Introduction to Health Advocacy

301.645.01 SPRING 2020
4th Term | 3 Credit(s)
Thursdays 5:30 p.m.-8:00 p.m.

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**Office hours available upon request**

Course Description: Prepares health professionals, (from government health officials, business leaders, non-profit organization representatives to scientists) to advance public health policy improvements. Through lectures, group exercises and a "mock" congressional hearing, students develop the skills to evaluate the policymaking process, create opportunities to inform and influence policymaking, and become more effective in translating and communicating in a policymaking environment.

Learning Objectives: After completing this course, you should be able to:
- Assess a public health problem and determine tactically when to solve the problem with policy strategies versus behavioral education.
- Analyze the legislative, administrative and judicial intervention points for policymaking and identify where to effectively target advocacy efforts.
- Identify and evaluate advocacy strategies, such as coalitions, grassroots, and paid and earned media outreach, in order to create specific advocacy campaigns.
- Dissect policy-oriented communications and develop personal skills to effectively translate and advocate for public health improvements to policymakers, the press and the public.

Student Evaluation: Introduction to Health Advocacy can be taken for a letter grade or Pass/Fail. The grade for the course is based on class attendance and participation, three writing assignments and participation in a mock legislative hearing (oral presentation). A brief description of each assignment and the related percentages are provided below. Assignment instructions will be distributed in class. Due dates for each assignment are listed in the syllabus. Points will be deducted for late assignments.

Class Attendance and Participation 20%
Students are expected to attend each class and come prepared to listen, think, and participate in discussions.
Class Assignments
Written assignments are due to the course Dropbox on CoursePlus by 11:59 p.m. on the due date. Late assignments will be penalized by 10% per day.

Assignment #1 – Advocacy Campaign 20%
Each student is to identify a public health problem and outline a policy solution and a public health advocacy campaign for remedying that public health problem. Your policy solutions can be on the international, national, state, or local level.

Assignment #2 – Letter to the Editor (LTE) 20%
Each student will write a letter to the editor in response to one of two to three selected newspaper articles on a public health topic.

Assignment #3 Final Assignment – Mock Hearing on Public Health Funding 40%
There are two parts to the final assignment:
1. Oral Testimony for Mock Hearing (20%). Each student will be given two (2) minutes to present oral testimony in a Mock Hearing.
2. Written Testimony (20%). Each student will submit written testimony related to your oral testimony not to exceed three (3) double-spaced pages.

Class Format: Each class will typically have a lecture and group exercise or guest speaker. A variety of accomplished public health advocates will provide guest lectures to help introduce students to a broad range of perspectives and experiences. Along with class discussions, health advocacy exercises will serve to integrate and illuminate lecture topics. The culminating experience will involve oral presentations and written testimony designed to integrate advocacy skills developed throughout the course.

The assignments will be posted and submitted on the CoursePlus site. When possible, lecture PowerPoint slides will be made available on CoursePlus prior to the start of class. Students will be permitted to use their laptops in class for note-taking; however accessing the Internet will be prohibited except for during in-class exercises.

STUDENT'S CLASS PARTICIPATION GRADE WILL BE PENALIZED FOR INAPPROPRIATE COMPUTER USE.

Academic Ethics: Students are required to adhere to the School’s Code of Academic Ethics, available online at: https://my.jhsphs.edu/Resources/PoliciesProcedures/ppm/PolicyProcedureMemoranda/Students_01_Academic_Ethics.pdf

Readings: All readings are available through E-reserves on the course’s CoursePlus site, which is accessible at courseplus.jhsphs.edu.

To get to the readings for each class, please follow these steps:
1. At the CoursePlus homepage (http://courseplus.jhsphs.edu/) log in with your eLearning Username and password.
2. Once in the Health Advocacy site, you'll see several tabs. Click on the one that says "Content." You will find a link to the E-reserves site.

