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| http://ftf/teams/communication/First%20Things%20First/ftf_horiz_clr.jpg.jpg | **COURSE DESCRIPTION** |
| **Policymaker Outreach 101: The Basics** |
| **October 2015** |

**Course Description:**

This virtual course is designed to introduce Regional Council members to First Things First’s goals and strategies for engaging policymakers. You’ll learn basic, foundational information on Arizona’s legislative process, how to stay informed and best practices for engaging our state policymakers.

**Course Goal:**

To support Regional Council members in effectively engaging state policymakers.

**Learning Objectives:**

By applying what you learn in this course, you should be able to:

* Explain the difference between advocating and lobbying
* Describe the role of Regional Council Members in engaging state policymakers
* Identify where you can serve as a trusted resource to policymakers on early childhood issues
* Describe best practices for engaging policymakers
* Explain the process for documenting these interactions

**Time Allotted:**

1 hour 30 minutes

**Competencies:**

Communication

**Course created:**

In-house, designed to be virtually lead via WebEx