

Advocacy 101: Public Policy for the Dedicated Weed Worker!



Cal-IPC

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Protecting nature. Preserving life.™

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This talk covers...

- ◇ *What* it is!
- *Why* you care!
- ◇ *Who* is out there working on it!
- *What* they're working on!
- *How* you can be an important part of it!

WHAT IS “ADVOCACY”?

- Literally, “speaking out” for something
- Trying to affect decisions about public policy in line with your priorities
- When you apply for funding, you are in effect advocating for your program

Decision Makers

- Elected and appointed government officials
- Business leaders
- Public
 - Voters
 - Consumers

Then I grab the seed head...



WHAT DOES ADVOCACY LOOK LIKE?

- Stereotypical lobbying:
 - savvy people in suits talking to decision-makers
- Grassroots lobbying:
 - Building coalitions
 - Getting normal folks involved



Why should weed workers care about advocacy?

- Funding \$\$
- Big restoration
- Policy context in which we work
- Agency support
- Prevention
- Feels good - democracy in action



Weed workers can be great advocates!

- **Credibility** – we know the land from working on it
- **Passion** – we can motivate others to care
- **Dedication** – we have a “good” message
- **Strategy** – we plan and adapt.
- **Patience** – we take small steps to address big challenges.



Levels of advocacy

- Local
- State
- Federal
- International



LOCAL LEVEL

- **Coalition - WMAs**
- **Goals** – support for local work (\$)
 - carry info with them to higher office
- **Grassroots Strategies** – Get to know county officials
 - show officials (county, state, federal) around during California Weed Week in July




State level

- **Coalition - CALIWAC**
- **Goals – Funding for WMAs \$\$**
 - Coordinate agency efforts (ie. mapping...)
 - Implement State Weed Plan
- **Gressroots Strategies**
 - Day at the Capitol ★
 - each March
 - Organization letters ★



Federal Level

- **Coalitions** – NAEPPC, NCIPA
- **Goals** – WMA funding
 - Prevention policy
- **Grassroots Strategies** – National Invasive Weeds Awareness Week (NIWAW) end of February
 - **Organizational letters** 

Coalitions - State

CALIWAC—California Invasive Weeds Awareness Coalition

- Cal-IPC
- California Native Plant Society
- Regional Council of Rural Counties
- California Farm Bureau Federation
- California Cattlemen's Association
- California Forest Pest Council

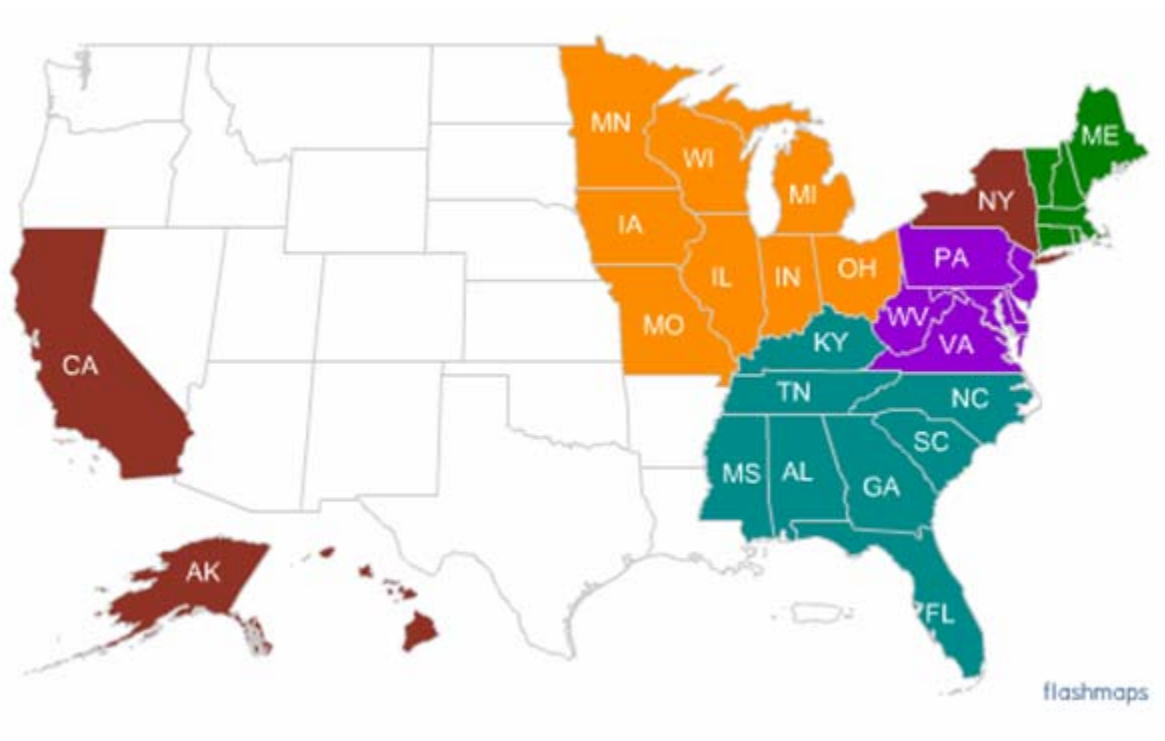
Together we revived WMA Funding!

\$3 million in weed projects in 2007 & 2008

Coalitions – National

NAEPPC—National Association of EPPCs

NCIPA—National Coalition for Invasive Plant
Advocacy



TOP 3 REASONS TO DO SOMETHING:

1. \$\$ Steady funding
2. Strategic coordination
3. Restoration on a landscape scale

TOP 3 THINGS TO DO:

1. Connect with local officials
2. Come to Day at the Capitol in March
3. Send organization letters

3 State issues

1. Secure full funding for WMAs
2. Establish Invasive Species Council(?)
3. Implement state's weed action plan

Federal issues

1. Weed Control Act of 2004
2. Tamarisk/Russian Olive Control Act of 2006
3. Farm Bill
4. Q-37, NAPPRA
5. Natural Resource Cooperative Protection Act
6. REPAIR Act
7. 100th Meridian Invasive Species
Revolving State Fund - S. 1949



**Wildland
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