SOPHE ADVOCACY SUMMIT

October 18-20, 2025
Washington, D.C.

Finding Common Ground:
Pathways to a Healthier Nation

Communications Promotional Toolkit

SOPHE and other public health and advocacy professionals and students engage in effective advocacy for a common agenda at national, state and local levels. The Summit provides a learning environment for all levels of knowledge and experience. Participants new to advocacy learn the basics to enhance their confidence. Seasoned advocacy veterans are exposed to advanced sessions. The Summit engages public health leaders to share advocacy training, materials, and resources. Following the Summit, participants are encouraged to continue advocacy efforts in their communities. This promotional toolkit includes sample social media posts, newsletter announcements, and graphic options for your use.

Advocacy Summit Tracks

- Health in All Policies
- The Public Health Crisis
- Community-Driven Advocacy
- Health Communication Challenges

Newsletter Blurb:

Header: **SOPHE's 27th Annual Advocacy Summit**

October 18-20, 2025

Public health is under pressure—but with the right tools, we can rise to meet the moment. SOPHE's 2025 Advocacy Summit, *Finding Common Ground: Pathways to a Healthier Nation*, is where knowledge turns into action. Over three days in Washington, D.C. (October 18–20, 2025), we'll sharpen our advocacy skills, gain confidence for difficult conversations, and take part in live meetings with lawmakers on Capitol Hill.
Expect 40+ expert-led sessions across four tracks:

- Health in All Policies
- The Public Health Crisis
- Community-Driven Advocacy
- Health Communication Challenges

Moreover, you can earn Continuing Education credits for CHES® (entry-level)/MCHES® (advanced level) Category I and Certified in Public Health (CPH) Renewal Credits. For more information on the Advocacy Summit, visit www.sophe.org.

Sample Social Media Posts:

1.

Ready to fortify your advocacy toolkit? 🧰 Join us at the SOPHE Advocacy Summit from October 18-20 at the Hilton Washington, D.C. Capitol Hill.

Over three powerful days, you'll:

- Join 40+ sessions on current challenges like crisis response, health equity, and communication
- Build strategies for talking about public health in hard conversations
- Connect with people who care deeply and are taking action
- Meet with lawmakers during optional Hill Visits that bring it all full circle

You can even earn Continuing Education credits for CHES® (entry-level)/MCHES® (advanced level) Category I and Certified in Public Health (CPH) Renewal Credits.

#SOPHEadvocacy #advocacysummit #publichealth #healtheducation #SOPHE

[Shortened version for X:]

Ready to fortify your advocacy toolkit? 🧰 Join us at the SOPHE Advocacy Summit from October 18-20 at the Hilton Washington, D.C. Capitol Hill. **#SOPHEadvocacy #advocacysummit**

2.

📢 Calling all public health education professionals and students! You're invited to the 27th annual SOPHE Advocacy Summit.

- **When:** Oct. 18-20
- **Where:** Hilton Washington, D.C. Capitol Hill
- **Why:** Gain training, materials, and resources to advocate for healthy communities at national, state, and local levels

Visit www.sophe.org for more information.

#SOPHEadvocacy #advocacysummit #publichealth #healtheducation #SOPHE

[Shortened version for X:]

📢 Calling all public health education professionals and students! You're invited to the 27th annual SOPHE Advocacy Summit in Washington, D.C. from Oct. 18-20. Visit www.sophe.org for more information!

#SOPHEadvocacy #advocacysummit

3.

This year, we're "*Finding Common Ground: Pathways to a Healthier Nation*." Join us for the SOPHE Advocacy Summit from October 18-20 at the Hilton Washington, D.C. Capitol Hill. You'll learn, connect, and engage in advocacy with a diverse group of health education specialists, public health professionals, undergraduate and graduate students, and faculty. All experience levels are welcome.

#SOPHEadvocacy #advocacysummit #publichealth #healtheducation #SOPHE

[Shortened version for X:]

This year, we're "*Finding Common Ground: Pathways to a Healthier Nation*." Join us for the SOPHE Advocacy Summit from October 19-21 at the Hilton Washington, D.C. Capitol Hill. **#SOPHEadvocacy #advocacysummit**

4.

I'm on the Hill attending the SOPHE Advocacy Summit! Enjoying learning, connecting, and engaging with public health leaders and legislators!
#SOPHEadvocacy #advocacysummit #publichealth #healtheducation #SOPHE

On Capitol Hill *Finding Common Ground and Pathways to a Healthier Nation* at the SOPHE Advocacy Summit! Love being among such influential leaders and making a difference in public health!
#SOPHEadvocacy #advocacysummit #publichealth #healtheducation #SOPHE

So excited and proud to be on Capitol Hill with SOPHE at the SOPHE Advocacy Summit! Soaking it all in and enjoying access to training and resources, engaging with influential leaders, and growing my advocacy network.
#SOPHEadvocacy #advocacysummit #publichealth #healtheducation #SOPHE

Graphics

SEE YOU ON THE HILL!
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I'm an Attendee
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I'm a Presenter
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