

Advocacy: Make A Difference

Strategy

Persuasion

Action



Critical Thinking

- **Objective approach**
 - **remove yourself from the issue**
(- **emotions, investment/self interest**)
- **Accuracy and facts matter**

Recognize Biases

What is your default answer? Why?

- Identity
- Values
- Cultural Background
- Prior Knowledge



Will everyone have the same influences?

Consider someone in opposition

Information: Consider Your Sources

Quality & reliability of the information

- **Data collection method**
- **Consistent with other sources**
- **Well thought out argument**
- **Biases of authors**



Information: Research Your Opponent's Perspective

- **Identity**
- **Values**
- **Cultural Background**
- **Prior Knowledge**
- **Be aware of false equivalents**

Will everyone have the same information?

Consider someone in opposition

What is the Best Path Forward?

Identify the Big Picture

Long-Term Goal



Objectively Identify a Reasonable Next Step



Advocate for Next Step

A Listening Continuum



A Listening Continuum



Underlying Mindsets

- My point is the most essential one
- Speaking with intelligence and credibility is how I persuade people
- There isn't much value in what this person is saying because:
 - I already know what they'll say
 - The information is redundant
 - Their perspective is irrelevant
 - This doesn't apply to me

Underlying Mindsets

- My point of view may not be the best one
- Inevitably, others have valuable information and perspective that will help shape my thinking
- Strengthening my listening will help me to be heard
- My job is to reach the best conclusion -- and that can only be accomplished by accurate, comprehensive listening--

A Listening Continuum



Underlying Mindsets

- My point is the most essential one

Underlying Mindsets

- My point of view may not be the best one

What gets in the way of your listening?

- There isn't much value in what this person is saying because:

- I don't have time to listen
- They're not worth listening to
- They're not listening to me
- This doesn't apply to me

thinking

- Strengthening my listening will help me to be

Where are you on the continuum?

and that can only be accomplished by accurate, comprehensive listening—

Critical Thinking Case Study

Reducing Emissions from Small Engines in California

Critical Thinking Next Steps

1. What do you know?

Small Off Road Engines (SORE) emit high levels of air pollution. California just passed Assembly Bill 1346 to phase out SORE.

2. What are the next steps that advocacy efforts could support?

What can local governments do while broader California regulatory changes go into effect over the coming years?

3. Does this action fit with the larger/longer term plan for the location?

How much will this support broader goals around clean air, water, and carbon reduction?