3. Enter your JHED (or SIS) ID and Password

**Course Overview**

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<td>Group Exercise – “What is Advocacy?”</td>
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<td>From Research Findings to Policy Implementation: Developing a Public Health Advocacy Campaign</td>
<td>Developing Stakeholders: The Value of Engaging the Experts Guest Lecture: Beth McGinty</td>
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<td>Mock Hearing and Testimony</td>
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**CLASS 1 – MARCH 26, 2020**

Part 1: *Introduction to Public Health Advocacy concepts and campaigns*

**Learning Objectives:** To be able to distinguish a working definition of public health advocacy. Begin to gain an appreciation for the components of a public health advocacy effort, the barriers and facilitators to success, and to differentiate public health advocacy from public education campaigns aimed at changing unhealthy or unsafe behaviors. To understand the cultural and political currents that create impediments to implementing effective public health policy and assess the advocacy intervention points in the policymaking process. To understand the course format and requirements.

**Required Readings:**


Part 2: Group exercise - “What is Advocacy?”

**Required Reading:**


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**CLASS 2 – APRIL 2, 2020**

Part 1: *A model for public health advocacy: How academic consortiums can build engaged stakeholders.* Guest Lectures: Beth McGinty, Associate Professor, Johns Hopkins Bloomberg School of Public Health

**Learning Objectives:** To understand how research translation to those who communicate with decision-makers works as a tool for strategic engagement including coalition building and stakeholder mobilization.

**Required Readings:**


Part 2: *From research findings to policy implementation: Developing a public health advocacy campaign*

**Learning Objectives:** To be able to identify the components of a public health advocacy campaign. To understand the academic and policy research that supports a successful advocacy campaign and how to partner with advocates to build support for policy initiatives.
Required Reading:


ASSIGNMENT #1 DISTRIBUTED

CLASS 3 – APRIL 9, 2020

Part 1 and 2: Working with Legislators, Panel and Exercise

Learning Objectives: To understand and practice how to present information and inform policy makers.

Panel: Dakota Jablon, Director of Federal Affairs, Coalition to Stop Gun Violence

Required Reading:


CLASS 4 – APRIL 16, 2020

ASSIGNMENT #1 DUE
ASSIGNMENT #2 DISTRIBUTED

Part 1: Media Advocacy: Public Education and Earned Media

Learning Objectives: To be able to evaluate what media advocacy is and understand its use as a tool for public health advocacy.

Required Readings:


Part 2: Communications Training
**Learning Objectives:** To learn how to effectively present accurate demographic, statistical, programmatic and scientific information for lay audiences.

**Required Reading:**


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**CLASS 5 – APRIL 23, 2020**

**ASSIGNMENT #2 DUE**

*Part 1 and 2: Advocacy Techniques and Exercise: Developing an Elevator Speech and Persuasive Social Math*

**Learning Objective:** To learn how to combine the skills and methods learned in this class to engage in effective advocacy

**Required Reading:**

TBD

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**CLASS 6 – April 30, 2020**

*Part 1: Media Interview Skills Guest lecture, Matt Kohut, Managing Partner KNP Communications*

**Learning Objective:** Learn how to utilize media appearances to communicate your message.

**Required Reading:**


*Part 2: The Law of Lobbying and Advocacy for Non-Profits, Guest Lecturer: Eric Gorovitz, Attorney, Adler and Colvin*

**Learning Objectives:** To be able to distinguish the important role of non-profit organizations in public health advocacy and the legal limitations on lobbying efforts.

**Required Reading:**

**Additional Material:**

**FINAL ASSIGNMENT DISTRIBUTED**

**CLASS 7 – MAY 7, 2020**

*Part 1: Strategies and Tips for Preparing Testimony and Testifying*

**Learning Objective:** To assess strategies used to clearly and effectively communicate a public health issue to legislators and the other policymakers.

**Required Readings:**

*Part 2: Advanced Advocacy, Lessons from the Tobacco Wars: Greg Tung, Assistant Professor, Colorado School of Public Health*

**Learning Objective:** To be able to identify the tactical opportunities to influence policymaking.

**Required Reading:**

**CLASS 8 – MAY 14, 2020**

Mock Hearing and Testimony

**FINAL ASSIGNMENT DUE**