

Advocacy 101 : The Future of Public Health and Health Education



February 8, 2012

This webinar is sponsored by the Society for Public Health Education

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- **Both WebEx and Teleconference are in use**

Questions?



- All participants, except the host and panelists, are muted.
- There will be a Q&A session after the presentations.
- Questions may be submitted any time during the event by clicking on the ? button on your toolbar and typing in your question.

Feedback



- Feedback from webinar attendees is important and encouraged
- Please complete the brief feedback form that will pop up in your browser immediately following this session.

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- Today's session has been approved for 1.5 Category I continuing education contact hours (CECHs) for Certified Health Education Specialists (CHES). SOPHE, including its chapters, is a designated multiple event provider of CECHs by the National Commission for Health Education Credentialing (NCHEC).
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Society for Public Health Education

10 G Street NE; Suite # 605

Washington, DC 20002

Fax: 202.408.9815

Today's Moderator



Jerrica Mathis, MEd

Director of Public Health Policy

Society for Public Health Education

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15th Annual Health Education Advocacy Summit

*In Collaboration with the Coalition of National Health Education Organizations and
Partner Organizations*

- March 3-5, 2012 | Washington Court Hotel, Washington, DC
- For more information, visit
www.sophe.org/advocacysummit.cfm



Upcoming Summit Deadlines

- Lodging Reservations- February 10th
- Health Advocate Achievement Award Nominations-February 10th
- Registration- February 15th
- Attending the 15th Annual Health Education Advocacy Summit Webinar - Feb 21st, 3pm EST

Today's Speakers:



Amy Thompson Ph.D., CHES

Associate Professor

The University of Toledo

National President, Eta Sigma Gamma



Chantelle Carter, BS, MPH(c)

Utah County Department of Drug and Alcohol
Prevention and Treatment

MPH Candidate, Brigham Young University

Objectives



At the end of this webinar, participants will be able to:

- Define advocacy
- Describe the difference between advocacy and lobbying
- Demonstrate how to form a relationship with the policymakers

Advocacy 101: The Future of Public Health

Dr. Amy Thompson
Associate Professor
The University of Toledo



Objectives

- ▶ Describe various methods of advocacy.
- ▶ Explain the role that health educators have in advocacy and public policy.
- ▶ Describe the legislative process.
- ▶ Identify various tools and resources that can be used to advocate by health educators.

