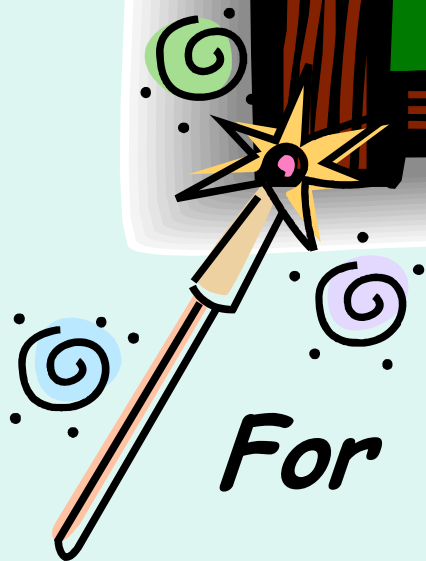




CHARM SCHOOL
101

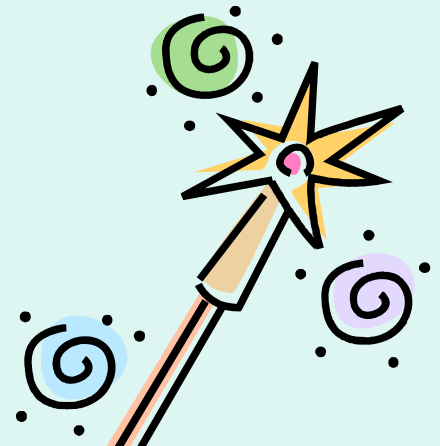


For the Community Advocate

Welcome!

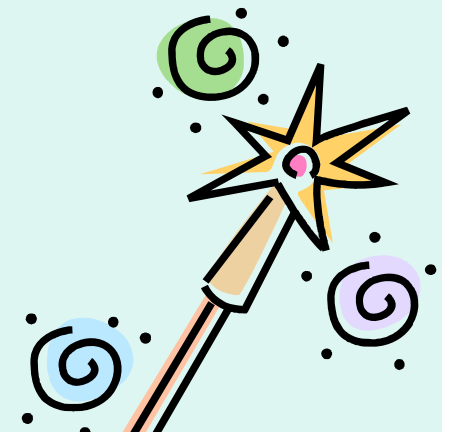
Let the Fun Begin

- Cassie Greisen and Diane Riibe -
Project Extra Mile in Nebraska
- Not experts, merely fellow workers
sharing our experiences



What We'll Talk About

- Quick snapshot of our work
- Why Charm School?
- Qualities needed for engaging community members
- Strategies for building relationships
- Overcoming challenges



Project Extra Mile's Mission

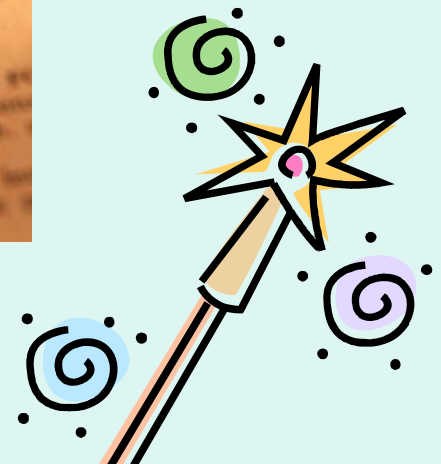
To create a community consensus that clearly states that underage alcohol use is illegal, unhealthy, and unacceptable.



Identified Areas of Focus

5-Pronged Approach

- Policy initiatives
- Enforcement collaborations
- Media advocacy
- Education and awareness efforts
- Youth involved in full effort



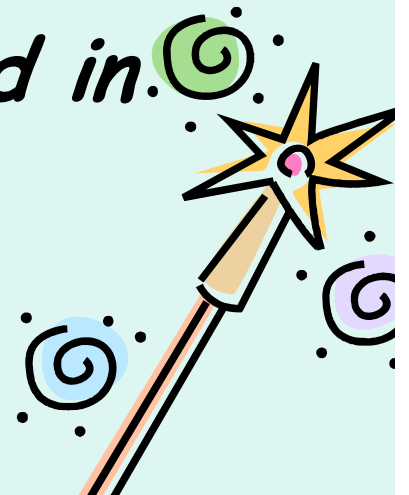
What We Live By

- We work as hard as we can, as fast as we can, as *long* as we can.
- Understand we're in a marathon but run like sprinters.



More of What We Live By

- Better to be effective for a short amount of time than to be mediocre, lukewarm, ineffective, for a really long time
- Our job - as adults - is to *stand in the gap* for children



Why Charm School?

Recognizing the Need

- A good and faithful man
 - Motives good
 - Position/view of the problem right on
 - Completely ignored by policymakers
- Question: "*You're* going to talk to others about this?"
- In our quest to do good, sometimes we blow it.



