “ask” if applicable
  – Problem statement
  – Need for a new policy
  – Analysis of the policy option, including consideration of viable alternatives
  – Stakeholder analysis
  – Recommendation
Policy Memo

Questions to consider

- What is the problem?
- What is the solution?
- What data inform this issue?
- Why is the proposed policy a solution to the problem or a threat to the issue?
- What action are you asking the reader to take?
Conclusion
December 14, 2012

SANDY HOOK
NEVER FORGET
Defining the Problem

Mental Illness

Dangerous Behaviors
Recommendation

• Authorize law enforcement to remove guns from any individual who poses an immediate threat of harm to self or others.

• Create a new civil restraining order process to allow private citizens to petition the court to request that guns be temporarily removed from a family member or intimate partner who poses a credible risk of harm to self or others.

• Include due process protections for affected individuals.
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Kingdon’s 3 Streams as presented by Buse, Mays and Walt, 2005
Problem and Policy Alternatives: Australia, the UK, and New Zealand
Comments