Strategic Planning to Move Public Policy

Taking Action

There are two phases to project or program:

    A. Content -- the creation of the strategic plan.

    B. Implementation -- the creation of the message move people to action and the tactics to deliver that message.

It is important for DOS leaders to take action because people are becoming impatient.

    Poll of November 2000 -- 81% of the citizens of Serbia said that it was reasonable to expect that it would take at least six months to get things under control. Only 12% said that the new government was doing a bad job

    Poll of June 2001 – In the May IRI poll, those Serbians who said they were satified with the DOS government or had patience numbered just 49%. An almost even number, 47% said they were either losing or had lost patience.

*The public needs to see action that is relevant to their needs if the new government is to remain successful and strong.

*The public needs to hear about success in terms that are important to citizens everyday lives; they have to be able to eat it, drink it, smoke it, buy it, sell it, or make love to it – The Eat It/Drink It Test

Examples:

Current word choice	A phrase to meet the eat it/drink it test
Transparent government	A government that works for each one of us.
Systemic laws	Creating the foundations of a new, free country that will provide the jobs and economy we all need.

A. Content -- What is a strategy?
It is a fundamental premise on how to manage and/or move public opinion to action.

It is dependent on three factors:
>•A base of support for the idea or action and a plan to active that base of support
>•An analysis of who will join your base of support when they understand your idea and a message to communicate to persuadable citizens.
>•A knowledge of who will work in opposition to your idea or action and a plan to neutralize their impact.

Defining Base/Persuadables/Opposition: An example
Local citizens refurbish local schools:

Who will be the base of support?	*Who would be likely to support?*	*Who might oppose?*
Parents Teachers	Business leaders Other elected officials	Opposition party, they may not want you to succeed. Parents who think it is government's job, not citizens. Teachers who think it's the job of government and outside their responsibilities. Business owners who think they should make a profit from the sale of products to refurbish rather than making donations or providing materials at cost.

The Role of Shared Values in the Development of Strategy
Base
Behaviorial science tells us that people are motivated by values. Why? Because values represent a concept of what is right, worthwhile, or desirable. They are the principles or standards by which people live.

What are the values people hold about education?
>Life preparation
>Community
>Opportunity
>Individual liberty and responsibility
>>(Continue building list with participants)

What are the values (you) hold about education?
        (Build list)

What are the shared values between the base and yourself?
        (Build list)

Persuadables
Same exercise on shared values:
        -- Look at the list of those who would oppose. Recognize how groups of persuadables
        could become opponents -- look at values as the way to keep persuadables from
becoming opponents.

Opposition
        •Understand why the opposition opposes?
        •What actions have they taken in the past in similar situations?
        •Who on your side has been a collaborator on different issues with the opponents of your
        current issue?
        •What natural groups can be organized to negate the strength or power of the oppositions
        message?
        •What actions can be taken to negate the strength of the opponents points of view?
        •Use the shared values as the foundation for keeping the base and persuabables with you
        public policy direction.

B. Implementation

When moving public policy, citizens must buy into a program, policy, or idea that will directly benefit or improve their lives. The way they will hear your message is through the communication of the shared values. The tactics then deliver, through action, the message as to how the public policy will work for people.

The first step in implementation is to have a clear public policy to present.

The Home of Ideas as a Tool for Creating Concrete Public Policy

The concept of using a metaphor like building a home for our ideas, is to reinforce the idea that values are the cornerstones or foundation of public policy both in the development phase and in the communication phase.

> *It is our solid sense of purpose that will make it possible for citizens to understand how policy and actions will work in their every day lives.

> *It is also ownership of these values that will move people to accepting your ideas rather than become pry to the opposition's point of view.

Between today and tomorrow, we work in teams to create plans for public policy issues. When you leave, it is our hope that you'll have some pieces of program ideas and methods of practical implementation that will allow you to take some immediate actions. We will use the home of ideas as the structure for the completion of that goal.

The Cornerstones -- **Our values relevant to the issue**. Who we are?
The Frame -- **The policy goals**. What do we want to accomplish?
The Rooms -- **The program and policies**. How do we achieve our goals?
The Roof -- **The message**. How do we turn policy language into understandable communications that demonstrate our ideas as relevant in people's lives and motivate them to action? It's the "can it be eaten or drunk test?".

We will move into teams to Build our *HomeIdeas*, we'll conduct our own focus groups to get a sense of issues that you consider most important.

The focus group discussion will have the groups select issues they think most important. They they will complete a *HomeIdeas* Chart for each:

Instructions for Moderators:
> In the focus groups the moderators are to led participants to
> Why do they believe the issues they've selected are the most important?
> Are their regional differences of key issues?