

Shatterproof All Volunteer Call

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Vice President, State Policy

January 21, 2026



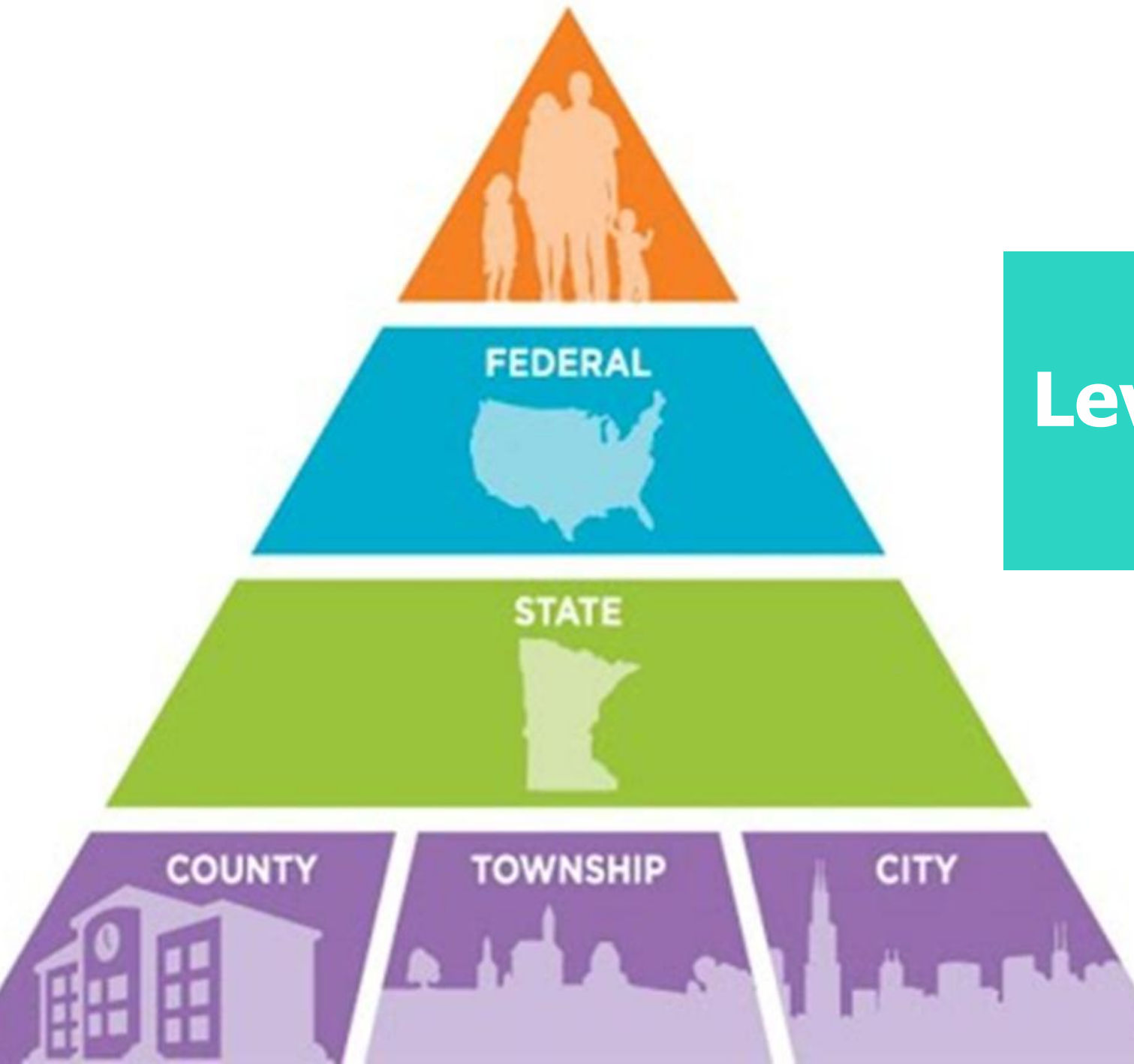
Agenda:

- **Revisiting Civics**
- **Advocacy 101**
- **Engaging Policymakers**
- **Shatterproof Priorities**