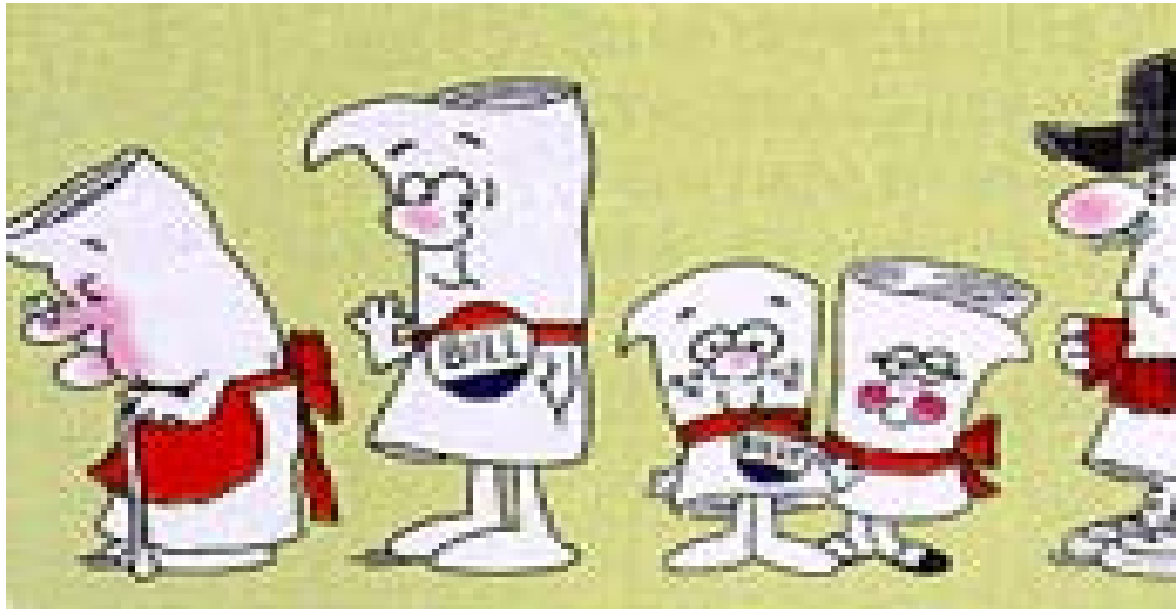
What is Advocacy



What is advocacy?

- ▶ Actively working to change the social, political, legal, economic, and medical environment.
- ▶ Derived from Latin word *advocatus*, which means “one who gives voice”.
- ▶ World Health Organization definition
 - **Any combination of individual and social actions designed to gain political commitment, support, social acceptance, and systems support for a particular health goal or program.**

What Comes to Mind When You Think of Advocacy.....



SCHOOLHOUSE ROCK

What Comes to Mind When You Think of Advocacy.....



What Comes to Mind When You Think of Advocacy.....



There Are Many Ways to Shape Policy



Are YOU an Advocate?...

- Have you worked on implementing a health-related policy at your workplace or community?
- Have you helped draft or pass a resolution on behalf of a professional organization?
- Have you had a class project where you worked on advocacy related activities?

Are YOU An Advocate?.....

- ▶ Have you ever met with administrators regarding the importance of school health?
- ▶ Have you ever provided public testimony at a school board meeting or legislative meeting?
- ▶ Have you voted in an election or forwarded health policy information to another student or colleague?

Never doubt that a small group of thoughtful,
committed citizens can change the world;
indeed it's the only thing that ever has.

Margaret Mead

You must be the change you
wish to see in the world.

Gandhi

Advocacy and Health Educators

- ▶ **RESPONSIBILITY I** **ASSESSING INDIVIDUAL AND COMMUNITY NEEDS FOR HEALTH EDUCATION.**
- ▶ **RESPONSIBILITY II** **PLANNING HEALTH EDUCATION STRATEGIES INTEVENTIONS AND PROGRAMS.**
- ▶ **RESPONSIBILITY III** **IMPLEMENTING HEALTH STRATEGOGES, INTERVENTIONS, AND PROGRAMS.**
- ▶ **RESPONSIBILITY IV** **CONDUCT EVALUATION AND RESEARCH RELATED TO HEALTH EDUCATION.**
- ▶ **RESPONSIBILITY V** **ADMINISTER HEALTH EDUCATION STRATEGIES, INTERVENTION, AND PROGRAMS.**
- ▶ **RESPONSIBILITY VI** **SERVE AS A RESOURCE PERSON IN HEALTH EDUCATION.**
- ▶ **RESPONSIBILITY VII** **COMMUNICATE AND ADVOCATE FOR HEALTH AND HEALTH EDUCATION.**

Lobbying vs Advocacy

- ▶ People sometimes confuse the words "lobbying" and "advocacy."
- ▶ Lobbying is one form of advocacy, comprising efforts to influence specific legislation with legislators and their staff.
- ▶ Advocacy covers a much broader range of activities such as influencing executive branch actions to implement the laws and public education.
- ▶ One way of differentiating between the two terms is to understand that lobbying always involves advocacy but advocacy does not necessarily involve lobbying.

