



HEALTHIER WORKPLACES | A HEALTHIER WORLD

# How to Lead with Unconventional Tactics that Raise Public Awareness of the Value of OEHS and Achieve Advocacy Goals

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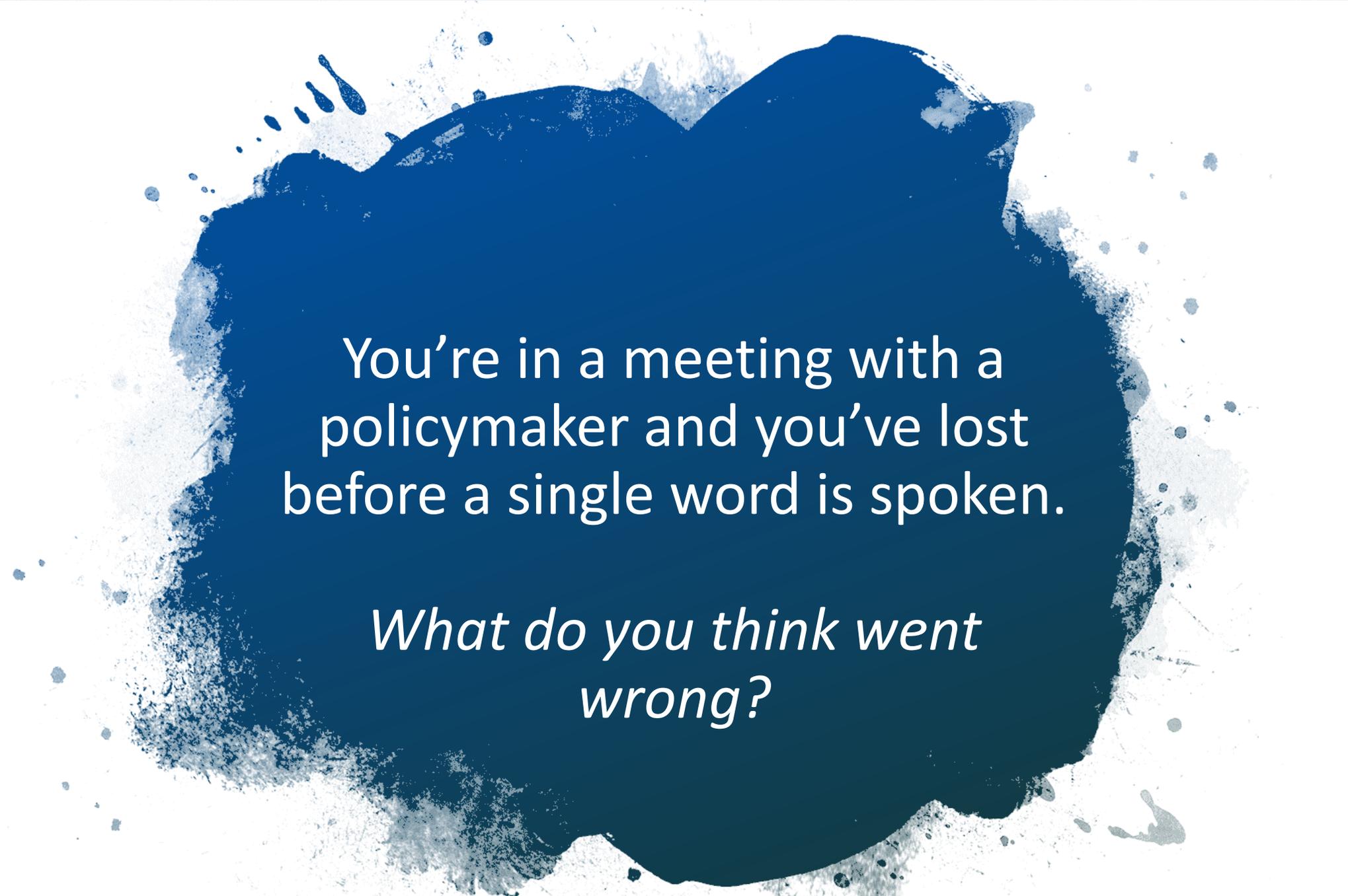
Chesapeake Local Section

