

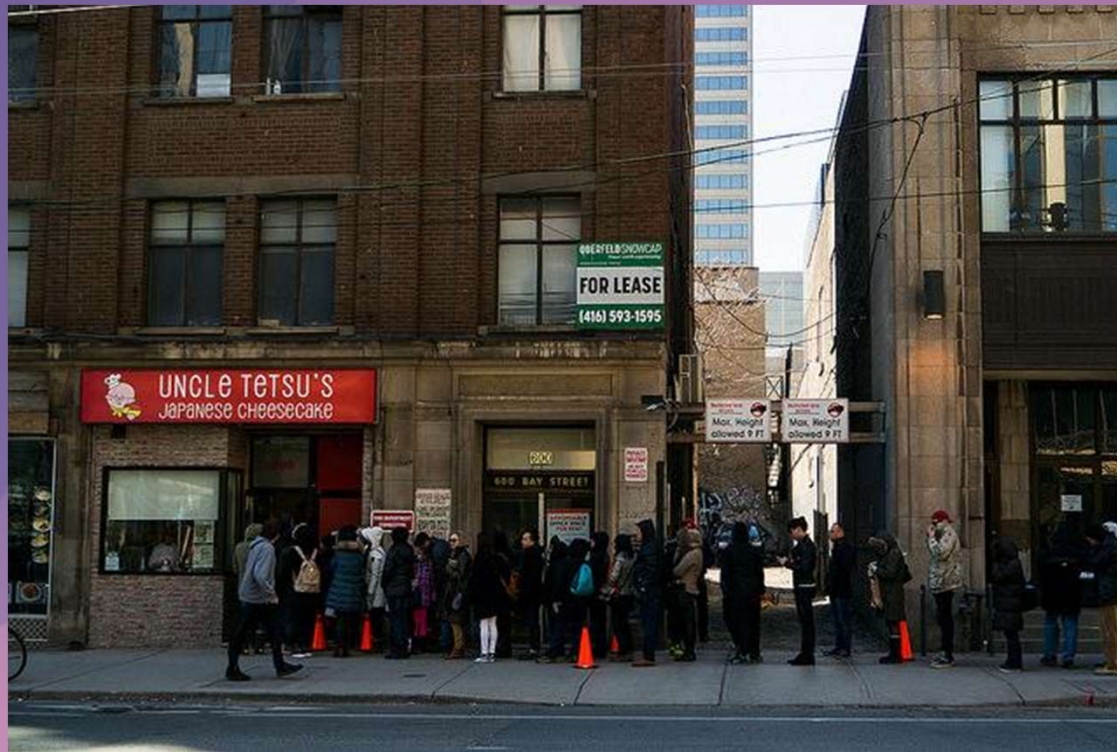
# How nonprofits can help make better public policy

Noah Zon, Maytree



#npdriven16  
@o\_n\_n  
@noahzon

Be Bold. Drive Change. Together.



*I know that I'm standing between you and lunch*



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# What we will talk about this morning

1. What is public policy, and why should we care?
2. How does public policy get shaped?
3. How to ask good questions about policy proposals
4. How to win friends and influence policy

First, a quick poll to get to know  
you better



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# Part 1

## What is public policy and why should I care?

## The textbook definition

“A policy is a statement of intended direction developed to guide future actions and decisions. A policy statement may deal with any level of decision or action from high-level strategic directions to task-specific administrative procedures.”

# What does that really mean?

The decisions that we take together as a democracy

# Different meanings of “policy”

Formal vs. informal policy

Strategic, program and operational policy



## Many roles, many contributions

Many roles and functions in the policy process, even if you are not a “policy person”.

# The policy agenda



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*A quick exercise!*



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## Pathways to the policy agenda

1. Electoral reform (platform commitment)
2. Doctor-assisted dying (supreme court ruling)
3. Syrian refugee response (global events + public response)



## Mandate Letters 2016

Read the mandate letters Premier Kathleen Wynne wrote to each Cabinet Minister, outlining the key priorities for their ministry.

