

JULY 2021

# *ADVOCACY 101*

*TRAINING INSTITUTE 2021*

# ***WHO ARE YOU ALL?***

## **POST IN THE CHAT:**

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

# ***WORKSHOP OUTLINE***

What do we define as “advocacy”?

Why is congressional advocacy important?

Our three major tactics:

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

# *Advocacy*





*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.



# ***Congressional advocacy cont'd***

Maybe we can add something about the campaign goals for this year (though I don't know if we have them yet)



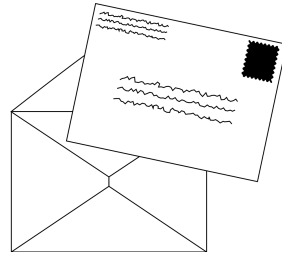
***What are our  
advocacy strategies?***

# 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.

# *Advocacy with your Engagers*

## **Explain Goals Clearly**

Make sure your team knows what our goals are and why they are so important. Discuss advocacy goals in a team meeting.

## **Help Them Identify Their MoC**

It can be complicated and confusing to figure out who your MoC is at first and how to contact them. Take a meeting to make sure all your members know who their MoC is and record that info.

## **Send Emails in a Meeting**

Take some time to make sure all your members actually reach out to their MoCs. It may be helpful to create a template email that your members can use.

Make sure they cc the TC or AL so you can follow up/answer any questions.

# 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

**E**ngage your audience

**P**roblem statement and causes

**I**nform on solutions

**C**all 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. If emotionally resonant, it can motivate others to take action.

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?

# *Breakout Feedback*

# Tips for good advocacy (Stay up to date)

KFF Global Health Policy--[daily briefing](#)

Washington Post, POLITICO,  
The Hill, CQ Roll Call

DC Twitter reporters

## KFF Daily Global Health Policy Report



Friday, July 24, 2020

### In The News

- + WHO DG Warns No Going Back To 'Old Normal,' Says Coronavirus Surge Driven By 10 Countries; AP Examines Use Of Face Masks Globally
- + WHO DG Tedros Rejects Pompeo's Accusations Of Chinese Influence On Health Agency, Warns Of Politicization Of Pandemic
- + U.N. Agencies, O'Neill Institute Establish COVID-19 Law Lab To Gather, Track Laws Related To Pandemic
- + Media Outlets Examine Efforts To Develop Coronavirus Vaccine, Distribution Challenges, Herd Immunity
- + U.N. Women Director Warns Of Increase In Violence Against Women During COVID-19 Lockdowns
- + More Than 10K African Health Workers Infected With Coronavirus; Thailand To Test Vaccine; COVID-19 Cases Rise Among Young People In Spain; Cases Surge In Colombia, Brazil; U.S. Cases Pass 4M
- + Unintended Pregnancies Fall Worldwide But Half End In Abortion; No Evidence Legal Restrictions Prevent Abortion, Study Shows
- + U.S. House Democrats Question USAID Acting Administrator Over Political Appointees, Proposed Budget In Light Of Pandemic
- + U.K. Government Outlines Aid Cuts; Foreign Affairs Committee Warns New FCDO Could Operate Without Strategic Direction As Trevelyan Expresses Confidence In Raab
- + New Study Examines Why Aedes Aegypti Mosquitoes Prefer Human Blood
- + More News In Global Health

Editorial and Opinions

# *Tips for good advocacy (Know your audience)*

Supporter



In opposition

Uninformed

Regular Citizen

***Most importantly...Have Fun!***

# *Resources*

PIH Engage 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 [\[Link\]](#)

*Questions?*