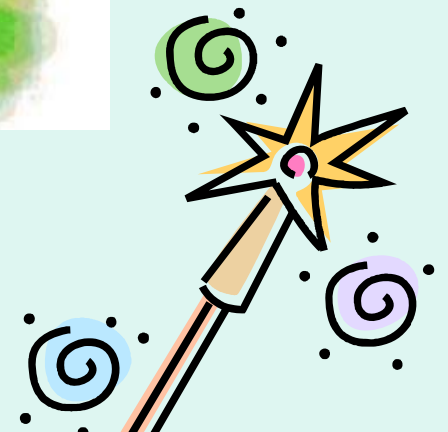
Why Charm School?

- Only *real* goal: To be certain you are heard.
- If what you have to say is overshadowed by *the way in which you say it*, valid points and positions will never be heard.
- Don't give your opponent the *opportunity and permission* to ignore and dismiss you.



What is Charm School?

- A place to master the nuances of communication and relationships to aid community organizing
- A place to become 'real' - a genuine voice in the community, a valid and courageous voice for the health and safety of kids



What Is An Advocate?

The Basics

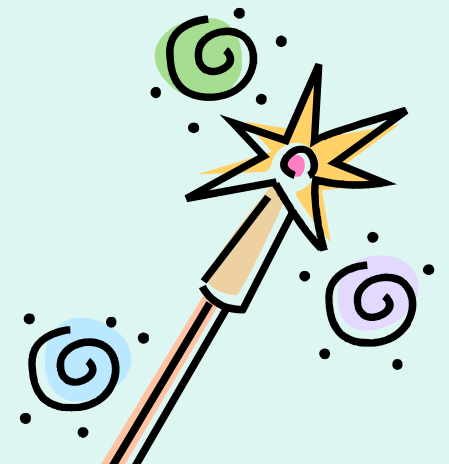
- A person who pleads for a cause/idea
- One who speaks on behalf of another
- The defender of a cause



The Many Faces of an Advocate

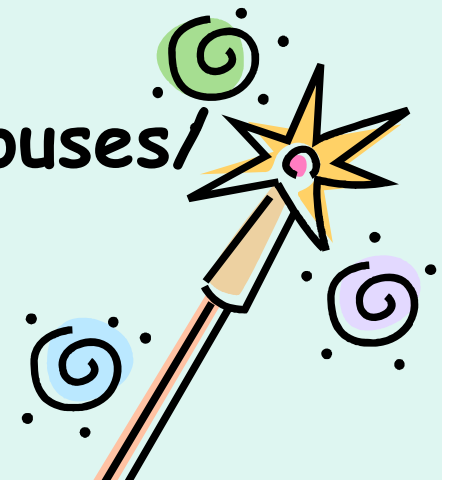


Some Still Believe . . .



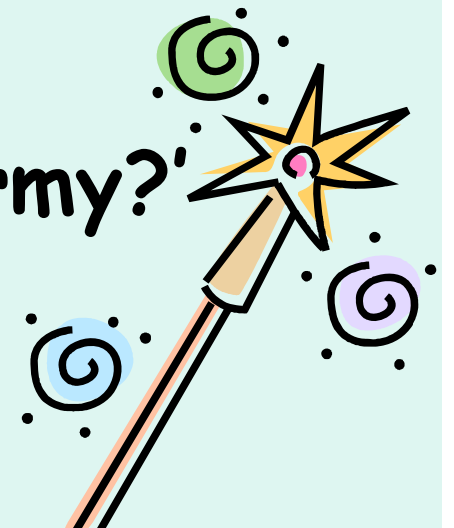
What Do We Know About Her?

- Part of the Women's Christian Temperance Union
- Kansas outlawed manufacture and sale of alcohol in 1881
- 1900 - the first time she and the hatchet came together - saloon in Witchita
- Feb, 1901 - smashes the Topeka Senate Saloon
- Two days later - addresses both houses/ Kansas legislature



What *Else* Do We Know About Her?

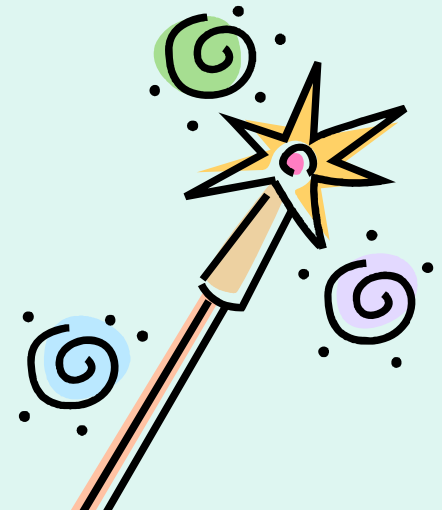
- What was the correct spelling of her name?
- *Carrie and Carry A. Nation*
- What were the two items with which she insisted on being photographed?
- Bible and a Hatchet
- What was the 'badge of our army?'
- Home Defender button



Qualities of a Good Advocate

What's Needed to Engage the Community?