We Have Come Along Way Baby

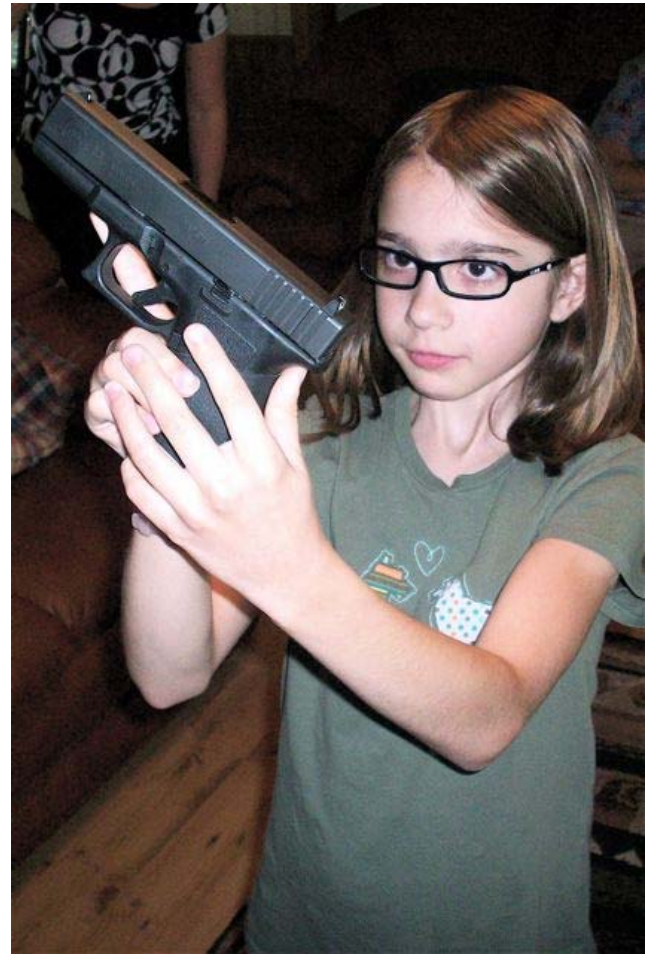


- Remember when you could smoke on an Airplane??

Remember when we could smoke in other places like bars and restaurants



Other Advocacy Issues



Effective advocacy requires...

- Reasoned passion;
- Knowledge of politics;
- Knowledge of the practice of advocacy;
- Knowledge of the issue;
- Skill in advocating your issue;
- Keen sense of timing; and
- Perseverance.

Processes to Influence

- Legislative Process
 - Where laws are made
- Regulatory Process
 - where rules are made
 - where laws are implemented

