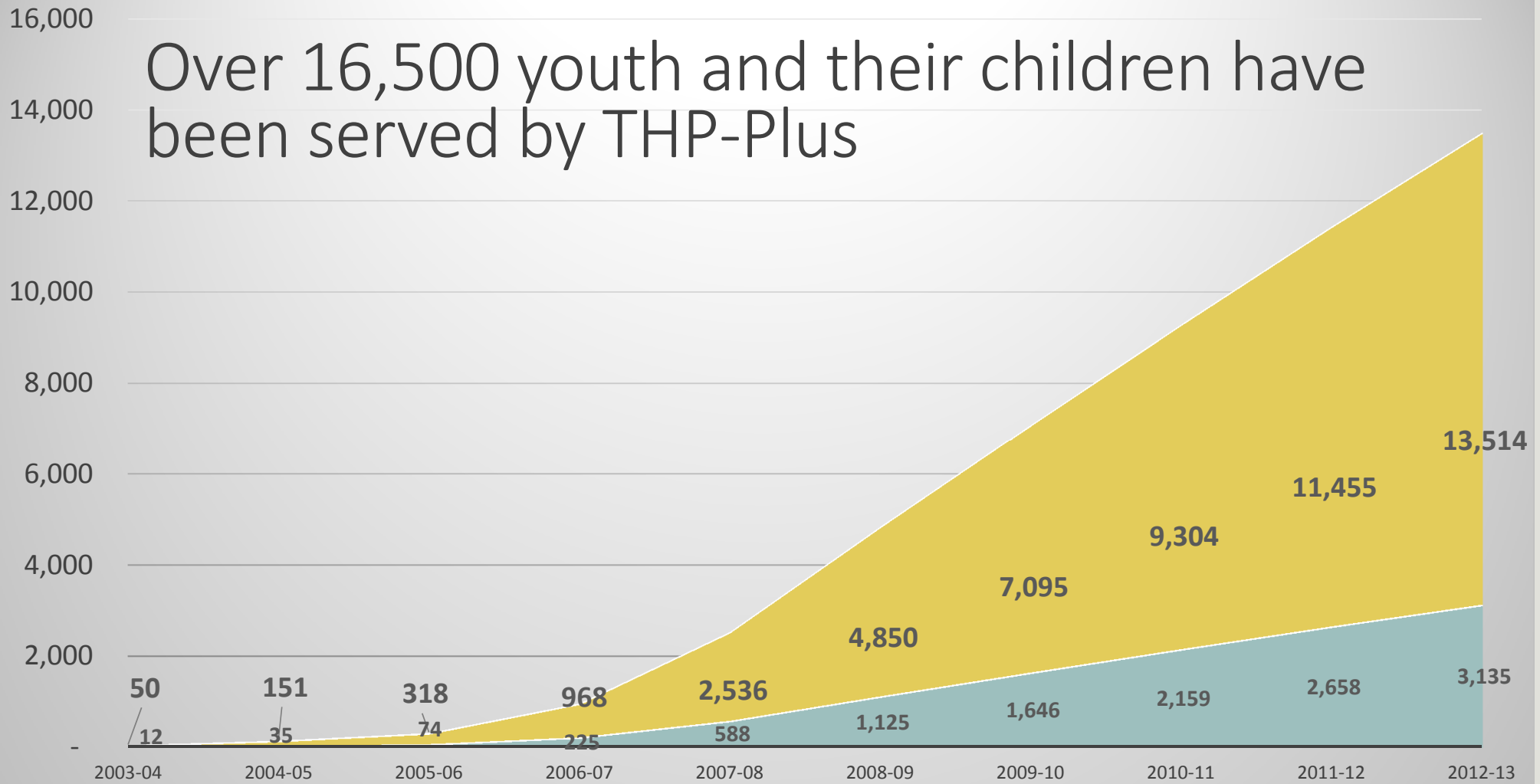


THP-Plus *advocacy* Institute

DECEMBER 10, 2013

Over 16,500 youth and their children have been served by THP-Plus



The Good News...

