



Bridges Across Every Divide

Presented by
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How is BAED like GOT?



- BAED is a long story arc; it is all about strategy and the tactics to inform the strategy.
- Changing policy at government, institutional, or local level takes time—about eight seasons.
- As Tyrion related, stories are what can drive the agenda.
- But if HBO didn't have the data about subscriptions, no GOT.
- BAED teaches you to do both stories and data.
- But, like GOT characters, we have had our successes and failures...



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Ohio: Healthier Buckeye Council Grant Awards: \$11.5M, 21 Counties



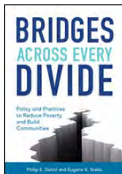
Belmont County \$334,000	Hardin/Auglaize, Van Wert \$945,157	Washington County \$513,000	Lorain County \$187,225
Butler County \$667,994	Lucas County \$749,580	Some Bridges Work	Preble County \$411,835
Cuyahoga County \$748,520	Marion County \$170,882	Athens County \$485,000	Richland County \$749,163
Fairfield County \$402,685	Ottawa County \$85,872	Highland County 723,242	Sandusky County \$561,734
Fayette County \$342,837	Summit County \$437,761	Huron County \$204,962	



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Why is this the time for B/GA sites to participate in BAED?



- After 20 years it is time to tackle policy.
- Why? Because so often it is government that is creating more problems than it is solving; water fees in Oklahoma, electrical programs in Ohio, transportation, affordable housing or the benefit cliff, everywhere the public sector is making poverty worse, not better.
- If public policies are to provide a ladder up out of poverty, why does the government grease the rungs?
- As we saw with HBC, the government can supercharge the effort.
- BAED is in the Ohio government's office.
- How do we get these issues on the front burners of elected officials?

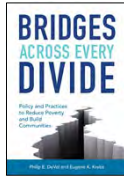


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By discrediting a dead man



- We prove Henry Adams wrong. Adams was a grandson and great grandson of U.S. presidents.
- “Politics is the systematic organization of hatreds.”
- We reject that.

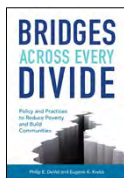


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Why the Bridges communities?



- Bridges communities have shown us, all of us in 47 states and five countries, how to work across all the divides to solve the complex problems of poverty, and we seek to apply those lessons to policy development and advocacy.
- Why are we in a hurry to prove Henry Adams wrong?
- HAL 9000 and the coming storm.

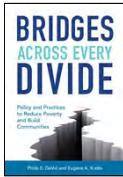


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What is this storm?



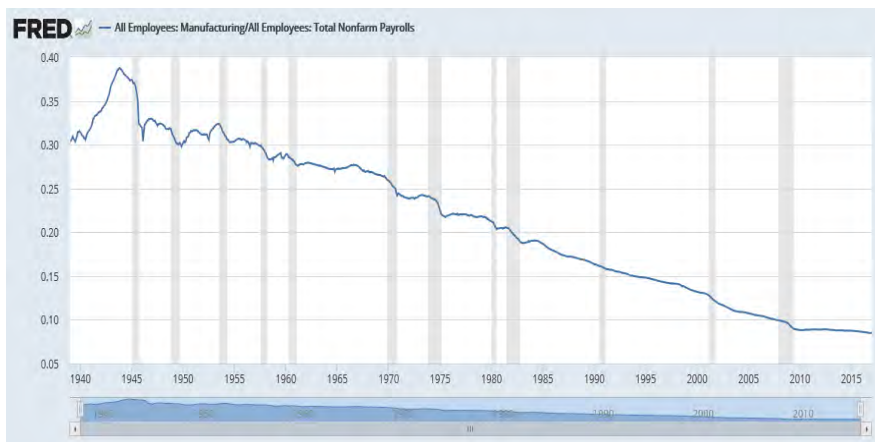
- Automation.
- By 2030, 47% of all jobs gone.
- Robots work for \$4.32/hour.
- Almost all low- and no-skilled jobs will have evaporated.
- We have always used manufacturing to help the unskilled or low-skilled working poor pull themselves up into the middle class, if not for themselves, often for their children at least.



