

Forces of Nature: Advocacy Skills Training for Women Ranchers and Farmers

Nov. 9-12, 2017

Thursday, November 9	
3 – 5 pm	Welcome: Reading the Landscape A walking tour of the ecological systems and history of OAEC
6:30 – 7:30 pm	Dinner
7:30 – 9 pm	Learning the Landscape Logistics, agenda review/outcomes, introductions
Friday, November 10	
8 – 8:45 am	Breakfast
9 – 9:30 am	Opening
9:45 – 12:30 am	Key Issues in California Sustainable Agriculture Getting up speed on statewide issues such as water and air quality, farmworker wellbeing/wages/availability, succession, and climate smart ag.
12:30 – 1:30 pm	Lunch
2:45 – 6 pm	Mapping California's Agricultural Political Landscape Understanding the local, state and federal political landscape in California; overview of the mechanics and political forces involved in the policy arena; opportunities and barriers to advocacy.
6:30 – 7:30	Dinner
Saturday, November 11	
8 – 8:45 am	Breakfast
9 – 9:10 am	Opening/Check-in
9:10 – 12:30 pm	How to Get What We Want: Strategic Framework for Change Introduction to a framework for effectively designing an advocacy plan. Includes identifying your desired outcome and who can make the decision you want; strategies and tactics could be used to change policy.
12:30 – 1:30 pm	Lunch
2:30 – 6:00 pm	Communication as an Advocacy Tool: Developing and Sharing Your Message Communicating the message: Who are the Targets? What is the message to advance your goal? What tactics are most effective for your purpose?
6:00 – 7:30 pm	Dinner
Sunday, November 12	
8 – 8:45 am	Breakfast
9 – 9:10 am	Opening/Check-in
9:10 – 11:30 am	Exploring New Horizons Collaborating in Current Change Efforts
11:40 – 12:20 pm	Closing
12:30 – 1:30 pm	Lunch
1:30 – 2:30 pm	Departure