

WELCOME!



Session 2: Tool Kit Overview
Panel Discussion

WELCOME EXPERT PANELISTS!

Margaret Winn, Big Lake A TEAM

Jimmy Westland, 7 Rivers A TEAM

Carol Aerts, South Central A TEAM

Dallas Kerzan, A TEAM WI Family Advocate

What makes the A TEAM *different*?

- The **A TEAM** respects and promotes **ALL CHOICES** for people with diverse abilities.
- The **A TEAM System** is simple to implement.
- It's "out of the box" tool kit can initiate or enhance current grassroots efforts.
- The Tool Kit will be available to Rehabilitation for Wisconsin members



Advocacy. Awareness. Advisement.

A TEAM: Grassroots System



Goals:

1. Provide the proven ground level framework to build an effective and sustainable grassroots system called A TEAMS.
2. Utilize formal methodology and outcome approach based on existing efforts successfully developed and implemented by Opportunities, Inc., individuals with diverse abilities and their families.
3. Offer tools to effectively promote “choice” on a state and federal level.

A TEAM: System Components



1. Orientation to the A TEAM

- Power Point outlines the model inception
- Clarifies basic requirements to start an A TEAM
- Identifies key components to be effective
- Validates success of movement statewide and nationally

2. A TEAM Tool Kit – Facilitator

This module and supplemental information will provide all materials to set up an A TEAM:

- Facilitator Plan: guide for ongoing sustainability and documentation of performance outcomes.
- Sample Invitation, Sample Agenda
- Orientation Kick – Off meeting presentation
- Tools for each A: Advisement, Awareness, Advocacy
- Best Practices for Sustaining the A TEAM

A TEAM: System Campaigns

Day for Choice (State Capitol Advocacy Day)

- This event will provide legislators the opportunity to see the “real faces” of persons with disabilities and their family members and hear their “voices” in the truest sense. It is the opportunity for each person to exercise citizenship in its authenticity.
- Planning materials for set up of the day, scheduling visits with legislators, and itinerary options are provided for this campaign.

Voice your Choice (Single Issue Action Strategy)

- This option provides a consistent messaging outline for communicating important information to advocates and requesting their immediate action. It will offer a template for organizing a simple explanation on one page and strategies for disseminating quickly and effectively.

My Choice. Awareness (Public Relations Campaign)

- This promotion focuses on a simple message of “choice” using established branding components to create and enhance public awareness to respect the individualism of people with disabilities and their personal choice in where they work, live and socialize.
- The themes focus on: **My Work. My Choice.** , **My Home. My Choice.** , **My life. My Choice.** Direction is provided on how to organize and promote written and video testimonies through newsletters, brochures, and social media.

Member Advocacy Training – How to become an effective advocate.

- This presentation provides the important aspects of effective advocacy and how to become a knowledgeable and confident spokesperson for individuals with diverse abilities. Specific tools [developed with families] will be introduced to participants along with opportunity to practice and role play within the session.



A TEAM System - *Does it really work?*

Let's ASK the TEAM!

- **Margaret Winn**, Big Lake A TEAM
- **Jimmy Westland**, 7 Rivers A TEAM
- **Carol Aerts**, South Central A TEAM
- **Dallas Kerzan**, A TEAM WI Family Advocate



Ready to start an A TEAM?

10 points to ponder:

1. Time is finite. Energy is infinite.
2. Ensure “options and opportunities”.
3. Plan everything.
4. Celebrate every success with your team.
5. Consistent message.
6. Generate A TEAM guidelines.
7. Separation of duties.
8. Don’t quit.
9. Connect with others to stay energized.
10. Remember the mission.





MYWORK. MYCHOICE.

“Alone we can do so little; together we can do so much!”

~ Helen Keller