Amazing coalition of providers that we well-informed and well-networked

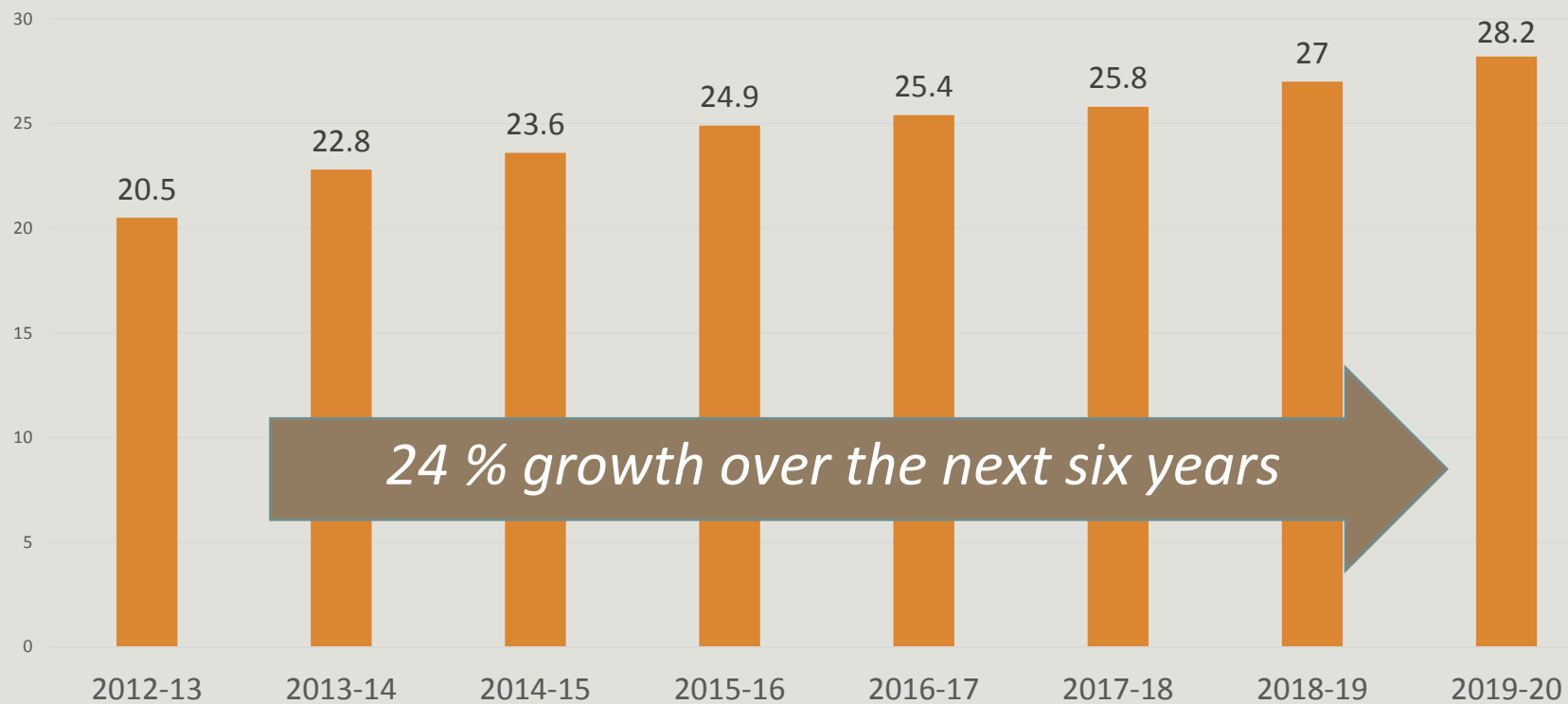
Supportive base of county administrators

Strong evidence base

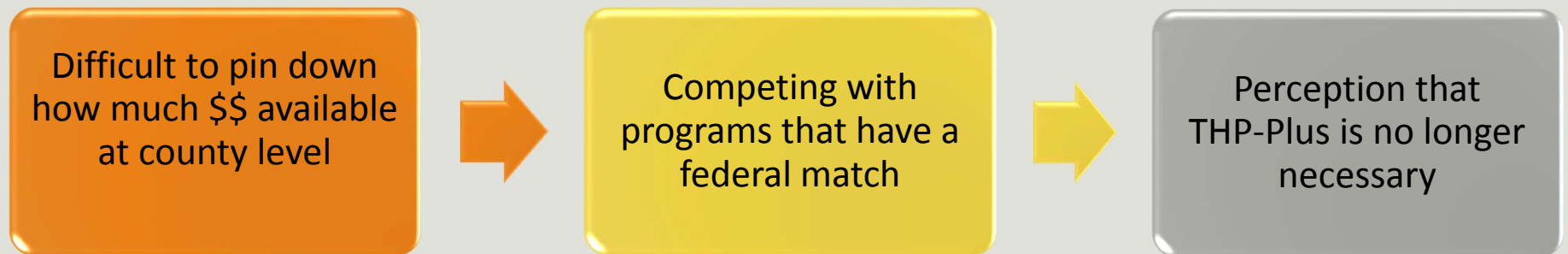
Effort underway to establish a state-wide rate

State requirement that any reduction of THP-Plus greater than 10 percent must be voted on in public

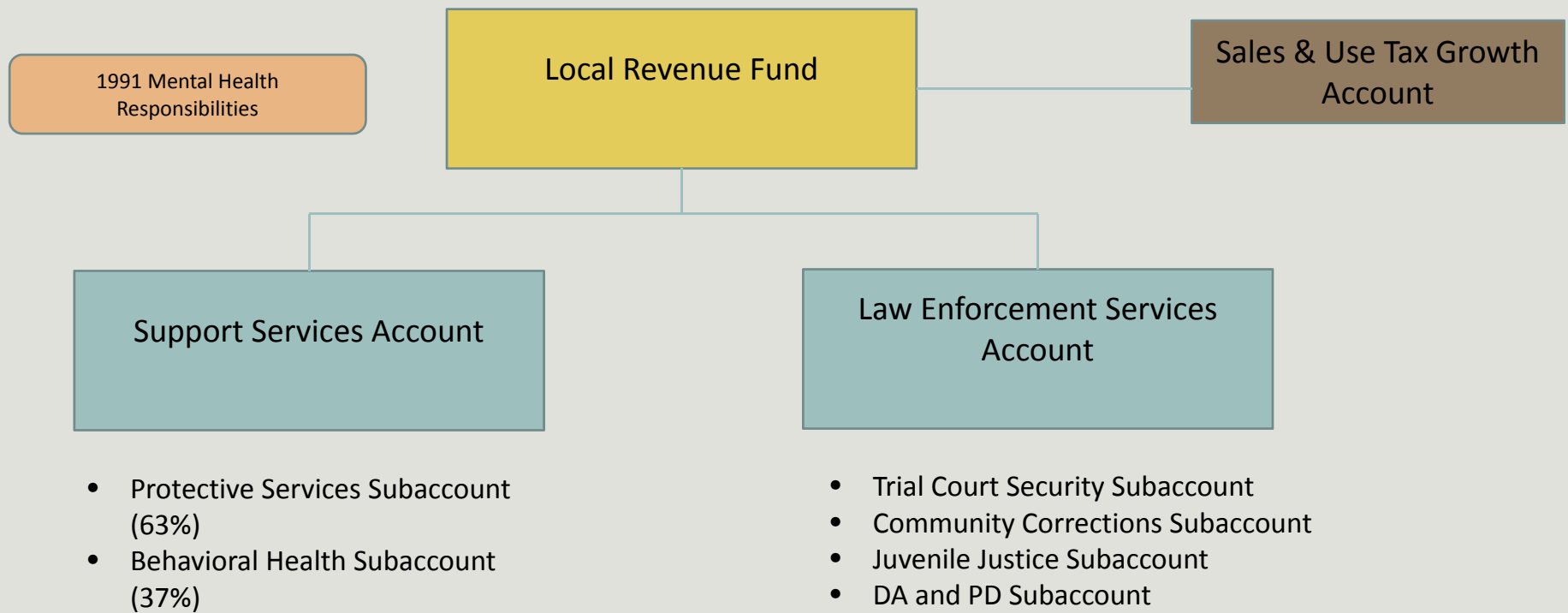
The Good News: Projected Growth in CA Sales Tax



The Bad News....



2011 Realignment Structure



Elements of Effective Advocacy Strategy

Knowledge
of the Rules

The Right
Relationships

Compelling
Evidence

Effective
Coalition

Informed
Public

Persuasive
Message

Where is your organization *TODAY*?

