Persuading the Ones Who Call the Shots
Who are we trying to persuade?

• State legislators

• Unelected decisionmakers within institutions, corrections departments, and the like
State Legislators by Primary Occupation, 2015

Source: National Conference of State Legislatures
Other* 12%

* Includes Clergy, Engineering/Science/Architecture, Communications/Arts, Public Administration, Homemaker/Student, Labor Union, Medical—each of which does not exceed 5 percent in the national total
1 in 4 state legislators hasn’t completed a bachelor’s degree.

Source: Chronicle of Higher Education, 2011
Define a little as you go.
Don’t repeat the negative.
“We have new drugs that can cure hepatitis C, but it’s expensive for prison budgets.”

“We have new drugs that can cure hepatitis C. They cost thousands of dollars. They will save people’s lives.”
“inmates,” “prisoners” = patients ... with a life-threatening disease

“inmates,” “prisoners” = people ... with lives, families, connections to and importance in the world beyond prison walls

“inmates,” “prisoners” = men and women ... working toward release from prison