

Engaging People of Color in Policy Advocacy

Brandicus Coleman
Parent Advocate
Arizona



Steve Freeman
Parent Advocate
Arizona



Introduction

Who am I?

Steven C. Freeman (Dominique's dad)

- Past board member of the National Down Syndrome Society (NDSS)
- Past president of the Southern Arizona Network for Down Syndrome (SANDS)
- Past Director of Communications for the Arizona Developmental Disabilities Planning Council (ADDPC)
- Vice President of the Arc of Tucson
- Currently, Community Liaison for Tucson Unified School District (TUSD)

Dominique and Steve Freeman



Introduction

Who Am I?

- Brandicus T. Coleman, Sr.
- Bellamy's Dad (and 6 more)
- Parent advocate
- Member of Rockin'Dads Retreat Team
- Black Dad Advocate for black families

Brandicus and Bellamy



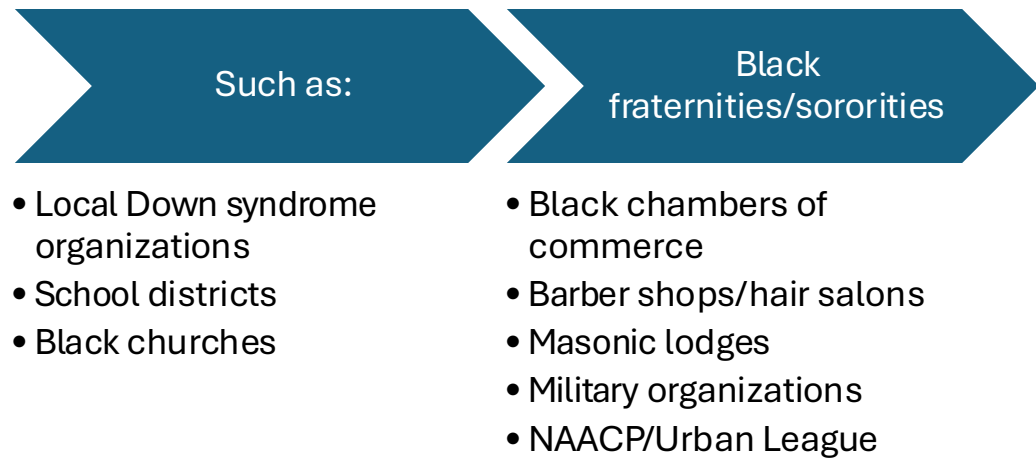
Where should we begin?

First, learn about the community you would like to engage

Are there any self-advocates or community advocates that you can recruit to assist

Ask them what is important to them about their loved one who has Down syndrome.

Identify groups and or organizations



February, 2014



Pictured: Steve Freeman, Tucson, U.S. Representative, Ron Barber, Camille Stanbery, Tucson, Liz Perez, Tempe visit to Capitol Hill

April, 2016



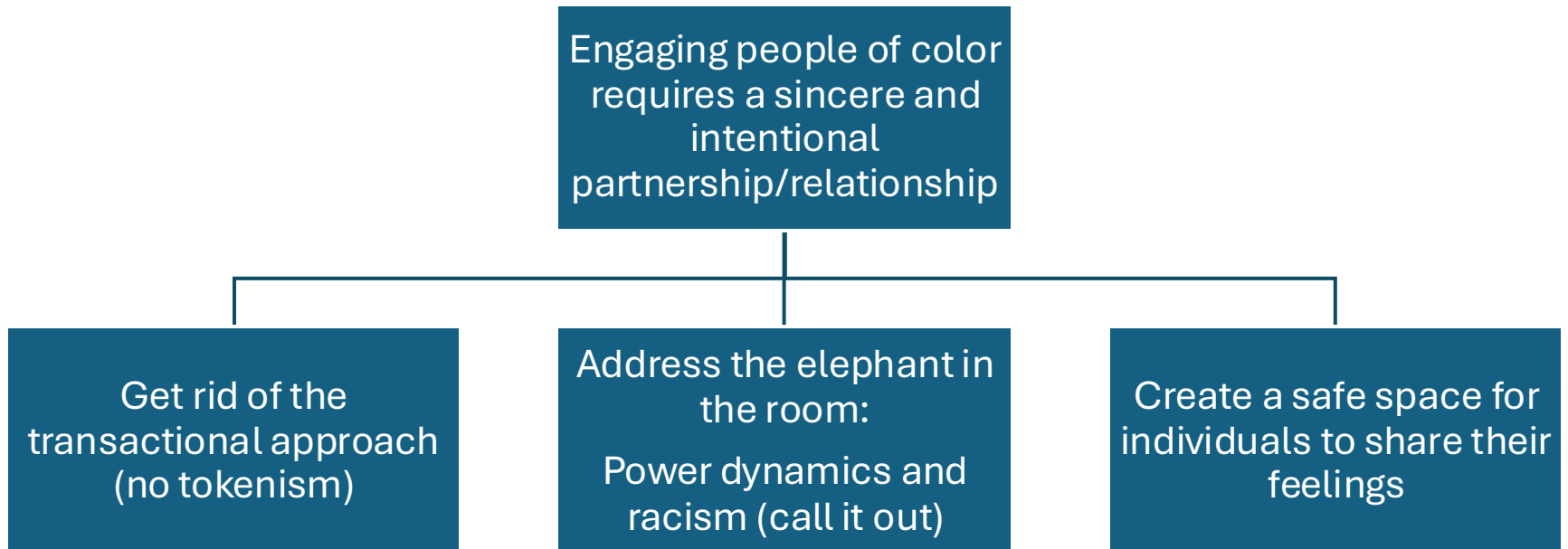
Families from Arizona, Illinois and New York preparing for a visit to Capitol Hill.

