

Building Advocacy Skills: A Reproductive Health Focus
Spring 2005

Course: CHS 296 sec. 2
Day/Time: Mondays 3:00 - 5:50 pm
Room: CHS 61 – 269

Instructor: Susan Berke Fogel, J.D.
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Office Hours: By appointment only
In person: Mondays before or after class
By telephone: by availability

Readings: All course material is found in a course reader available at Course Reader Materials (310-443-3300), 1137 Westwood Blvd.

Course Description: This is a 4 unit skills building class to develop competency in various advocacy strategies including developing an advocacy plan, coalition building, negotiation, media relations, and message development for various audiences. Students will learn about a range of reproductive health advocacy campaigns - most of which are ongoing; how different advocacy tools are employed, which tools were most effective in their implementation, and which campaigns failed and why. All issues will be discussed through a race and class lens. This is an action class. Students will participate in skills exercises and real life activities.

The class meets 3 hours per week. 1 1/2 hours will be devoted to lecture and discussion. 1 1/2 hour will be devoted to skills exercises, developing a group project which will be a real-time advocacy strategy effort.

Class requirements:

- 1) Weekly presentation and analysis of a relevant advocacy issue in the news or public sphere (10% of grade)
- 2) In class participation in skills building exercises (20% of grade)
- 3) Class assignments such as written fact sheets, press releases, legislative analysis (4 assignments at 10% of grade each)
- 4) Group project: Identify a current issue in reproductive health; develop an advocacy plan; implement the plan; evaluate results (30% of grade)

Goals:

- 1) To understand how to develop an advocacy strategy, how to use various advocacy tools, and which avenues and vehicles for advocacy are most effective in a given sphere of policymaking.
- 2) To develop skills to express complex issues in terms and formats that are persuasive and understandable to the public and to policymakers.
- 3) To develop confidence speaking publicly about reproductive health issues

Group Projects:

The class will be divided into three groups based on timely reproductive health advocacy issues

Assignment:

Design and implement an advocacy strategy plan on your issue

Activities:

Create a Plan:

- 1) Strategy Plan based on Midwest Academy Strategy Chart Due 5/2
- 2) Power Map of allies and opponents Due 5/2

Outreach to Allies

- 3) Fact sheet to promote your issue Due 5/9
- 4) Email alert to promote your issue Due 5/9

Educating Elected Officials

- 5) Letter to appropriate legislative or executive body Due 5/16

Media

- 6) Press Conference Presentation 5/23; students will be both speakers and members of the press
 - a. Press Release
 - b. Press Advisory
 - c. Individual speakers to the “press”
 - d. Respond to questions from “press”

Testimony

- 7) Legislative Session Presentation 6/6
 - a. Provide written testimony on your issue
 - b. Present oral testimony on your issue
 - c. Be ready to respond to questions and answers posed by “legislators”

Monday April 4

Introductions; Introduction to Advocacy

- ✍ Class requirements and expectations; Introductions; What is advocacy? Defining the scope of Reproductive health for the purposes of advocacy; Discussion of various settings, tools, contexts, and audiences for advocacy. Students are encouraged to share their own advocacy experiences either as advocates or as objects of advocacy.
- ✍ Advocacy skills – The “Tool Box” approach to advocacy skills.

Overview, discussion, and illustration of various advocacy skills to be developed and utilized throughout the balance of the course:

- a. Media
- b. Negotiation
- c. Community organizing
- d. Building coalitions
- e. Communications
- f. Educating elected officials

Monday, April 11

Creating a context: exploration of reproductive health advocacy movements including the mid-century “Women’s movement”, the Women of Color movement, and issues of race and class; the right to bear a child; issues of Gender and Sexual Orientation; How do these perspective impact an advocacy agenda?

Readings: Course Reader pp. 111-258

Jael Silliman, Marlene Gerber Fried, Loretta Ross, and Elena R. Gutierrez,
Undivided Rights: Women of Color Organize for Reproductive Justice, South End
Press, Cambridge, Massachusetts, (2004), Chapters 1, 2, 15

Dorothy Roberts, *Killing the Black Body: Race, Reproduction, and the Meaning of
Liberty*, Pantheon Books, New York (1997), Chapter 2

The Mothers Movement Online, www.mothersmovement.org
Motherhood and the Quest for Reproductive Justice
Let’s Talk About Mothers and Choices
Is Motherhood a Class Privilege in America?

Monday, April 18

Using a legal framework for advocacy.

Case Study: Contraceptive Coverage. Focus on government administrative
advocacy, litigation, and legislative efforts to achieve equality in insurance coverage
for women.