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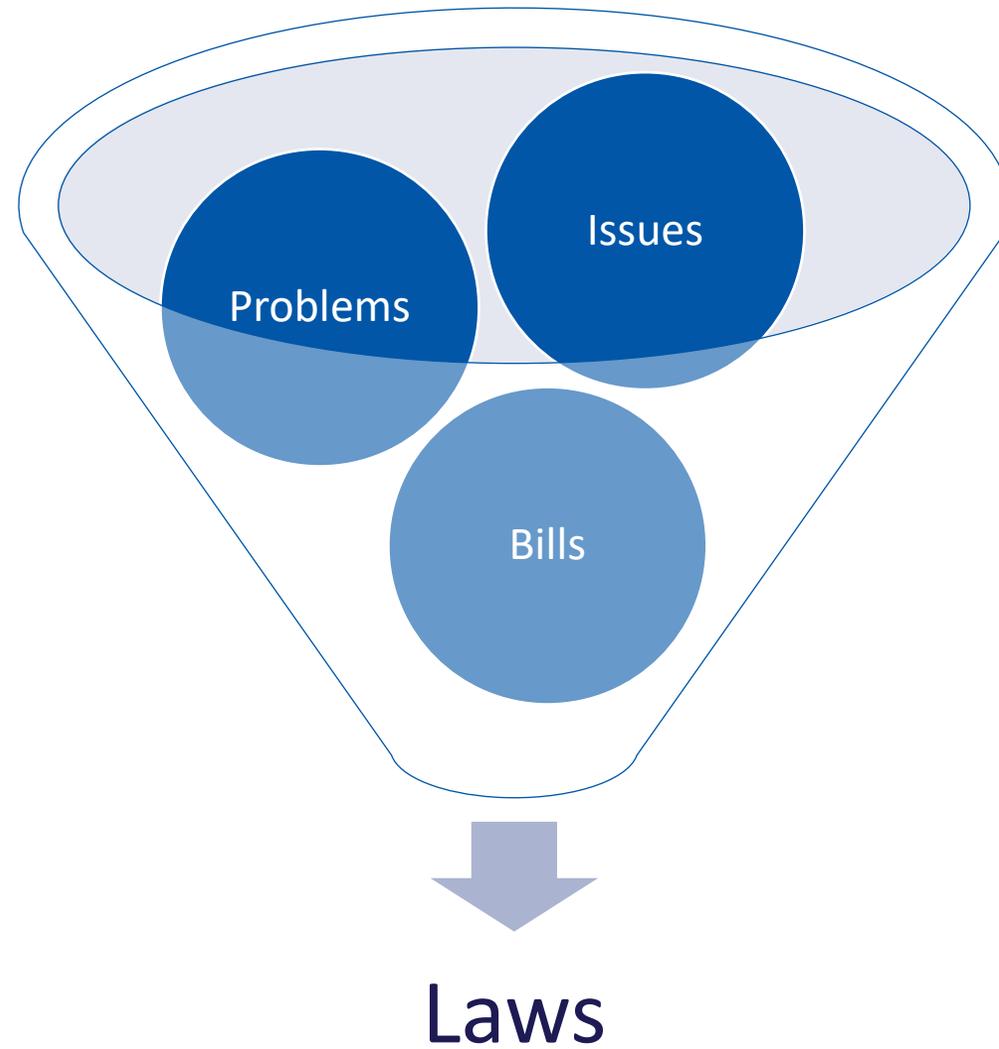
You're in a meeting with a  
policymaker and you've lost  
before a single word is spoken.

*What do you think went  
wrong?*

# TYPICAL MEETING

- Start with a little idle chit chat.
- Pitch a bill, talk about why it's important.
- Ask for support.
- Thank the policymaker for their time and leave.

## The Issue-Problem Funnel



# FLIP THE SCRIPT TO MAKE IT THROUGH THE FUNNEL

- It's not about you, what you want, or even the people you seek to serve.
- When you're meeting with a policymaker, it's about them and their journey to power, influence, and service.

# DESIRES & MOTIVATIONS

- Status
- Looking good to others
- Wealth
- Health
- Reproduction
- Acceptance
- Belonging
- Transformation
- Transcendence or feeling like you're part of something greater than yourself

## FIND A TRUE STORY AND SHARE YOUR HEART

For whatever issue you're advocating on, why do you care?

What happened to you? What moved you to action?

This is a deeply personal, human, and unique experience unto you.

# THE HERO'S JOURNEY (IN BRIEF)

1. There's the inciting incident. The incomplete or immature hero encounters a threat that takes them out of their normal life. This is often some kind of threat to their health, safety, wealth, status, or dreams.
2. The hero meets a guide, who gives them special knowledge and a plan for overcoming the threat. They may also clarify the stakes of succeeding and failing.
3. The hero is presented with a series of challenges, which they overcome and in so doing, are transformed.
4. The hero confronts the threat, and either:
  1. Overcomes it, achieves a win-state of wholeness, celebrates success, and perhaps goes on to help others in their own battles, or
  2. is defeated by the threat and something bad happens. Those tragic stories are important too. They have lessons.

# OTHER ELEMENTS TO INCLUDE IN YOUR STORY

- Emotion
- Pattern-breaks

# PHASES OF POLICYMAKING

1. Agenda-setting / conversation-driving
2. Policy formulation
3. Policy promotion
4. Implementation
5. “New World” phase

# 5 ON THE FRONTLINE

AIHA's new *5 on the Frontline* video podcast: <https://bit.ly/5ontheFrontline>

**Goal:** transform and unite the world by focusing on people's workplace health and safety problems, getting people to talk about those problems and how together we can solve them. The show puts occupational health and safety professionals like you in the driver's seat, demonstrating your service leadership, uncovering how you help protect workers, their families and communities, and creating a unique personal connection with your audience.



## 5 ON THE FRONTLINE

Each episode focuses on a specific audience group and provides them with vital information that they need to know, things that they may never have heard before or messages that absolutely need to be reinforced because they're that important. The insights and key information are designed to be shared widely within the targeted audience we focus each episode on.

# Would You Like to be a Guest on the Podcast?



*Do you have a story to tell? Email Mark Ames at [mames@aiha.org](mailto:mames@aiha.org) to schedule a pre-interview today!*



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THANK YOU!

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