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Percentage of all employees engaged in manufacturing



<https://fred.stlouisfed.org/graph/?q=cAYh>



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The door to hell is locked from the inside.

–Kurt Vonnegut

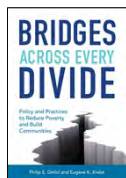
- How do you decide for yourself to unlock the door? And to unlock the door for your community?
- Be aware the door is locked.
- Follow the path outlined in the book for advocacy.
- Consider Phil and me helping your state change with a statewide approach.



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So how do you effect change?

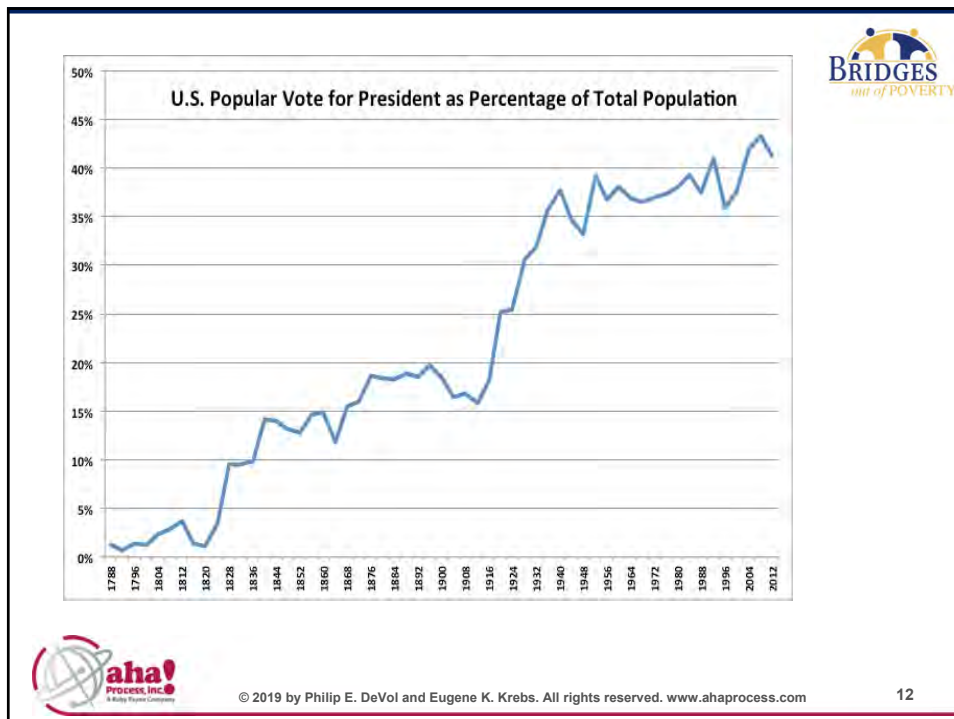
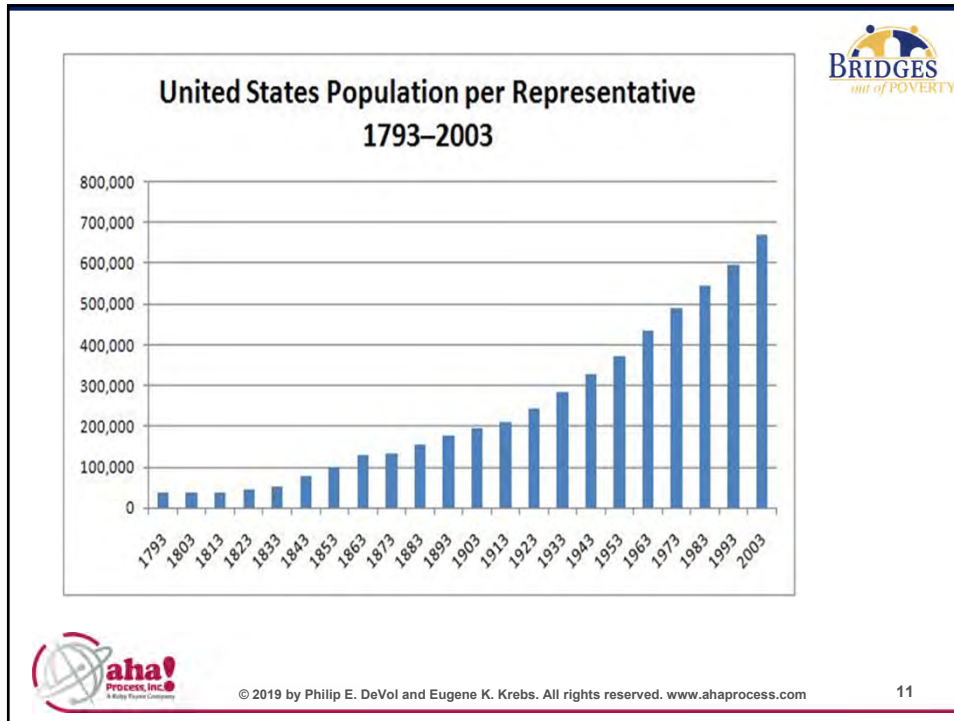