Revisiting Civics



Levels of Government



LEGISLATIVE

EXECUTIVE

JUDICIAL

FEDERAL

U.S.
Congress

President

U.S. Supreme Court
and Federal Courts

STATE

State
Legislature

Governor

State
Courts

LOCAL

City
Council

Mayor

Local
Courts

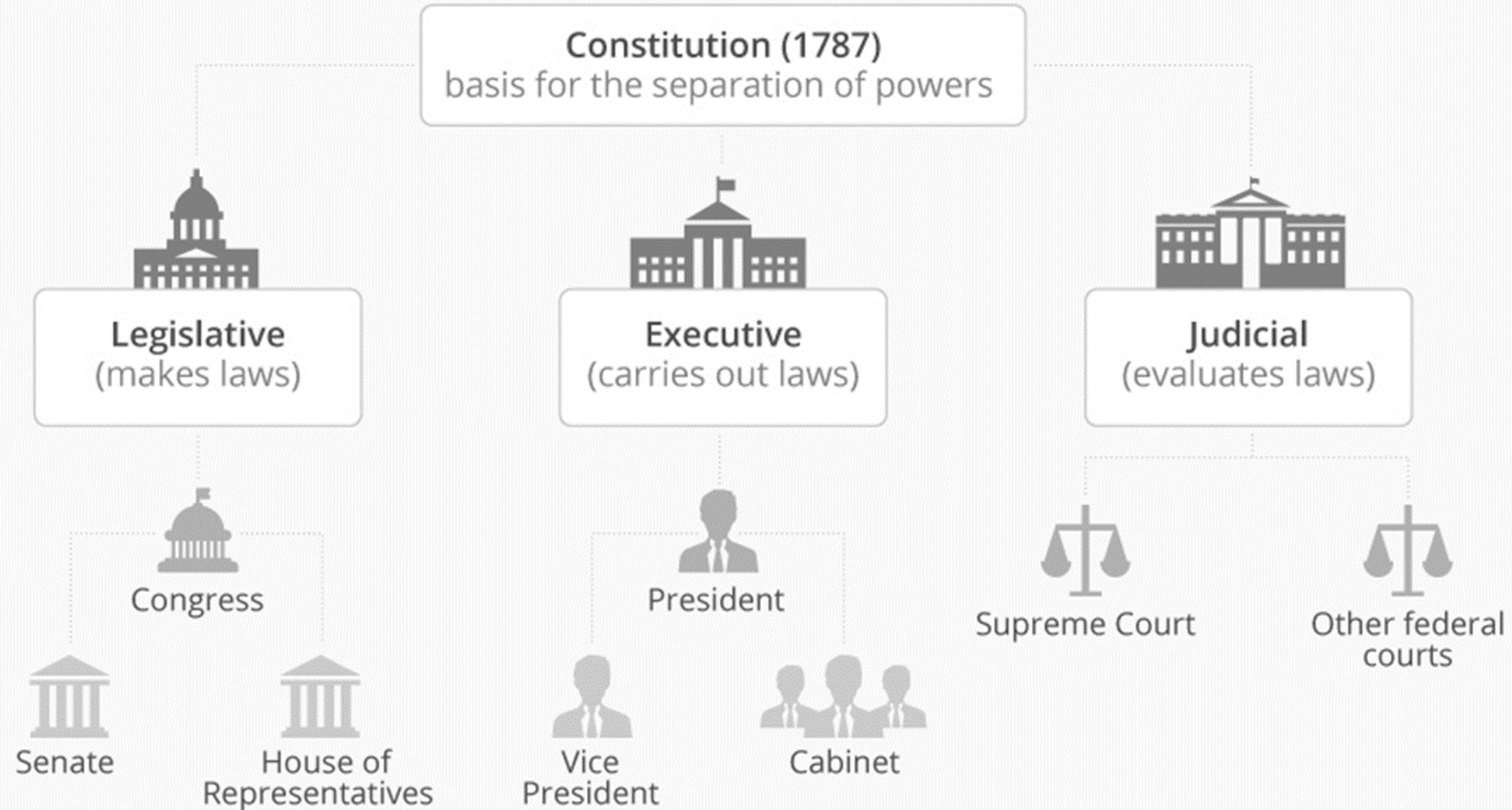
