Creating Change: Influencing Elected Officials in Kansas
Welcome and Introductions

- Kathy Damron, Contract Lobbyist for KC Healthy Kids
- Kevin Walker, Regional Vice President of Advocacy at American Heart Association
- Ashley Jones-Wisner, State Policy Manager at KC Healthy Kids
- Rob Richardson, Planning and Zoning Director for Unified Government of Wyandotte County and Kansas City, Kansas
- Beth Low, Vice President of Policy and Public Affairs at KC Healthy Kids and former Missouri State Representative
- Commissioner Brian McKiernan, Unified Government of Wyandotte County and Kansas City, Kansas (District 2)
What is Advocacy? – Kathy and Kevin

• Advocacy vs. Lobbying

• State Agency Limitations
Why is Statewide Advocacy Important? - Kathy and Kevin

- Examples of impactful advocacy “wins” at the state level
- Questions
Why is Local Level Advocacy Important? - Ashley and Rob

- Examples of impactful advocacy “wins” at the local level
- Effective ways to communicate and work with local departments and what NOT to do
- Questions
Advocacy Tips and Tricks – Beth, Brian and Rob

• What’s the best way to get the attention of elected officials?
• What messages work best?
• What NOT to do?
• Do your homework!
• What can you do while the Legislature is not in session?
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Response from Kansas Lobbyists – Kathy and Kevin

• Question and Answer

A Special Thanks to Our Partners
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