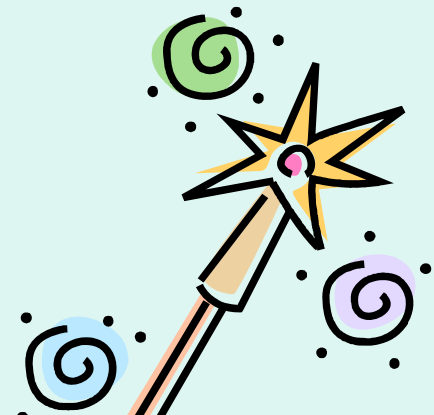
- Wakes up optimistic - cynics not allowed
- Functions well in chaos of everyday
- Loves people, diversity
- Passionate



Required Qualities . . .

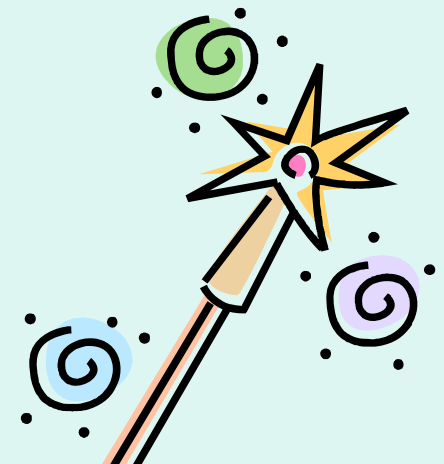
What's Needed to Engage the Community?

- A keen sense of justice
- A depth of caring
- Knows his/her stuff
- Can be counted on and trusted
- Is respected and respectful
- Has courage
- Is a leader



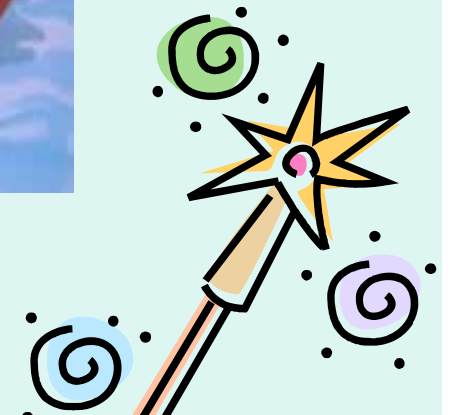
Not Required, But Helpful . . .

- Understands the 'rules of engagement'
- Doesn't take the work personally
- Is resilient - always ready for Plan B
- Brings consistency to a position
- Has a sense of humor



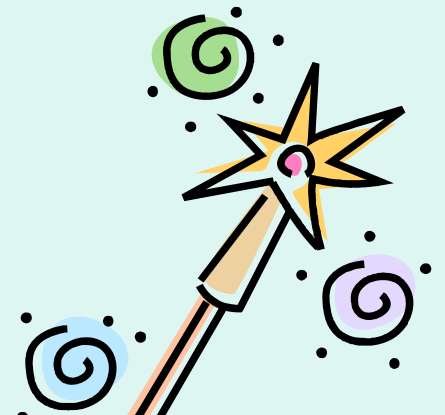
Strategies for Building Key Relationships

- Be accurate - scrub information clean
 - Be good for your word
 - Be prompt with your follow-up
 - Do the work for them
 - Respect their time
 - Be pleasant!
- Relationships today and tomorrow



Overcoming Challenges

- Play to your strengths
- Stay steadfast - long-term change takes a long time
- Understand there's no 'end date'
- Don't let hurdles keep you down - lots of innings in the game, even extra innings!

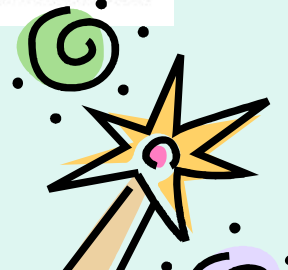


Overcoming Challenges

- Keep your eye on the ball
- Understand that policy change, community change is not always 'clean'
- Be patient with yourself
- 'Grow Up' new advocates



faith
mouse



Overcoming Challenges

The Battle Within

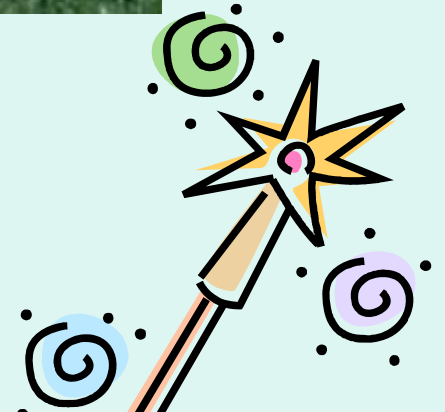
- **Balance:** the need for Charm School should *never* be an excuse to strive for politically correct
- **Be professional and respectful in your approach, but have an approach**
- **Our job is to push the envelope, go right to the line**
- **If we're doing our job right, we are frequently uncomfortable**



Fred Rogers

a.k.a. – Mr. Rogers

In every neighborhood, all across our country, there are good people insisting on a good start for the young, and doing something about it.



Thank you!

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