Branches of Government



Federal

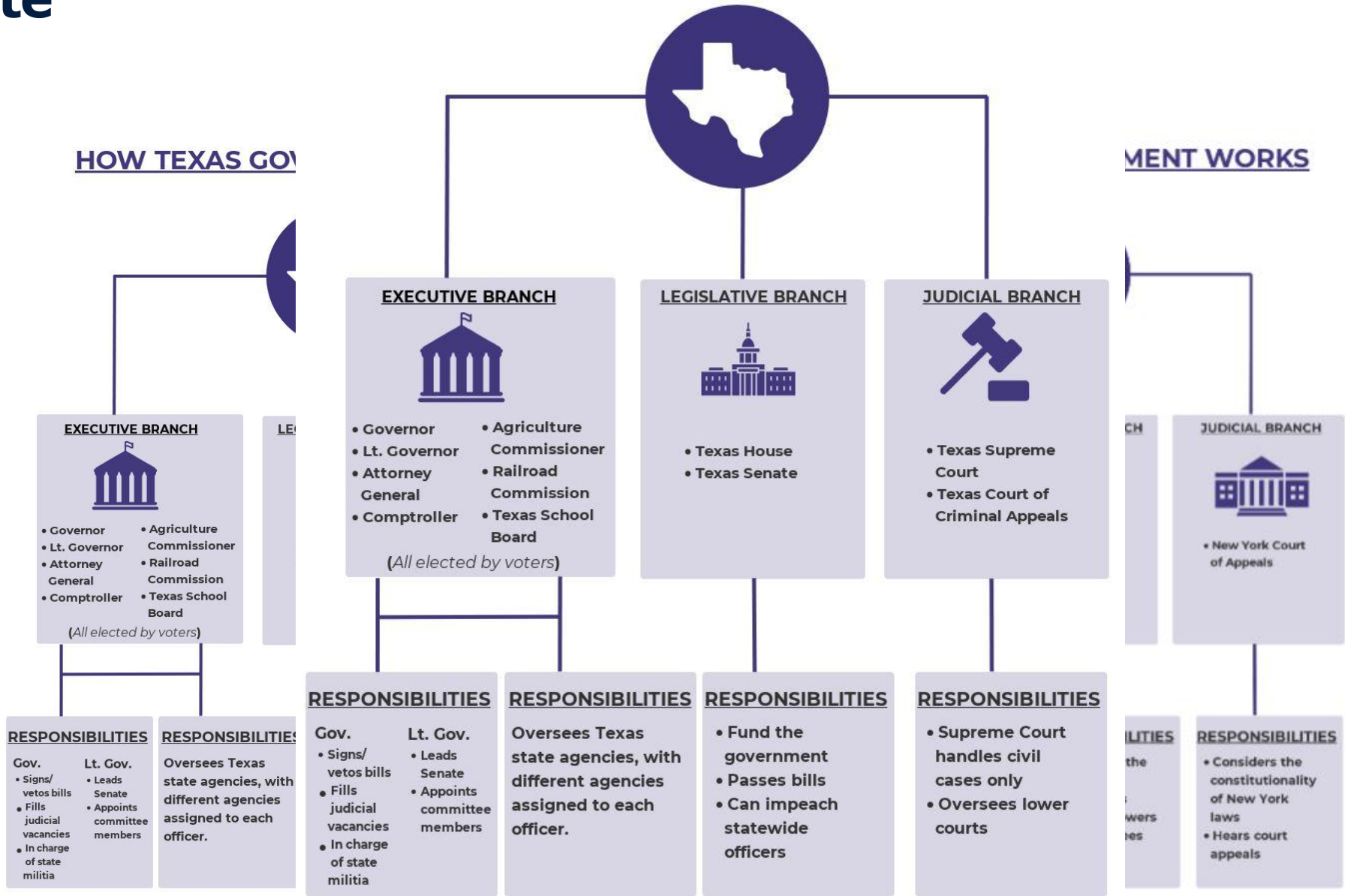
How the United States is Governed

The three branches of U.S. government

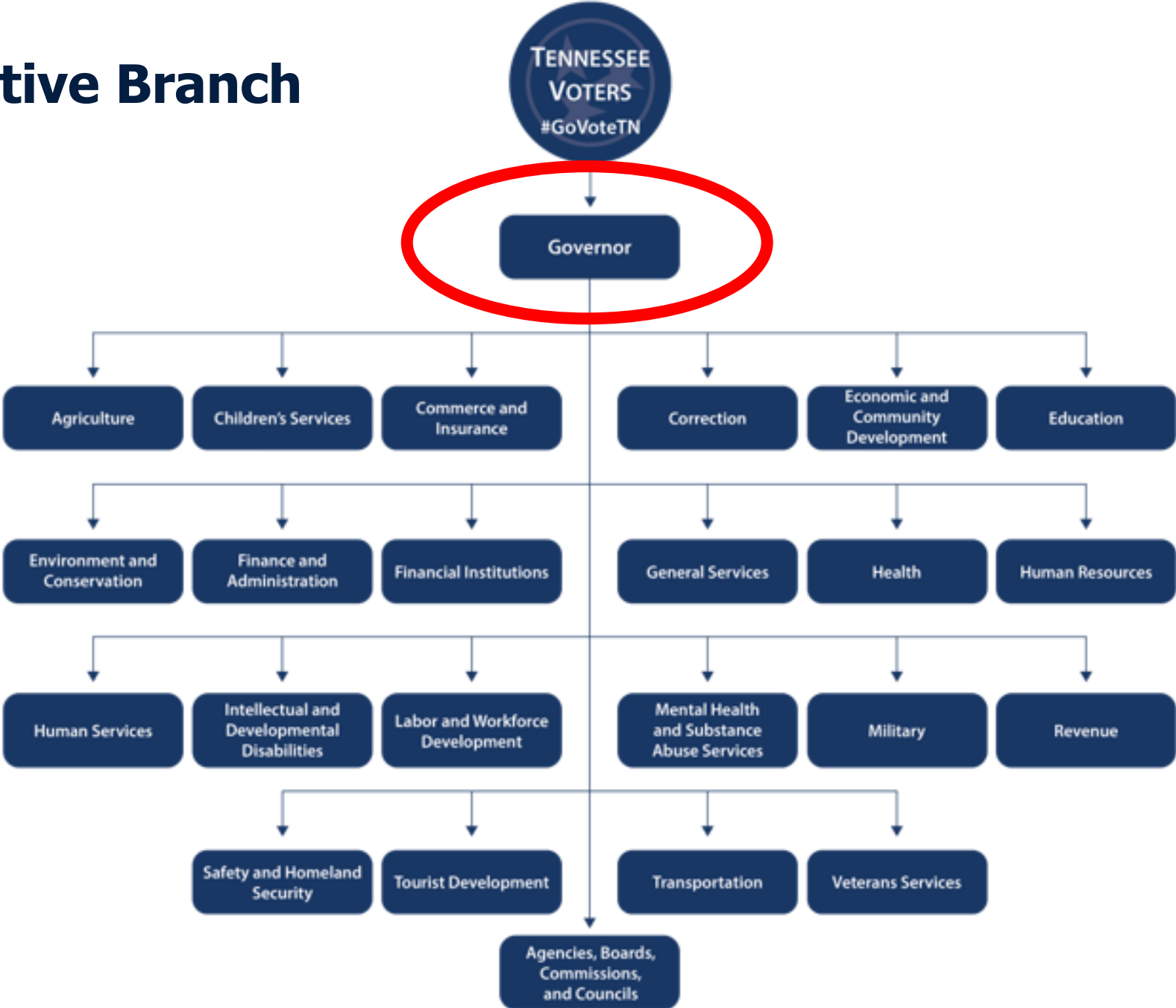


State

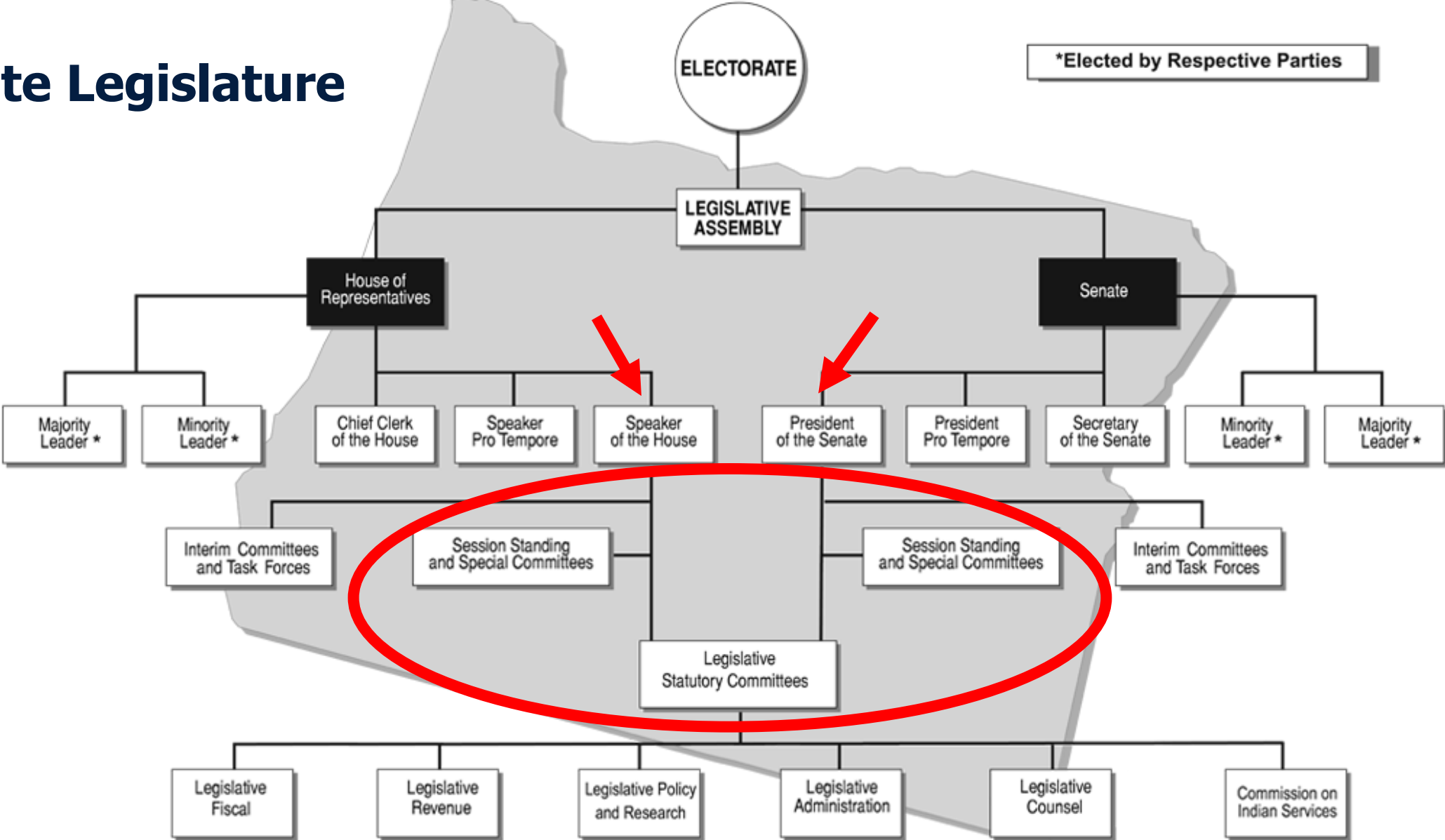
HOW TEXAS GOVERNMENT WORKS



State Executive Branch



State Legislature



Oregon Legislative Assembly Organization Chart

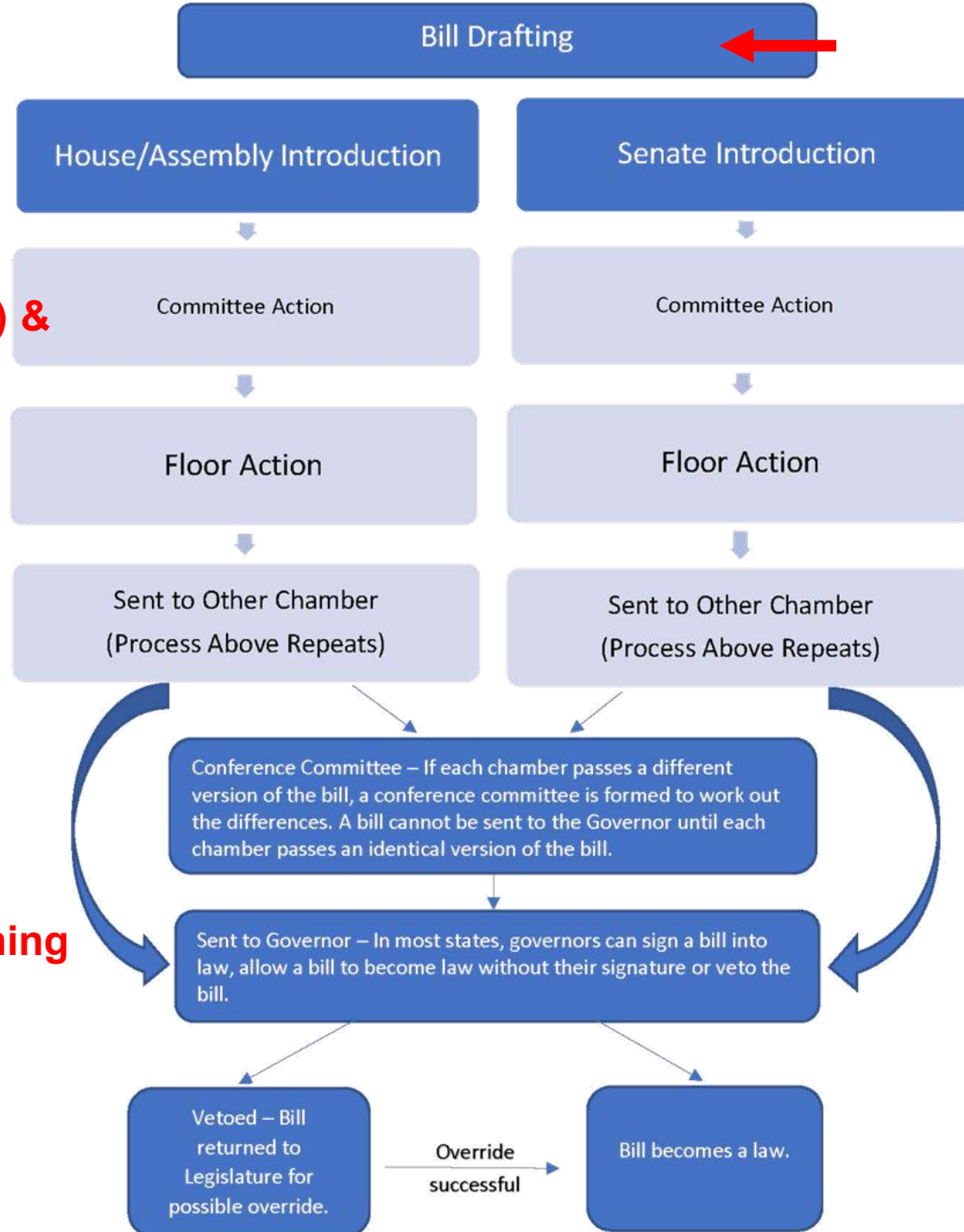


Legislation

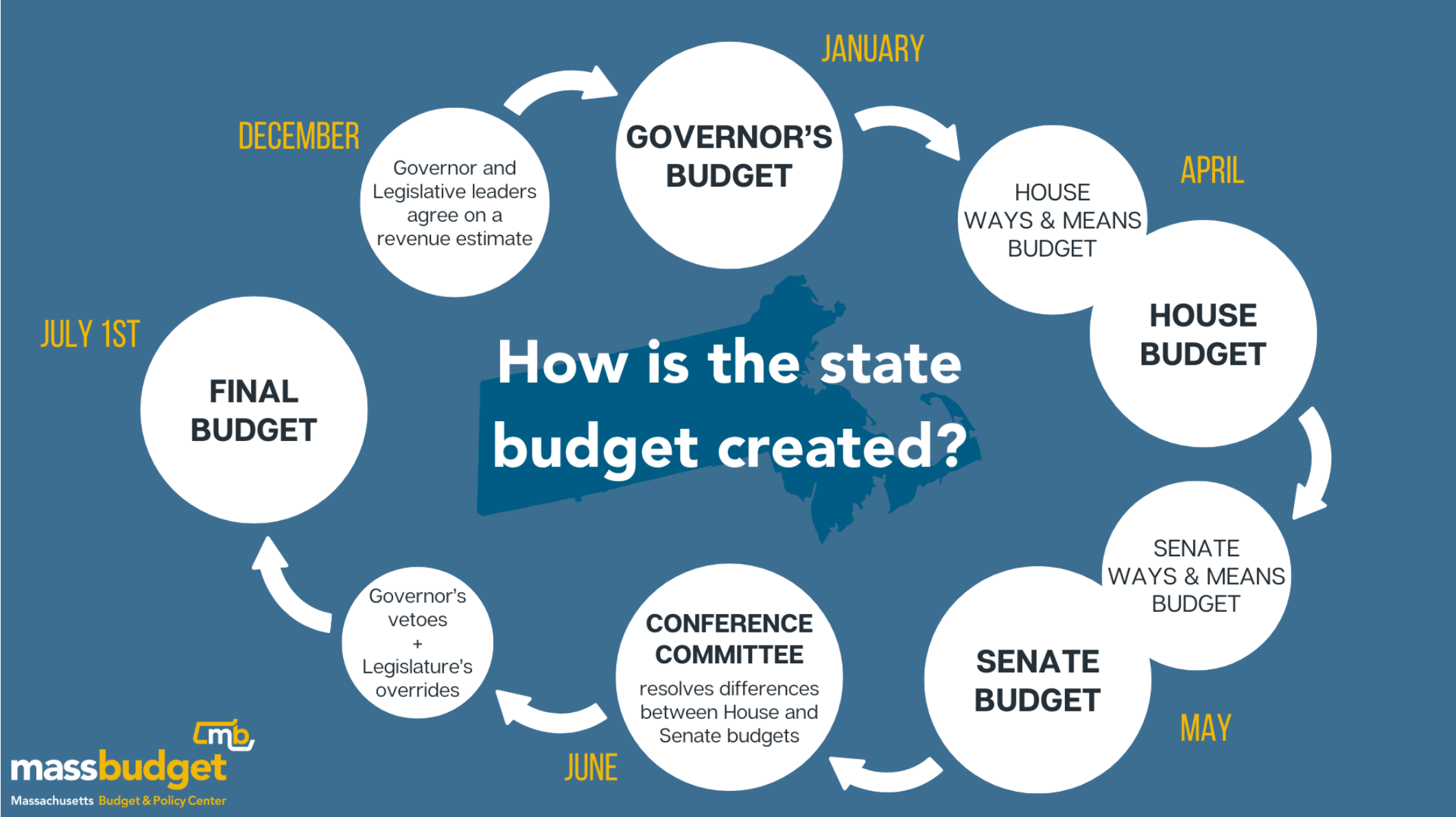
- **Hearing(s), Amendment(s) & Vote**

- **Vote (& Amendments)**

- **Governor Signing**



State Budget Process





Advocacy 101

Shatterproof Advocacy Toolkit

1. Do Your Research
2. Choose Your Issue
3. Find a Legislative Champion
4. Develop Your Plan
5. Meet With Officials & Testify at Hearings
6. Apply Pressure Through Grassroots Engagement
7. Apply Pressure Through the Media

<https://www.shatterproof.org/advocacy/state-toolkit-download-1>



Choose Your Issue

- **Fentanyl Test Strips**
- **Naloxone Access**
- **Prevention Funding**
- **Access to Evidence-Based Treatment**
- **Spending Opioid Settlement Funds**
- **Removing Barriers to Recovery**



Do Your Research



Find a Legislative Champion

- Ideally More Than One
- Both Chambers
- Bipartisan / Diverse
- Personal Connection
- Professional Expertise
- STAFF



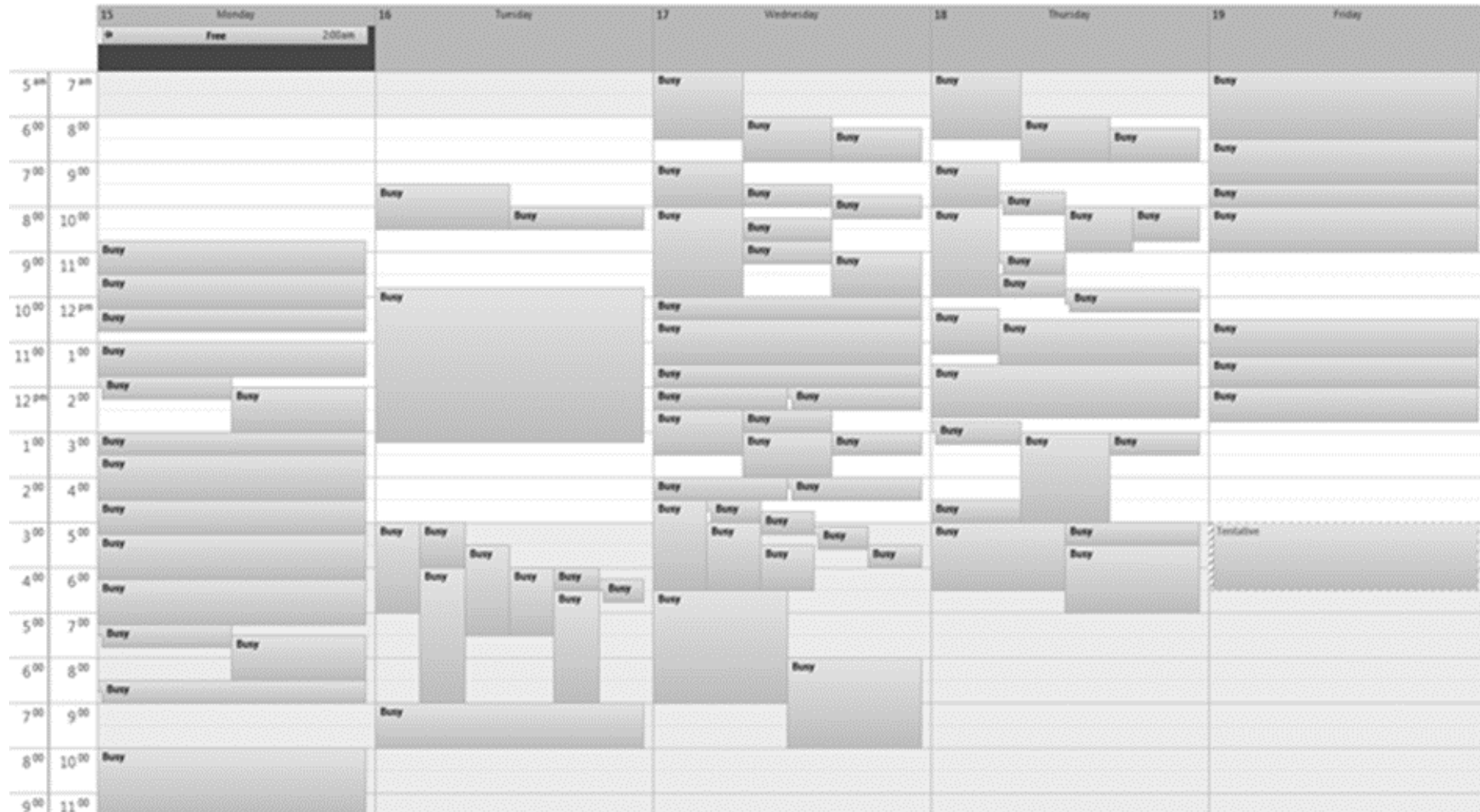
Develop Your Plan

- Messaging and Materials
 - Build a Local Coalition
 - Organizations
 - Partners with a personal connection
 - Communication



Meet with Officials & Testify at Hearings

May 15 - 19, 2017



Apply Pressure Through Grassroots Engagement

Identify Turning Points

- Calls
- Emails
- Social Media



Tips:

- Scripts & Templates
- Reach out to YOUR elected official
- Keep it short
- Avoid harsh language
- One or two issues at a time
- Share your story
- Explain your key issue
- Clarify your ask



Apply Pressure Through The Media

Outlets:

- Letter to the Editor
- Op-Ed
- Press Conference
- Social Media

Tips:

- Timing
- Messaging
- Templates
- Work with Reporters



Lessons From A Lobbyist

1. Be nice to gatekeepers
2. Don't burn bridges
3. Get personal
4. Do your homework
5. Know when to say "I don't know"
6. There's power in numbers
7. Know your audience
8. Be flexible
9. Every vote counts
10. Tell the truth, always.





Engaging Policymakers

Who are elected officials?



Karis North PCCSW



Kristina Whiton-O'Brien



Elisabeth Arruda (PCCSW) She/her



Sen Susan Moran



Thomas J. O'Brien



How to reach out: Look for opportunities

REP.
CO

Have a cup of coffee with Rep. Ugaste! Stop by St. Charles to have conversation and offer your thoughts on that matter to

TUESDAY
8 - 9 A.M.

ARCEDIUM
60 INDIAN
ST. CHARLES

Constituent Coffee with Susheela

Saturday, May 22
10:30 - 11:30 a.m.

Please join Commissioner Susheela Jayapal and Multnomah County Budget Director Christian Elkin for a discussion about the FY 2022 county budget.

Grab your coffee or tea, and join us on zoom to hear more about our budget process and priorities. We welcome your questions or comments ahead of time when you RSVP or during our virtual conversation.

RSVP form
(Link to Zoom meeting provided upon registration):
bit.ly/rsvp-may2021

Closed captioning will be provided.



How to reach out: Contact Information



Illinois General Assembly

[Translate Website](#)



La Shawn K. Ford
EIGHTH LEGISLATIVE DISTRICT

[Home](#) [About La Shawn](#) [Issues & Legislation](#) [Resources](#) [Press](#) [Press & Media](#) [Contact](#)

Your State Representative For The Eighth District

Elevating voices in Illinois' Eighth District

La Shawn's life story defines his philosophy as a public servant. Rooted in Chicago and a lifelong resident of the city, La Shawn Ford was raised by a single mother under arduous circumstances. His mission to serve others as an elected official is grounded by a belief that tenacity and perseverance can conquer even the most difficult challenges. La Shawn has never forgotten this life lesson, and it serves as the guiding principle in every aspect of his leadership.

[Learn More About La Shawn Ford](#)

Sign Up to Get Updates



[Meet with Rep. La Shawn K. Ford](#) →

[How Can We Help?](#) →

Associated Senator(s):

[Kimberly A. Lightford](#)



How to reach out: The WHAT



Formalities

Tell them something

**Ask them (for)
something**

Plan next steps

Thank them

Follow Up



HOMework

Find Your State Legislators:

- <https://www.usa.gov/elected-officials>
- <https://pluralpolicy.com/find-your-legislator/>

Email them!



Questions?





Shatterproof Priorities

2026 Shatterproof Advocacy Priorities

Close the Treatment Gap

Better Care, Better Outcomes

Prevent Addiction Before It Starts



Close the Treatment Gap

Most Who Need Treatment for Substance Use Disorders Don't Receive Any

1 million people

In 2019, 21.6 million people needed treatment...



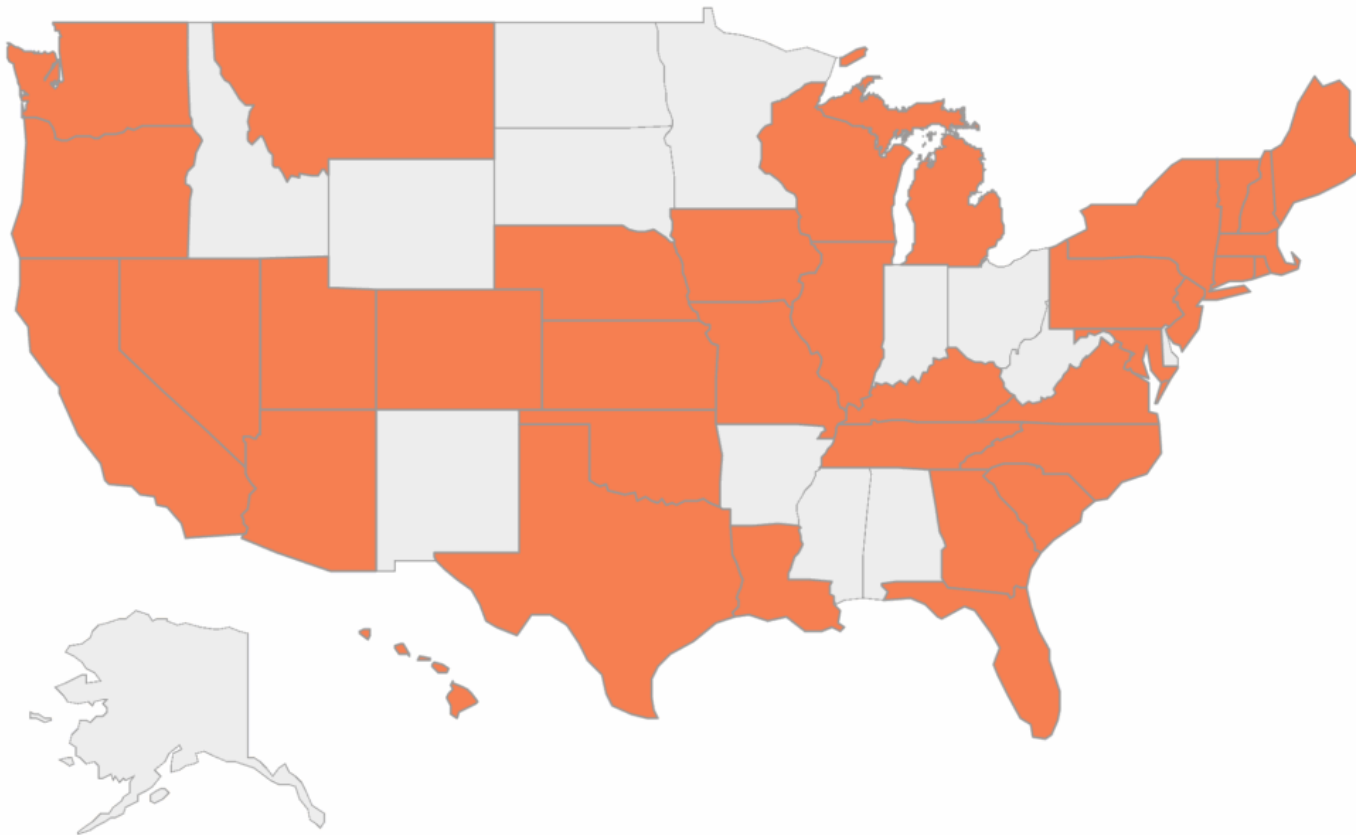
but just 2.6 million received any.

- **Integrating Behavioral Healthcare**
- **Insurance Parity**
- **Most Affected Communities**



Collaborative Care Model

State Medicaid Coverage for Collaborative Care Management Codes



Better Care, Better Outcomes

- **Collaborative Care Model**
- **Behavioral Health Parity & Integration**
- **TreatmentAtlas**



Stop Addiction Before It Starts

- **Youth Marijuana Protections**
- **Synthetic Drugs**
- **Prevention Efforts**
- **Non-opioid Pain Options**



Opioid Settlement Funds

- **Coalition Work**
- **Good Governance**
- **Transparency**





Opioid Settlement Funds: The Coalition

The Principles for the Use of Funds from the Opioid Litigation

- 1 • Spend Money to Save Lives
- 2 • Use Evidence to Guide Spending
- 3 • Invest in Youth Prevention
- 4 • Focus on Racial Equity
- 5 • Develop a Fair and Transparent Process



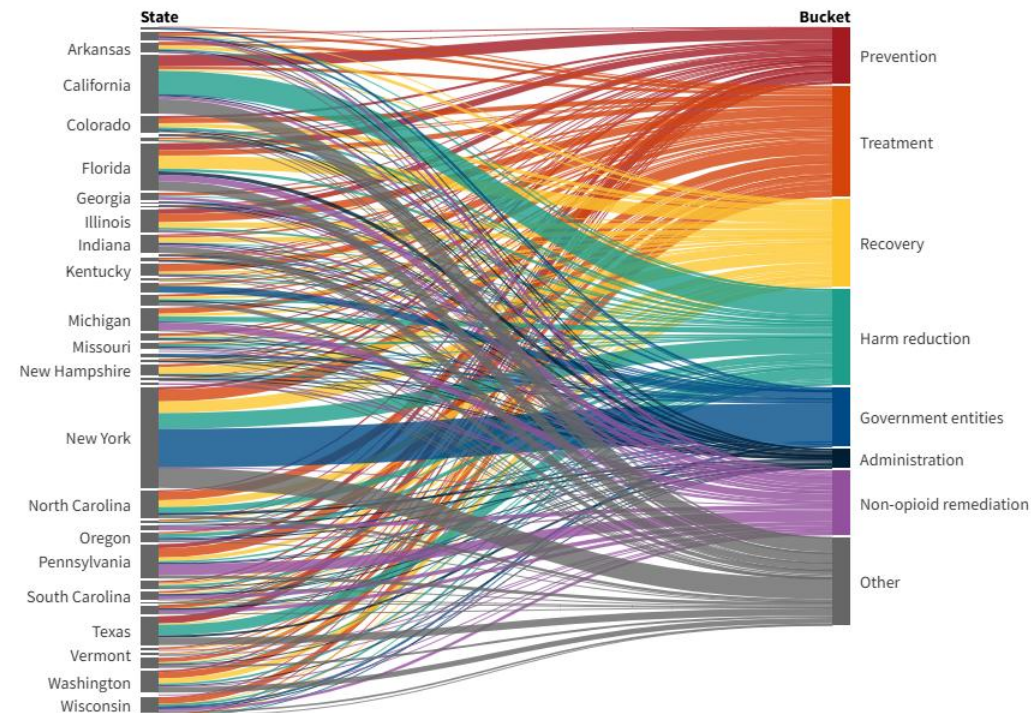
Fair and Transparent Process

How Are States Spending Opioid Settlement Cash? We Built a Database of Answers



State and local governments publicly reported spending or committing more than \$2.1 billion in opioid settlements in 2022 and 2023. We categorized those expenditures into the main buckets of spending that legal experts, public health officials, and researchers recognize: prevention, treatment, recovery, and harm reduction. We added more buckets for clarity.

Click on states or buckets to explore more about how opioid settlement money was spent in 2022 and 2023.



Note: Data collected as of August 2024. It reflects government actions as of Dec. 31, 2023. • [Read our methodology](#) • [Download the data](#) • [Read state responses](#)

Source: Data collection by KFF Health News, Johns Hopkins Bloomberg School of Public Health, Shatterproof
Credit: KFF Health News' Lydia Zuraw, Aneri Pattani, Henry Larweh, and Megan Kalata; Johns Hopkins Bloomberg School of Public Health's Sara Whaley and Vivian Flanagan; Shatterproof's Kristen Pendergrass and Savannah Prescott





Questions?

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