

THE POWER OF POLICY

10 TIPS FOR GETTING THINGS DONE IN PUBLIC HEALTH

- 1** Know why you are engaged—what's the public health goal that you're trying to solve?
- 2** Be persistent—it takes time and follow through (passing a law takes time; getting good enactment can take longer).
- 3** Be strategic. There are no permanent enemies or allies.
- 4** There is no wrong choice, and all forms of engagement are needed.
- 5** Don't do what you aren't comfortable doing.
- 6** Be your real, authentic self.
- 7** Your credibility is the most important thing; keep to facts, evidence, & real-world experience. If you don't know something, acknowledge it.
- 8** Lobbying fears are not a reason to avoid engaging – most of what you will do does not qualify as lobbying and won't put you in harm's way.
- 9** Find organizations that are known to be effective in policymaking arena and align efforts.
- 10** Engage with your policymakers and be a resource.