



EFFECTIVELY ADVOCATING FOR CHANGE

When addressing public issues, combining 8 key strategies to build and support policy reforms results in groundbreaking advocacy campaigns.

8 KEY STRATEGIES

1. **Community Mobilization** – Provide opportunities for individuals and organizations to share their vision with policy makers and affect policy reform.
2. **Research** – Provide the general public, policy makers, advocates and other decision-makers with the data, materials and tools designed to improve the policy development process.
3. **Data** – Gather detailed regional demographic data to aid policy makers, their constituents, local advocates and the media to make informed decisions.
4. **Advisory Panels** – Assemble diverse panels to assist in developing policy recommendations.
5. **Media Coverage** – Engage the media to assure “the message” receives ample attention.
6. **Social Media** – An informative and valuable way to share and exchange information, among advocates, is to connect with them on Facebook, Twitter, Pinterest and LinkedIn.
7. **Educate Policy Makers** - Build relationships with pertinent policy makers, to provide opportunities to inform them about issues of concern.
8. **Building Partnerships** - Partnerships with diverse traditional and nontraditional stakeholders performed better — this is often the most critical component in building momentum, toward policy change.

