

Making Advocacy Matter

Locally and Beyond

What's the Point?

- *That is-*
 - *What's the policy advocacy objective?*
 - *Is this the right strategy?*
 - *What are the tactics, resources, collaborators?*
 - *What is the endgame?*
 - *What are alternative strategies*

Advocacy and Lobbying- What's the difference?

- Advocacy : “The processes by which the actions of individuals or groups attempt to bring about social and/or organizational change on behalf of a particular health goal, program, interest, or population”
- Direct Lobbying involves communication to a legislator that expresses a particular viewpoint about specific legislation or communications around a ballot initiative or referendum. Grassroots Lobbying involves communication with the public that expresses a view about specific legislation and includes a call to action (i.e., provide information about how to contact a legislator, identifies specific legislators to be targeted).

Advocacy Strategies

- Legislative Advocacy
- Grassroots Advocacy
- Media Advocacy/E-Advocacy
- Electoral Advocacy
 - Elected office

What's The Plan?

Resources

- SOPHE Advocacy Toolkit

[http://www.sophe.org/content/
advocacy_in_action.asp](http://www.sophe.org/content/advocacy_in_action.asp)

- APHA
- NCSL, NGA Best Practices
- ACS CAN

Resources

SOPHE Webinars

- http://www.sophe.org/content/ce_self_study.asp
 - • Communicating Needs to State Legislatures in the Current Economic Climate
 - • Innovative Approaches to Reducing Racial & Ethnic Health Disparities
 - • Fostering Healthy Communities Webinar: Preventing Chronic Disease by Activating Grassroots Change
 - • Health Reform II: Voicing the Need for Prevention, Wellness and Health Equity
 - • Injury Prevention & Public Policy: Strategies and Opportunities for Action
 - • Health Reform: Making Prevention a Priority

- Other: