Boise, ID – Goals, Strategies & Tactics

Goal #1: Reduce the Stigma of Addiction

Strategies: Hosting a Forum of people in recovery & families

Tactics: Identify people in recovery & families willing to speak on behalf of the Issue

Tactics: Identify location to host the forum

Tactics: Promote the forum heavily in non-traditional communities – reach out to churches, business communities, law enforcement, etc.

Tactics: Develop an “Ask” leaving the event – what should people walk away and do next (ideas: create a community “story board,” more to come)

Strategies: Extensive Letter-To-The-Editor Campaign

Tactics: Host a “letter writing party” – in the event, include bit from our training on good messaging around addiction. Make sure people writing letters are from a “diverse” background of interests – people in recovery, families, prevention professionals.

Tactics: Schedule out when people will submit their letters so they don’t all come through at the same time.

Strategies: Host a Community Discussion on the Surgeon General’s Report

Tactics: Bring the report to medical leaders in their community to gauge if they are familiar with it and if not, encourage them to become so.

Tactics: Persaude Medical Leaders to publish an op-ed in the local newspaper citing the report, and appropriately classifying addiction as a health care issue

Tactics: Host a community forum around the report, again reaching out to both common and potential new partners to promote it

Goal #2: Secure Passage of Representative Mike Kingsley’s Bill on Recovery Center Funding

Strategies: Engage new legislators to co-sponsor the legislation

Tactics: Meet with Rep. Kingsly to determine best “targets” for this

Tactics: Determine what organizers from around the state live in these targeted member’s districts.

Tactics: Schedule a “training call” or in person meeting to discuss the agreed upon messaging around the bill

Tactics: Schedule a “call in day” on the bill, with constituents calling their legislators

Strategies: Schedule several “lobby days” on the bill when the legislature is in session

Tactics: Determine when the bill will be heard in committee

Tactics: Line up individuals to testify in support of the bill

Tactics: Engage individuals to attend the legislature after the bill is through the committee process to urge legislators to support the bill