

JULY 2020

ADVOCACY 101

TRAINING INSTITUTE 2020

WHO ARE WE?



Diego Burga
(he/him)

Coach
National Leadership Team



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(she/her)

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WHO ARE YOU ALL?

POST IN THE CHAT:

- Pronouns
- Hometown
- PIH Engage Team
 - Position, if applicable

WORKSHOP OUTLINE

TOPICS WE'LL COVER TODAY

What do we define as “advocacy”?

Why is congressional advocacy important?

Our three major tactics:

- Letters to the Editor
- Writing to members of Congress
- Meeting with members of Congress



***How does PIH Engage
define “advocacy”?***

Advocacy

Advocacy can look like a lot of things . . .

Public awareness campaigns or supporting a specific cause

WE define it as focusing on political action to create change (political advocacy)

While education and awareness is important, it **must** be coupled with tangible, measurable action with a clear timeline

Political action that influences or changes policy and structures that affect health care access for everyone, including individuals not in one of PIH's partner countries



***Why is congressional
advocacy important?***

Congressional advocacy

Our members of Congress (MoCs) are elected directly by a popular vote and should represent the interest of their constituents.

MoCs are key stakeholders in the fight towards the right to health and health equity. As lawmakers, they introduce and vote on specific legislation and the federal budget.



By focusing on targeted action to influence our MoCs on specific legislation that impacts global health work, we get just a bit closer towards achieving our goal of a more equitable world.



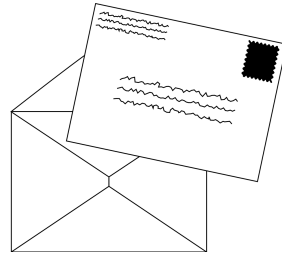
***What are our
common tactics?***

THREE PRIMARY APPROACHES



LETTERS TO THE EDITOR

Your chance to get published about an issue you care about + put **indirect pressure** on your MoC(s).



LETTERS TO MoCs

Allows you to gain **message support** from individuals or organizations who can't join you in a meeting.



MEETINGS WITH MoCs

This is the best way to **build a relationship** with your MoC's office + communicate your dedication to an issue.



Partners
In Health

ENGAGE

YEAR IN
REVIEW

2019-2020

56 teams,
600+ members

ADVOCACY

GOAL: Each team to publish 1 Letter to the Editor every semester

76

LTEs
submitted

10

LTEs
published

GOAL: Each member to meet with their Representative and Senators' offices, make 1 phone call, and write 1 letter every semester



67

Hill Day
meetings with
Congress



52

individual
meetings with
Congress



700

calls
to
Congress



500

letters/emails
to
Congress

Letters to the Editor

A letter to the editor (LTE) is a brief statement expressing your opinion on an issue with proposed solutions.

Politicians and gov't agencies review LTEs to learn what their constituents care about. Your voice matters!

EPIC format

Engage your audience

Problem statement and causes

Inform on solutions

Call to action

Emailing your MoCs

Send personalized messages

In general, the more effort required for an action, the more weight it's given.

Enlist friends + other organizations

Numbers matter—congressional offices keep track of how many messages they get regarding a particular issue.

Email a staff person directly

In other words, don't just use the form on your MoCs website.

Use the [Legislator Lookup](#) from RESULTS

Senate: firstname_lastname@senator.senate.gov

House: firstname.lastname@mail.house.gov

Meeting with your MoCs

Scheduling a Meeting

Email the scheduler (or health policy LA) for your MoC to request a meeting .

The Meeting

As with letters to the editor, use **EPIC** to help draft your meeting agenda: engage, problem, inform, + call to action

Follow-up

After your meeting, make sure to send an email thanking the person you met with + providing any resources you promised.

Schedule a time to follow-up after they've had time to review your requests

Story of Self

Telling your personal story is a critical piece of advocacy.

Why? A personal story conveys powerful images that facts and figures cannot.

Your member of Congress (or their staff) will remember the stories that move them more than any policy you can present.

Make sure your story connects to the proposed item.

Other Advocacy Items

Call-a-thon

Host a call-a-thon where you contact your representative's office and advocate for GH

Advocacy Panel & Discussion

Create an educational experience on advocacy items that Engage is focused on to your community and ways they can get involved

Start a Social Media Campaign

Begin circulating a hashtag regarding an important global health issue in your community

Breakout Groups

What barriers have you faced to getting involved in advocacy in the past?

Have you have ever met with or spoken to a MoC or their staff?
What was that experience like?

Have you used any of the other advocacy tactics we discussed?
What went well and what challenges did you face?

What, if any, non-congressional advocacy have you engaged in?

Resources

PIH Engage's Resources Website [\[Link\]](#)

RESULTS Legislator Lookup [\[Link\]](#)

Meeting with Congress Toolkit [\[Link\]](#)

GovTrack for Bills & Resolutions [\[Link\]](#)

Story of Self Guide [\[Link\]](#)

Letter to the Editor Toolkit [\[Link\]](#)

Letter to the Editor Worksheet [\[Link\]](#)

Breakout Feedback

Thank you!

