

Goal 1: Create effective education and communications tools

Educating legislators and the public requires effective tools to adequately state what the current law is, why it must be changed, and include easy to understand data that clearly demonstrates the real routes, risks and consequences of HIV infection. Uniform educational materials are imperative to educate advocates, reach out to legislators, work with media, and build donor support.

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Develop a 1 pager	This document will be a leave-behind document for legislators and other individuals. It must clearly identify the current problem, the negative public health consequences of the current statute, supporting data and a call to repeal criminal transmission		
Advocacy/Legislative/Media/Donor Packets	A uniform body of information used to educate advocates & legislators, engage media, and build credibility with potential financial supporters. Included: fact sheets on the law, fact sheets on HIV, personal stories, and contact information		
Talking Points	Talking Points This document will serve as a training guide for advocates and leaders to discuss the issue face to face, in community discussions, and when engaging legislators. It must be easy to manage, bulleted information that identifies our problem, the negative public health consequences & supporting data		
Develop a collection of resources	A core of supporting documents from respected resources will be invaluable to educate and answer additional questions from the media, legislators, and the public. These may include studies and briefs from researchers, academicians, and legal organizations. (Potential resources: National Alliance of State and Territorial AIDS Directors and other public health professional organizations, Lambda Legal, Center for HIV Law and Policy, Sero Project)		
Develop a collection of personal stories	Concrete data is necessary, but personal stories are very persuasive with legislators and media. Putting a "face" to it is crucial to building support.		

Adapted from Coalition Plan to Repeal HIV Criminalization in Iowa developed by Advocacy Strategies 2012.

Goal 2: Build an engaged and empowered grassroots network

Strategy 1: Launch a statewide coalition of supportive organizations and groups

A branded statewide coalition of stakeholder groups and individuals is the clearest demonstration of broad public support for repealing the Criminal Transmission of HIV. A branded coalition

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Create a coalition sign-on form that clearly outlines goals	This document will clearly state the current state of transmission laws, its impact on your state, outlines coalition goals and clearly lays out coalition member responsibilities (sharing information, participating in coalition activities, signing on to any coalition letters, etc.)		
Engage groups currently invested in issue and ask them to sign on as coalition members	List community groups <ul style="list-style-type: none"> • State networks or support groups of people living with HIV • Consumer Advisory Boards • AIDS Service Organizations • Planned Parenthood • State ACLU • Planning Councils League of Women Voters National Organizations: <ul style="list-style-type: none"> • Sero Project • HIV Prevention Justice Alliance • Faith-based Groups • Other University and College (This list includes examples and should not be considered an exhaustive list of potential groups) 	Immediate and on-going	
Engage Business groups and ask to sign on as coalition members	<ul style="list-style-type: none"> • Employee Resource Groups (ERGs) • Small/medium businesses 	Immediate and on-going	
Identify LGBT & Health Groups and ask them to sign on as coalition members	<ul style="list-style-type: none"> • PFLAG groups • PRIDE Hospital/Clinics Infectious Disease Specialists Hospital Programs 	Immediate and on-going	
Engage Faith and other Community Groups and ask to sign on as coalition members	Unitarians Metropolitan Community Church UCC Churches	Immediate and on-going	
Launch Branded Campaign	A press conference announcing the launch of a campaign to repeal the unfair criminal HIV transmission law as a draconian piece of legislation that has a negative impact on containing and treating HIV.	Immediate and on-going	

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Strategy 2: Develop community leaders to carry the message

A statewide network of respected individuals who are educated on our messages of repealing transmission criminalization will be invaluable in establishing credibility across the state, rapidly responding through the media to time sensitive issues, and engaging their communities through speaking engagements and other opportunities. These individuals must be able to speak effectively to the media and public and draft and submit letters to the editor, OpEds, and participate in Editorial Board meetings. Current Steering committee members will make ideal leaders, but it will be imperative to identify additional leaders across the state from varied backgrounds. **Determine what committee the bill will be heard in and find constituents in chairman/woman's district** (This is VERY important chairpersons are gate keepers for bills to get out of committees)

