



**Civic Engagement:  
Grassroots Advocacy  
on a State Level  
Hemp as a Case Study**



- Starting the Conversation  
About Hemp

- Introducing People to  
Opportunities & Challenges

- Networking and Connecting  
Teams

# Starting the Conversation



Depending on the political climate & publicly-held stigmas, different avenues may be more appropriate than others

- a. Example: If the larger decision-making bodies are not to the point of agreeing on crucial aspects regarding hemp cultivation, a campaign to influence both public opinion and decision-makers at different levels could be considered
  - i. Relationship cultivation
- b. The internet and social media are good tools, and to respect them means to only put out objective, relevant and evidence-based resources that can guide to better decisions/laws
- c. Infographics, research, print ads, radio and TV time, media coverage of events, flyers, exhibits and health or environment activities, holding community forums - bring about AWARENESS

# Introducing People to Opportunities & Challenges



## Realities

1. Change can be scary
2. Uncertainty is uncomfortable
3. New and exciting is stressful

## Challenges

1. Ego and personal profit
2. Logistical and workforce barriers
3. Bureaucratic systems
4. Apathy and complacency with status quo

## Facts

1. Adapting is a lifelong process and change means opportunities for growth
2. Growth and leadership happen outside people's comfort zones
3. Consistent communication and transparency provide vision



# Networking & Connecting Teams

1. Keeping lists of companies and contacts in a format that's accessible goes a long way in engaging partners and supporters.
2. Categorizing areas can make it easier:
  - a. Equipment: planting, harvesting, processing, storage, extraction, etc.
  - b. End users: textiles and fabric, food services for seed, orgs for oil, fibre and construction, biocomposites manufacturers
  - c. Investors: supportive orgs and individuals
3. Attending conferences and events that offer exposure to large amount of people, the sharing of ideas, solutions and lessons learned from failures are highly beneficial.
4. No conversation is unimportant and a main goal must be improving situations for others



# **Your Elected Officials Need to Hear from You!**

- **Face-to-Face Meeting**
- **Write a Letter – Have someone proofread it**
- **Send an Email**
- **Make a Telephone Call**
- **Post a note to the Legislator’s Facebook or Twitter page**
- **Attend town hall meetings and in-district coffees  
(they’re listed in your local newspaper)**

# Effective Communication When Talking or Writing to Your Elected Official

- Share a personal story (i.e., my mouth hurts when I eat, I don't like my smile, etc.)
- Keep the message simple and direct, but also tell them how you feel about it
- Tell the legislator what you know about the topic

## Written

- Personalize your letter – tell your story
- Make sure to include your home address and telephone number
- Invite the legislator to contact you to talk more about the issue

A photograph of a lush green hemp field under a bright blue sky with scattered white clouds. The plants are tall and have serrated leaves. The text is overlaid in the center in a white, serif font.

**Advocating for initiatives larger than us  
helps our world adapt to change with the  
intent to improve public health, protect  
the environment and well-being of all.**

**Thank you!**

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