[Accessibility](#)

[Advanced Education and Skills Development](#)

[Agriculture, Food and Rural Affairs](#)

[Anti-Racism Directorate](#)

## Speech from the Throne

A Balanced Plan to Build Ontario Up for Everyone

September 12, 2016 12:00 P.M. | Office of the Premier

## ONTARIO'S LONG-TERM AFFORDABLE HOUSING STRATEGY UPDATE

## JOBS FOR TODAY AND TOMORROW 2016 ONTARIO BUDGET



The Honourable  
CHARLES SOUSA  
Minister of Finance

Budget Speech

*Where to look for the government's policy agenda?*



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# Part 2

## How policy gets made



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*What do we mean when we say “the government”?*



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*Looking inside: the different players*

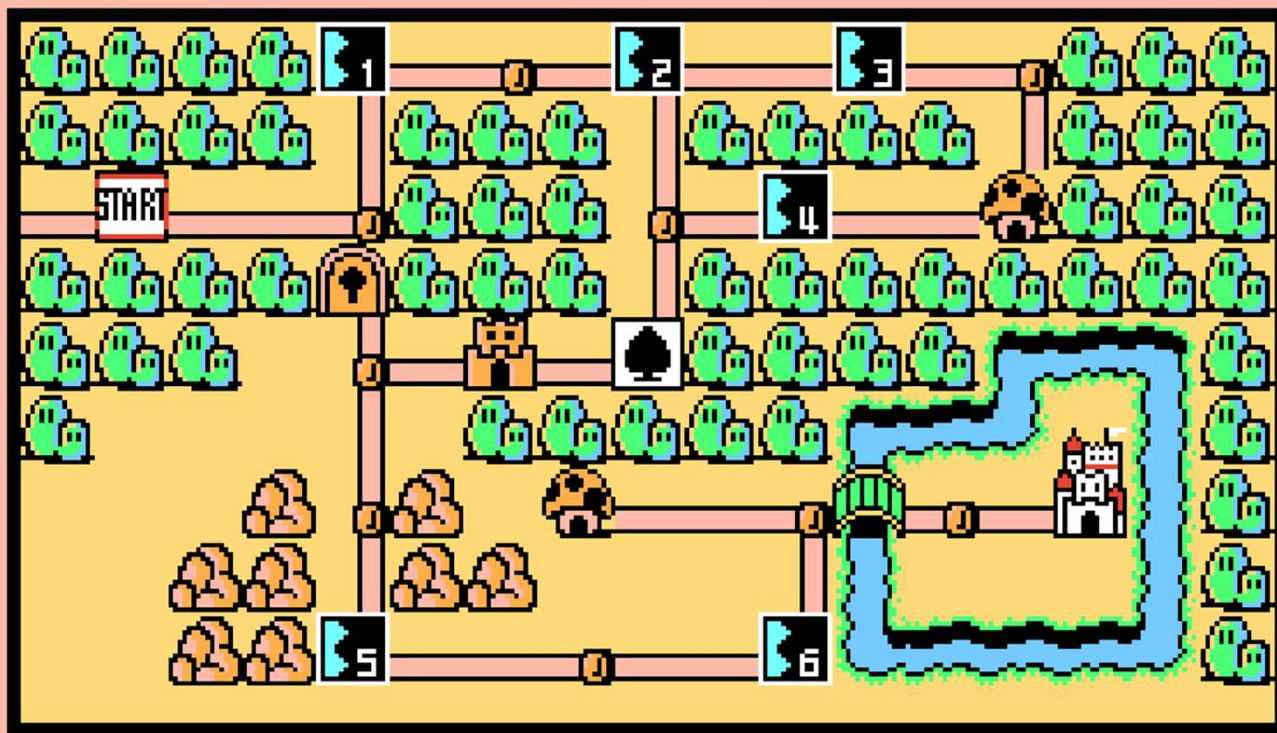


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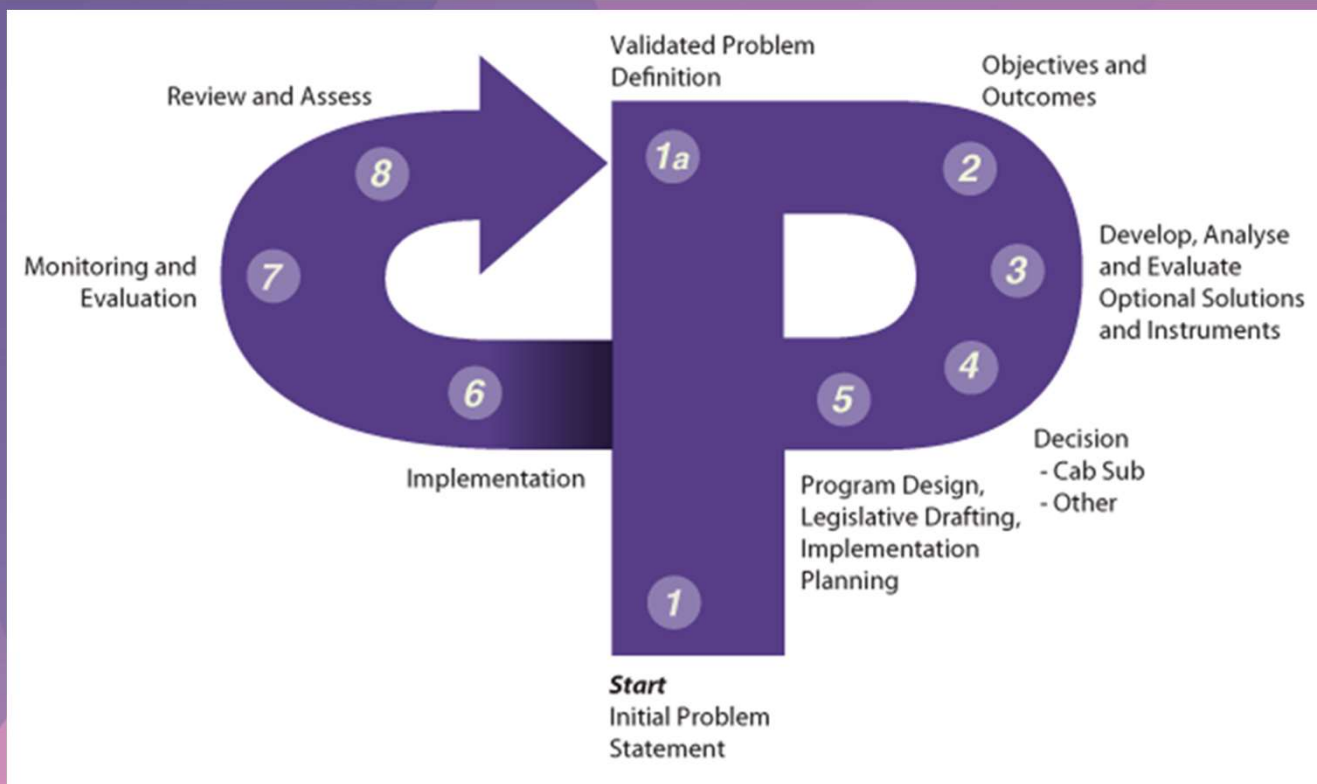


## Who does what? Division of powers

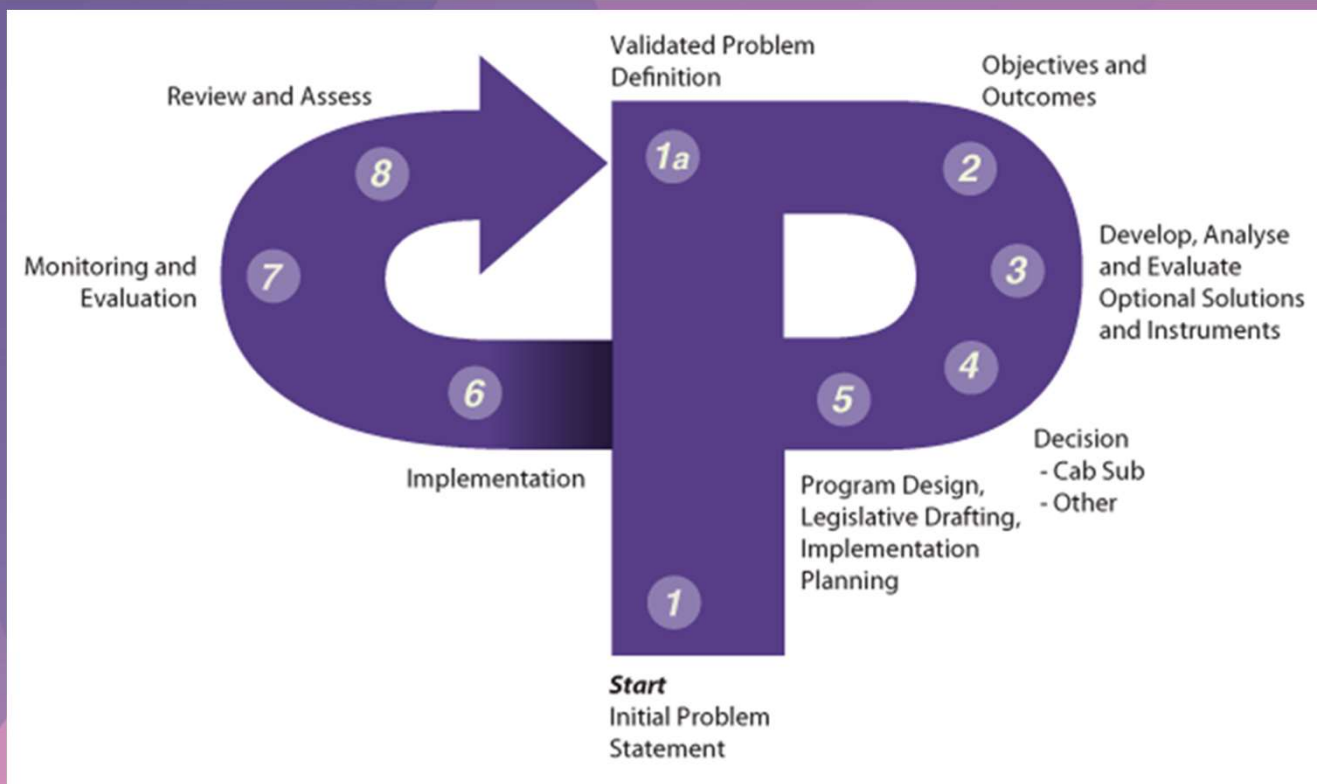
Federal, provincial, and municipal governments play different roles in our system. Some of this is spelled out in our constitution.