Readings: Course Reader pp. 259-328

Sylvia Law, Sex Discrimination and Insurance for Contraception, 73 Wash. L. Rev.
363, (1998). http://www.crlp.org/pub_art_sylvialaw.html

Equal Employment Opportunity Commission (EEOC) decision on Coverage of Contraception (December 2000), www.eeoc.gov/policy/docs/decision-contraception.html

Erickson V. Bartell Drug Co. www.lawmemo.com/emp.docs/wa-wd.Erickson.htm

The Alan Guttmacher Institute, State Contraceptive Coverage Measures, Memo dated November 18, 2003 (not available in electronic form)

The Alan Guttmacher Institute; Insurance Coverage of Contraceptives as of January 1, 2004, State Policies in Brief, available as pdf at <http://www.guttmacher.org/statecenter/spibs/index.html>

Additional resource: [www. Covermypills.org](http://www.Covermypills.org)

Monday, April 25

The relationship between medical research, advocacy and public education.

Case Study: Emergency Contraception

Analysis of the campaign to develop, market, and expand access to emergency contraception.

Readings: Course Reader pp. 329-369, 7-26

Barbara Pillsbury, Francine Coeytaux, and Andrea Johnston, From Secret to Shelf: How Collaboration is Bringing Emergency Contraception to Women; Pacific Institute for Women's Health (1999); pdf available at http://www.piwh.org/RES_reports.html

American Medical Women's Association, Position Statement on Emergency Contraception; www.amwa-doc.org/publications/Position_Papers/contraception.htm

Steve Smugar, MD, Bernadette J. Spina, BA, and Jon F. Merz, PhD, Informed Consent for Emergency Contraception: Variability in Hospital Care of Rape Victims, American Journal of Public Health, September 2000, Vol. 90, No. 9

Emergency Contraception in the Emergency Room State-by-State, chart can be downloaded at http://www.edfundfpa.org/ec/ec_er.html

Kim Bobo, Jackie Kendall and Steve Max, Organizing for Social Change: Midwest Academy Manual for Activists, Seven Locks Press, Santa Ana, California, (Third Ed. 2001), Chapter 3

Monday, May 2

Using Data and research for advocacy - and creating research for advocacy
Data resources for reproductive health; Commissioning research to fill data gaps

Readings: Course Reader pp. 371-470

Catholics for A Free Choice, Catholic Health Care State Reports: California (November 2002); pdf available at <http://www.catholicsforchoice.org/lowbandwidth/articles.htm>

Lois Uttey and Ronnie Pawelko, No Strings Attached: Public Funding of Religiously-Sponsored Hospitals in the United States, Education Fund of Family Planning Advocates of NYS (2002), pdf available at http://www.edfundfpa.org/publications/no_strings.html

Debra Kalmuss, et al, Preventing Sexual Risk Behaviors and Pregnancy Among Teenagers: Linking Research and Programs, Perspectives on Sexual and Reproductive Health, Vol. 35, No. 2 (March/April 2003), http://www.agi-usa.org/journals/fpp_archive.html

Carolyn Ticker Halpern, et al, Implications of Racial and Gender Differences in Patterns of Adolescent Risk Behavior for HIV and Other Sexually Transmitted Diseases, Perspectives on Sexual and Reproductive Health, Vol. 36, No. 6 (November/December 2004), http://www.agi-usa.org/journals/fpp_archive.html

Monday, May 9

Using the Media; Public Education Campaigns: Adolescents and Reproductive Health and Sexuality

Developing messages for public education, using polling to inform advocacy strategies. Teen pregnancy, minors consent, abstinence only until marriage, parents' rights.

Readings: Course Reader pp. 471-543, 43-96

Kristin Luker, Dubious Conceptions: The Politics of Teenage Pregnancy, Harvard University Press, Cambridge, Massachusetts (1996), Chapter 4, Constructing an Epidemic

Rachel K. Jones and Heather Boonstra, Confidential Reproductive Health Services for Minors: The Potential Impact of Mandated Parental Involvement for Contraception, Perspectives on Sexual and Reproductive Health, Vol. 36, No. 5 (September/October 2004), http://www.agi-usa.org/journals/fpp_archive.html

Rachel Jones, et al, Adolescents' Reports of Parental Knowledge of Adolescents' Use of Sexual Health Services and Their Reactions to Mandated Parental

Notification for Prescription Contraception, JAMA, Vol. 293, No. 3 (January 19, 2005)

Hannah Bruckern, Anne Martin, and Peter S. Bearman, Ambivalence and Pregnancy: Adolescents' Attitudes, Contraceptive Use and Pregnancy, Perspectives on Sexual and Reproductive Health, Vol. 36, No. 6 (November/December 2004), http://www.agi-usa.org/journals/fpp_archive.html