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Identify leaders in (STATE) to get at least two to commit to being coalition leaders	List constituents (senators, legislators etc...) House of Representatives - Republican Speaker of the House- Speaker Pro-Tem- Assistant Majority Floor Leader- Majority Whip- Majority Caucus Chair- Majority Caucus Secretary- House of Representatives-Democrates Minority Floor Leader- Assistant Minority Floor Leader- Minority Whip- Minority Caucus Chair- Minority Caucus Vice Chair- Minority Caucus Secretary-	On-going	
Identify leaders in (State) to get at least two to commit to being coalition leaders	List constituents (senators, legislators etc...) Senate Leadership President pro Tem- Majority Floor Leader- Assistant Majority Floor Leader- Majority Caucus Chairman- Majority Caucus Secretary- Majority Caucus Whip- Majority Floor Leader- Assistant Minority Floor Leader- Minority Caucus Chairwoman- Minority Caucus Secretary- Minority Caucus Whip-	On-going	
Identify leaders in (STATE) (Mayors Office) get at least one to commit to being a coalition leader	List constituents (Mayor's office, Councilmen, faith based etc...) St. Louis, Kansas City, Outstate areas	On-going	

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Goal 3: Build momentum in the legislature through grassroots advocacy and lobbying

The entire reason for building a coalition, educating the public and engaging the media is to build a strong public case for changing current law criminalizing HIV in (STATE). All public activities must compliment activities at the State Capitol. The following strategies are key to building direct support to move a bill through the legislative process.

Strategy 1: Move legislation forward and build presence at the capitol

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Set Date and Host Lobby Day	Get Lobby Day on set on Legislative Calendar, build attendance amongst advocates and coalition members		
Draft Legislation	Have clear outline of necessary points that must be included in new legislation.		
Secure Bill Sponsors	Identify at least one member of the House and one member of the Senate to sponsor legislation, bipartisan Co-sponsorship would be best.		
Conduct Meetings with Office of Governor	Secure meetings with health policy staff to educate on transmission law, appropriate changes and provide with all necessary materials	Begin request process immediately	

Strategy 2: Educate Legislators

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Distribute Transmission Fact Sheet	Print copies of Fact Sheet. Find out state protocol to distribute to all legislator mail boxes	First two weeks of legislative session	
Conduct Leadership meetings	Secure meetings with Senate and House leaders	As early as possible. No later than the first few weeks of legislative session	
Conduct Committee Leadership meetings	Secure meetings with appropriate committee chairs (list)		

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Goal 4: Build visibility through community and earned media opportunities

The success of HIV management in (STATE) has curtailed broad discussion in our state. Few outside professionals and the HIV community have access to quality information about the current state of HIV and (STATE) outdated legislation in trying to curtail transmission. It is imperative to renew discussion in (STATE) communities and in the media in order to engage the public and our leaders in order to repeal the Criminal Transmission of HIV law.

Strategy 1: Create grassroots engagement opportunities

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Educational Forums	Schedule a total of ___ forums (determine cities around the state) to engage community leaders, legislators, and the media	Ongoing	
Public Petition	Craft an outline petition to circulate amongst stakeholders and groups to collect a large number of names to deliver to legislators	Ongoing	
Letter Campaign	Commit each coalition member/organization to write a letter of support for repealing law	Ongoing	
Action Alerts	Empower coalition members and stakeholders to quickly respond to media coverage and legislative progress	As required to keep engaged without creating fatigue	
Social Media Campaign	Manage the use of Facebook and Twitter to build online visibility and support to activate quick response as necessary	As required to keep engaged, build support, and avoiding fatigue	

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Strategy 2: Create Earned Media Opportunities

The branded coalition launch at the beginning of the legislative session will be the first step in creating and maintaining buzz in local and state media. Keeping momentum going will be crucial in leveraging every opportunity. The launch will be coordinated with an Editorial Board tour. The sustained efforts will include 150-word Letter to the Editor opportunities as well as the more detailed 400-600 word OpEd opportunities.

TASK	DESCRIPTION	TIMELINE	RESPONSIBLE
Build a Media Contact List	Identify all (STATE) major print dailies, radio and TV stations, and newspapers and other outlets in legislative target districts. Find appropriate contacts for each outlet to ensure quick response and media opportunities are utilized, starting with journalists who have	Ongoing	

Editorial Board Tour	Identify 1 community leader to be the coalition spokesperson. Schedule meetings with at least 6 Missouri dailies and spokesperson to make the case for repeal and to publish supportive editorials (possible dailies are: list from all areas)	Begin immediately, all secure ed board meetings before midsession	
Letter to Editors (LTE)	Identify advocates in each area and for each major print daily who will write an LTE and submit it quickly to leverage the best response.	Ongoing	
OpEds	Identify 1 community leader from the Coalition community leader list created above in each area who can craft a more detailed OpEd to be published either in their local newspaper or in one of the major print dailies	Ongoing	

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