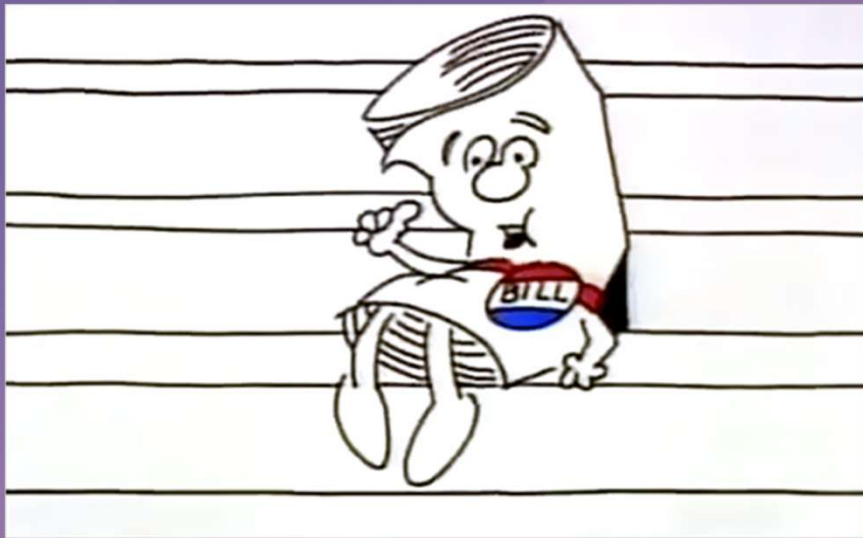
*A bit about how policy goes from idea to implementation*



*The policy-making process (on paper)*



*Nonprofits have important roles to play throughout this process*



## How decisions get made



## A case study to warm up



# Part 3

## How to ask good questions about public policy?

## Top questions

1. What problem are we trying to solve?
2. What is the best approach to solve the problem?
3. Who benefits and who loses out from change?
4. Who agrees with you?
5. How will we know if we have succeeded?



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What  
problem are  
we trying to  
solve?



Who benefits from change?  
Who loses out?



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Who agrees with you?



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How will we know if we  
have succeeded?



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## Example - plastic bag waste

## Asking our questions

1. What problem are we trying to solve?
2. What is the best approach to solve the problem?
3. Who benefits and who loses out from change?
4. Who agrees with you?
5. How will we know if we have succeeded?

# Part 4

## How to win friends and influence policy?



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## 5 Ws

1. Who do you need to influence?
2. What are you trying to change?
3. Where are the best points of intervention?
4. When do you fit into the policy development process?
5. Why do you see your organization playing a role?

# Importance of communication

- Connecting to government priorities
- Giving them the information they need to make decisions

## Understand your assets

- Knowledge of the issue
- Connection to the community

# Understanding your priorities



# Why this all matters



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Questions?

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