Mike Males, America's Pointless "Teen Sex" Squabble, <http://home.earthlink.net/~mmales/yt-sex.htm>

Kim Bobo, Jackie Kendall and Steve Max, Organizing for Social Change: Midwest Academy Manual for Activists, Seven Locks Press, Santa Ana, California, (Third Ed. 2001), Chapter 14

Center for Reproductive Law and Policy, A Media Handbook for Creating Social Change (2000), www.crlp.org, not available on line

Additional resource: Family Communication Project, www.familycommunication.org

Monday, May 16

Developing messages for advocacy

Working with legislative and administrative bodies

Religion, politics and reproductive rights

The role of religious doctrine in public policy, reproductive health policy and access.

Readings: Course Reader pp. 27-42, 545-649

For additional background see: United States Conference of Catholic Bishops, Religious and Ethical Directives for Catholic Health Care Services, <http://www.usccb.org/bishops/directives.shtml>

George Lakoff, Simple Framing, the Rockridge Institute, www.rockridgeinstitute.org

Audre Lorde, Sister, Outsider, The Crossing Press, Berkeley, California (1984)

Catholics for a Free Choice, Religious Freedom and Catholic Health Care: a Guide to Successful Communications (2004), not available on line

California State Senate: Guide to the Legislative Process, www.senate.ca.gov/~newsen/schedules/bill2law.htm

Bill Number: AB525 Introduced; http://www.leginfo.ca.gov/pub/99-00/bill/asm/ab_0501-0550/ab_525_bill_19990218_introduced.html

Miscellaneous legislative materials; not available on line

Tom Dresslar, Abortion Access at Religious Hospitals Unlikely, Los Angeles Daily Journal (June 4, 1999)

Calif. Alliance Stops Inpatient Abortion Bill, Catholic Health World (July 15, 1999)

Bill Number: AB525 Chaptered, http://www.leginfo.ca.gov/pub/99-00/bill/asm/ab_0501-0550/ab_525_bill_20000908_chaptered.html

Julie Tamaki, New Law Requires Publicizing Treatment Limits, Los Angeles Times (September 13, 2000)

Kim Bobo, Jackie Kendall and Steve Max, Organizing for Social Change: Midwest Academy Manual for Activists, Seven Locks Press, Santa Ana, California, (Third Ed. 2001), Chapter 13

Monday, May 23

Abortion Politics and public debate

Is the legal right to abortion at risk? Framing messages to protect abortion access. Analysis of pro-choice and pro-life campaigns, how they frame their messages, the debate over definitions, and public opinion

Groups will hold a press conference on their issues. Class will act as members of the press and ask questions of the presenters.

Readings: Course Reader pp. 651-771

Charlotte E. Hord, Making Safe Abortion Accessible: A Practical Guide for Advocates, IPAS (2001); pdf available at <http://www.ipas.org/english/publications/abortion.asp>

Cynthia Gorney, Gambling with Abortion: Why Both Sides Think They Have Everything to Lose, Harper's Magazine (November 2004)

Francis Kissling, Is There Life After Roe?, Conscience (Winter 2004/2005), www.catholicsforchoice.org/conscience/current/LifeAfterRoe.htm

Mrs. Georgette Forney, The Reality of Abortion – Reflections of My Journey, pdf available at <http://www.silentnomoreawareness.org/>

www.WomenDeserveBetter.com

United States Conference of Catholic Bishops, Written Testimony on the Health Care Providers' Rights of Conscience Act (February 20, 2002), www.usccb.org/prolife/issues/abortion/kansas202.htm

Monday, May 30

Building Coalitions for Advocacy: Linking the domestic and the international
Exploration of US domestic policy and how it is implemented in the international arena. Investigate why reproductive health advocacy campaigns on international issues have not been successful. Topics will include the Global Gag Rule, Abstinence only funding for AIDS treatment, and international treaties and agreements including Cairo, Beijing, CEDAW.

Readings: Course Reader pp. 773-841, 17-26

Rebecca J. Cook, Bernard E. Dickens, and Mahmoud F. Fathalla, Reproductive Health and Human Rights: Integrating Medicine, Ethics and Law, Oxford University Press, Inc., New York (2003), Chapter 6

Kim Bobo, Jackie Kendall and Steve Max, Organizing for Social Change: Midwest Academy Manual for Activists, Seven Locks Press, Santa Ana, California, (Third Ed. 2001), Chapter 9

Additional Resource: www.Globalgagrule.org

Monday, June 6

Presentation of final group projects.

Each group will present testimony on its issue; respond to questions and challenges from “legislators.”

Class will engage in evaluation of effectiveness of presentations.