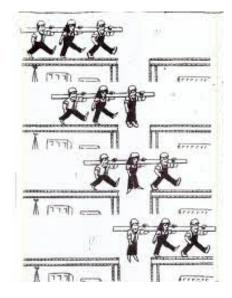


EFFECTIVELY ADVOCATING FOR CHANGE

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.





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