

10. Admit to the Power of Your Voice

Speak out; speak out louder; speak out LOUDER STILL. Soon your voice will be joined by many.

11. Make your Message Powerful

Put a 'face' on the problem – Find people who will share their own experiences. Making it personal will give legislators a reason to take action.

12. Carpe Diem - Seize the Day Just go for it!

You've assessed the need, planned your strategy now implement your advocacy effort.

Coalition of National Health Education Organization Partners:

- ? American Association for Health Education (AAHE)
- ? American College Health Association (ACHA)
- ? American Public Health Association (APHA)
 - ? Public Health Education & Health Promotion Section
 - ? School Health Education & Services Section
- ? American School Health Association (ASHA)
- ? Association of State and Territorial Directors of Health Promotion and Public Health Education (ASTDHPPE)
- ? **Eta Sigma Gamma (ESG)**
- ? Society for Public Health Education (SOPHE)
- ? Society for State Directors of Health, Physical Education and Recreation (SSDHPER)

**For more information:
See the CNHEO Advocacy website at:**

www.healtheducationadvocate.org

Making your Advocacy Efforts Count

Here are things even a busy person can do

All it takes is....

- ? **1 minute to leave a message for your legislator**
- ? **3-5 minutes to photocopy and share an article of interest with a colleague or legislator**
- ? **5 - 10 minutes to send an e-mail, fax or letter to your legislator**

Looking for advice on how to get started?

1. Embrace Your Passion

What do you feel passionate about?
What is your pet program or peeve?

Especially for your first advocacy effort, start with something you care about.

If you don't know what makes you feel passionately, think about the things you rant and rave about, wax philosophic about, and won't shut up about.

2. Recognize Your Ethical Responsibility

Advocacy isn't something you can leave for others to do. The Code of Ethics for the profession of Health Education makes advocacy your responsibility.

3. Confront Your Fears

Are you afraid that you'll look like a fool? Practice your key points on a friend.

4. Know your rights as a citizen

Do you fear job loss as the result of your advocacy efforts? Separate professional practice and personal advocacy – be sure to e-mail/write letters to legislators from home, not on company time or e-mail. Speak as a private citizen – it's your right!

5. Make Time for Advocacy

If not you who? If not now when? Don't be mistaken -- your adversaries will definitely be making time for their cause.

6. Assess the Effort Needed and Find Others Who Agree

Health educators are good at assessment. Advocacy efforts also require assessment of needs. How much effort will this advocacy effort take? Do I need to form a group or coalition?

7. Plan a winning strategy

Take a small problem or piece of something that you can work on. Pick something manageable and winnable.

Example: Encourage adoption of voluntary policy, such as encouraging restaurants to go smoke-free on their own, **rather than advocating for** a city ordinance to ban smoking in restaurants can result in immediate success.

8. Formulate a Plan and Chart Your Route

How will you get there? Develop Letters to the Editor, letters to representatives, expert testimony, news stories

9. Stack the Deck

Put together a strategy in your favor.

- ? Good – contact a policymaker by letter, phone, fax or e-mail and state your case briefly using personal/local information.
- ? Better – Meet with your policymaker – prepare a fact sheet, use local data, take people who've benefited from your program. Follow up after your visit
- ? Best – develop ongoing relationship with policymaker and staff – become a resource.