After the House I passed
10 bills in 8 years; here's
how with no PAC in a
pay-to-play state.



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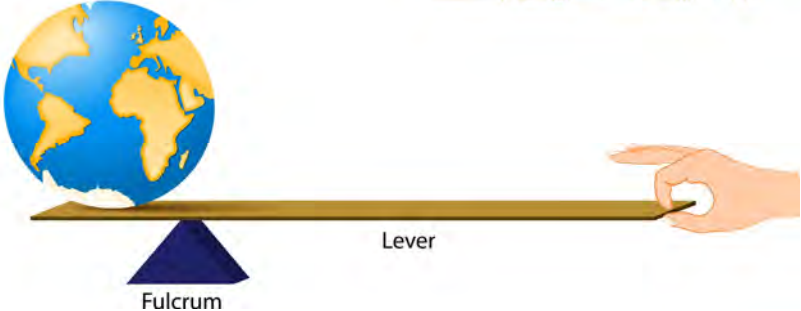
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LEVER (simple machines)

"Give me a lever long enough,
and a fulcrum strong enough,
and I will move the Earth."
- Archimedes




Lever


Fulcrum

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How do you get more leverage?



- Develop relationships, lunch, coffee.
- People + Impact + Experience = Effectiveness of Advocacy.
- Have you seen *Moneyball*?
- The book is better.
- *Thinking, Fast and Slow* by Daniel Kahneman, Nobel Prize winner.
- How to use numbers to evaluate potential officers.
- Inspired the following...

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Is your advocacy sufficient?



Your people score:

- _____ Number of regions in the state or city helped by your idea
- _____ Number of majority legislators carrying the bill (maximum one from each chamber)
- _____ Number of agency heads who quietly support your bill
- _____ Number of years you've had lunch (at least once a year) with the gatekeeper legislator
- _____ Number of years you've had lunch with the governor, multiplied by five
- _____ Dollars (in millions) the state will save by passing your idea (limit: 10)

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Is your advocacy sufficient?



Your experience score:

- _____ Your experience in public speaking (number of years divided by five)
- _____ Number of times you've testified about your legislation
- _____ Number of times the past year you've appeared on TV news shows (limit five)
- _____ Number of social media accounts allied with your partners who are posting about this issue (limit five)
- _____ Number of statehouse media you know personally (limit six)
- _____ Number of times in the past six months your issue has been covered in an area newspaper
- _____ Number of newspaper articles in the past year about you or your partners on this issue

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Is your advocacy sufficient?



Your impact score:

Funding or policy areas your idea will impact; select all that apply and multiply by three.

- Welfare reform
- Drug abuse
- Workforce development/impact of automation on jobs
- Local government
- Tax reform
- Transportation
- Education

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Is your advocacy sufficient?



Your experience score:

- Number of times in the past year you've been in to sit down with the editorial board of an area newspaper
- Number of times in the past year you've had an opinion piece, including a letter to the editor, published in an area newspaper
- Number of times in the past year you've appeared on a regional radio talk show or were interviewed by a radio news reporter
- Number of times in the past five years you've organized on-site meetings with officials
- Number of copies of candidate or legislative briefing book handed out (divided by 100; limit 10)
- Number of copies of *Bridges Across Every Divide* you've handed out to elected officials (limit 10)



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Summary

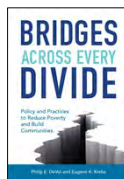


Your Score?

- >100, you can pass any policy!
- 75–100, you almost certainly will win.
- 50–75, see where you might be lacking.
- <50, keep working at it.
- ***This book is like Game of Thrones; everything is foreshadowed, so don't skip around.***



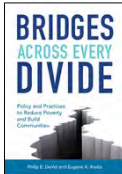
Problem statement



There are some causes of poverty that demand a change in policy. Changes made by the individual and/or by institutions and/or by communities are not enough. Some barriers are so baked into the system that policy changes are required, and policy, almost by definition, comes from the government.



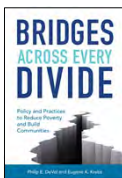
Problem solvers



Bridges communities where Getting Ahead is offered are committed to removing barriers that Getting Ahead graduates encounter. They have shown how much can be done so people can climb out of poverty, and they have revealed where policy changes are needed.



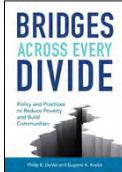
Problem statement



Bridges communities are very busy working at making changes they can make at the individual, institutional, and community level. And not all Bridges practitioners have the experience, time, or expertise to address policy barriers.



Problem solvers



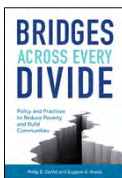
The authors of *Bridges Across Every Divide* can help well-established Bridges communities take on the last and most complicated barrier. They do this in cooperation with the problem solvers already at work in Bridges communities. Policies that are changed through this work will benefit smaller or developing Bridges sites in their state.



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Preparation for an on-site visit



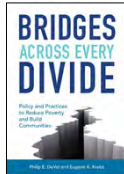
The authors will hold planning meetings with the organizers to learn about the collaborative and community. Together they will design an approach that is relevant to local conditions.



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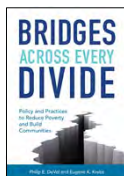
The approach



The authors expect to work with the leadership of the local Bridges collaborative, member organizations, and Getting Ahead graduates. Throughout their time in the community, the authors will validate and feature the Bridges work being done. When working in the community, it's important to be joined by local practitioners and Getting Ahead graduates.



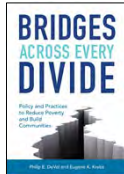
BAED uses foreshadowing like GOT



The work is based on *Bridges Across Every Divide*. The book should be made available to people who are most likely to be working on policy issues. There are two themes in the book: how Bridges concepts and thinking tools can be used to develop effective policies, and how to work at the policy level.



Who does this serve?



This serves three audiences:

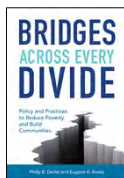
- (1) Bridges practitioners who know Bridges but don't know about policy development.
- (2) Community members who know about policy work but don't know Bridges.
- (3) Community members who care about poverty but don't know Bridges concepts and don't know about policy development.



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What is the urgency to all this?



In the battle between capital and labor...capital has now won.

“It would seem as if the rulers of our time sought only to use men in order to make things great; I wish that they had would try a little more to make great men; that they would set less value on the work, and more upon the workman.”

—Alexis de Tocqueville, Part 2, Book 4, Chapter 56, page 367, *Democracy in America*, 1830



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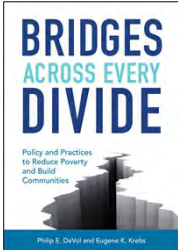


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If you want to pass legislation



Read:
Bridges Across Every Divide
<https://www.ahaprocess.com/store/bridges-across-every-divide-book/>

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