Develop a marketing strategy

What is your budget?

- Digital campaign
- Social media campaign
- Electronic media campaign
- Print media campaign
- Message must be consistent across all platforms

Sincere and Intentional



Understanding the culture and cultural etiquette

In order to engage people of color, first you must understand the culture and cultural etiquette of these communities

- Everyone is “Invited to the Cookout”
- You are welcome to immerse yourself in these cultures, in order to facilitate relationships and build trust
- Include community members directly affected



Ideas

- Host meet & greets in both communities
- Add a sociocultural element and community members to presentations, symposiums, etc.
- Consider team building activities
- Engagement should go beyond education & outreach
- Work with trusted local media





Engaging People of Color in Policy Advocacy

Incentivize participation:

- Swag & giveaways
- Scholarships & discounts
- Mentor young people (pay them!)
- Leave spots available for people of color on panels, teams, boards and committees

Engaging people of color is not a one-time thing, it will take time, and should be a long-term commitment

Engaging People of Color in Policy Advocacy

- Be open to listening to personal stories of the affected communities
- Ask for feedback
- Listen to implement change
 - People of color need their voices heard, needs met and concerns allayed
- Step outside of the proverbial box and become an ally
- Do the hard work to support people of color

Black Dads Matter in Policy Advocacy

Black dads matter and are, in fact, needed for our community to be the safest, healthiest, and most brilliant it can be.

Personal Story- Healthcare.....













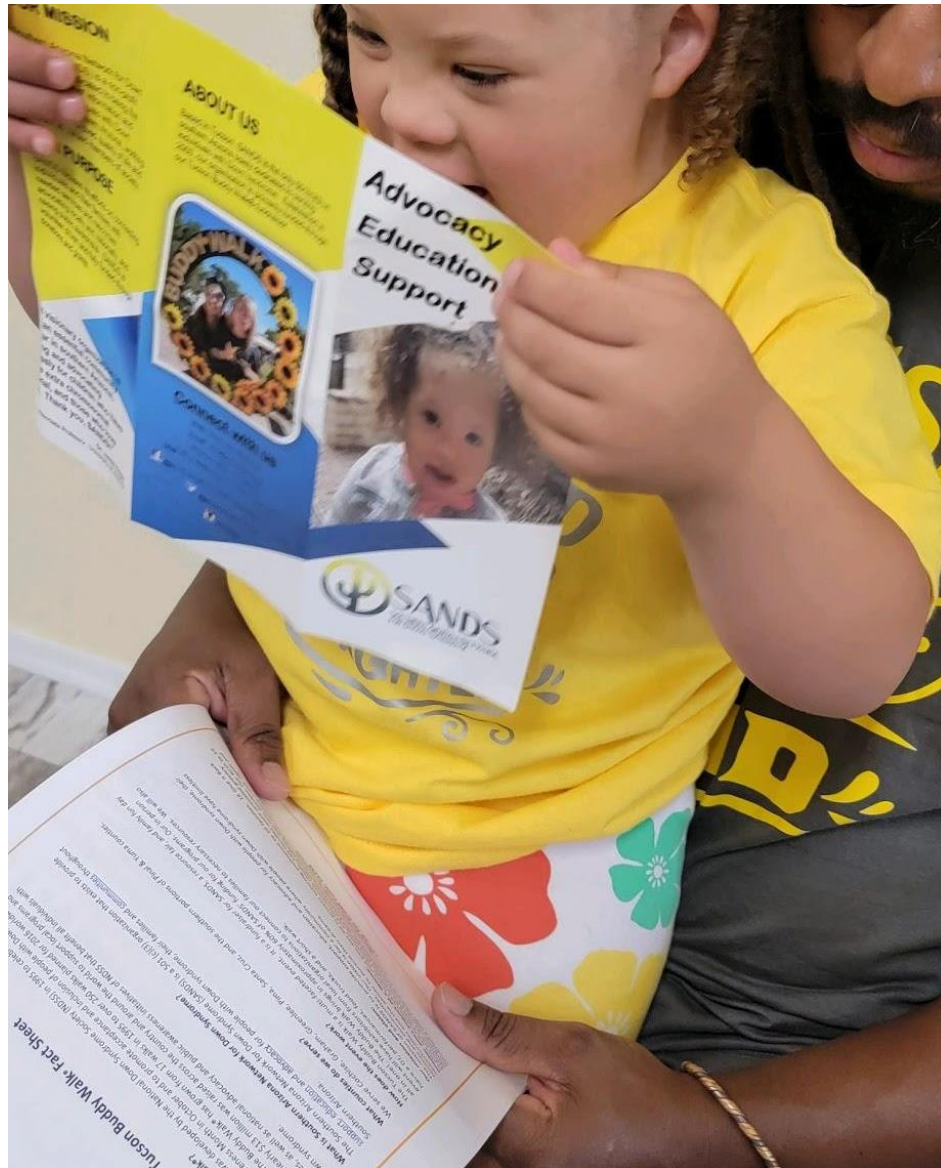
Black Dads Advocating in Education

What can classroom teachers, school administrators, and other educators do to:

1) Narrow achievement gaps between Black students and other students and

2) Ensure that more Black fathers are at the table in the schools

- Invite African-American fathers to be engaged [and] involved.
- Value the voice of African-American fathers and value the experiential knowledge that African-American fathers have
- Acknowledge the contributions that African-American fathers make in their children's education, and in the lives of their children and families

















A HUGE THANK YOU TO THESE TWO!!!!

My Amazing wife, Brandy Coleman and Mr. Steve Freeman