Regulatory Activities

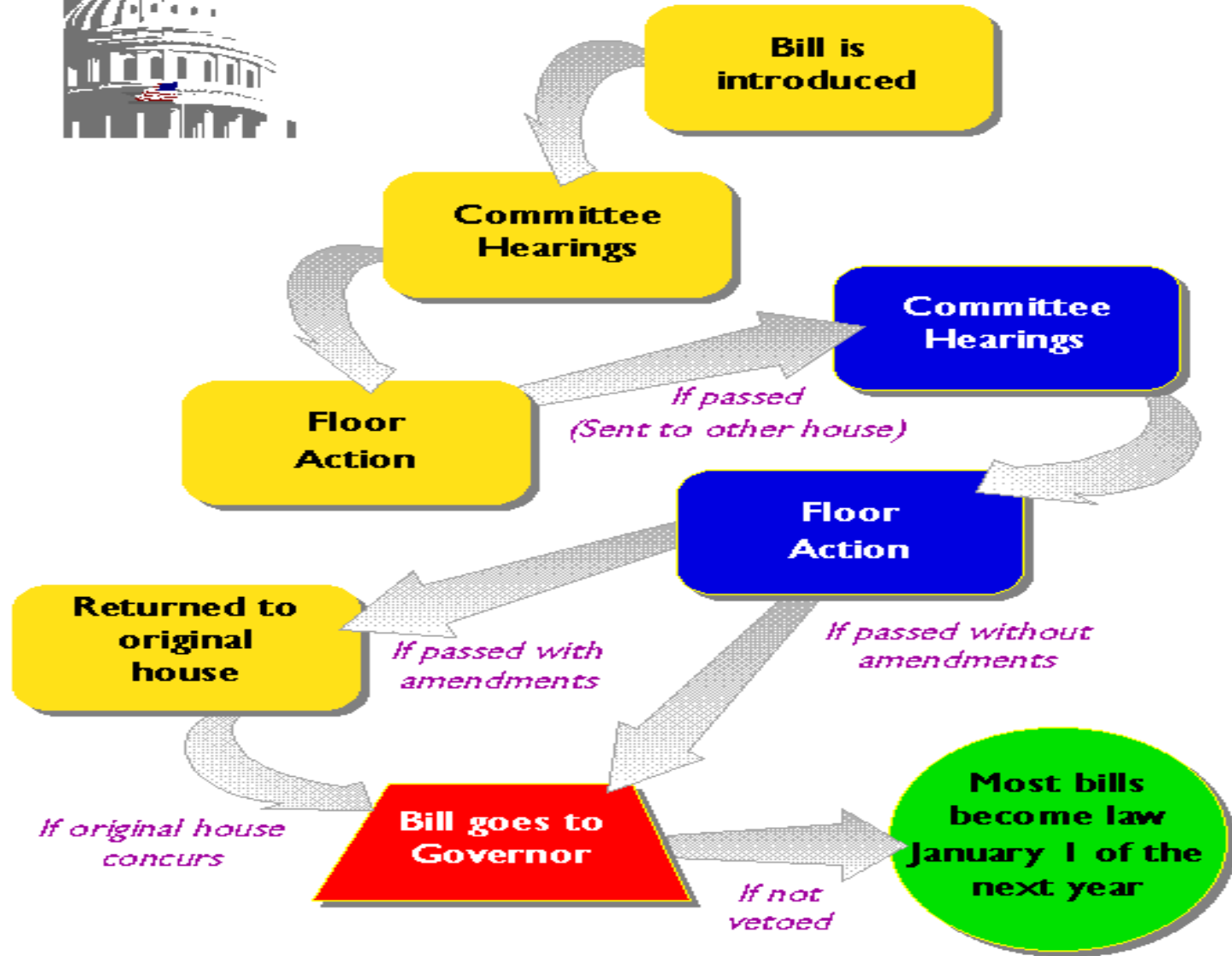
- Executive orders
- Laws
- Ordinances
- Polices
- Position Statements

Advocacy Levels

- Federal
 - Legislators
 - Regulatory Bodies
- State
 - Legislators
 - Regulatory Bodies (Department of Health)
- Local
 - City Council
 - School Boards



How a Bill Becomes a Law

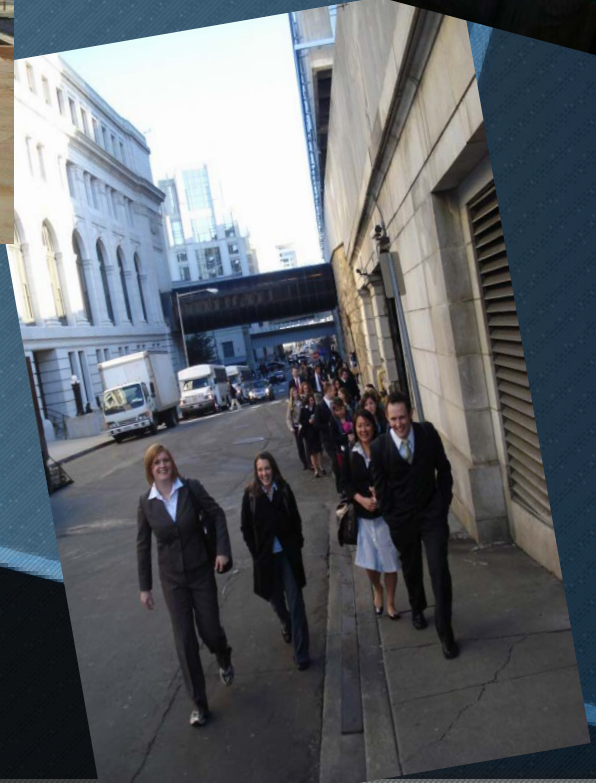




Advocacy 101 Webinar: My Summit Experience

Chantelle Carter, MPH(c)
Brigham Young University
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Highlights



What I Learned

Skills

How to...

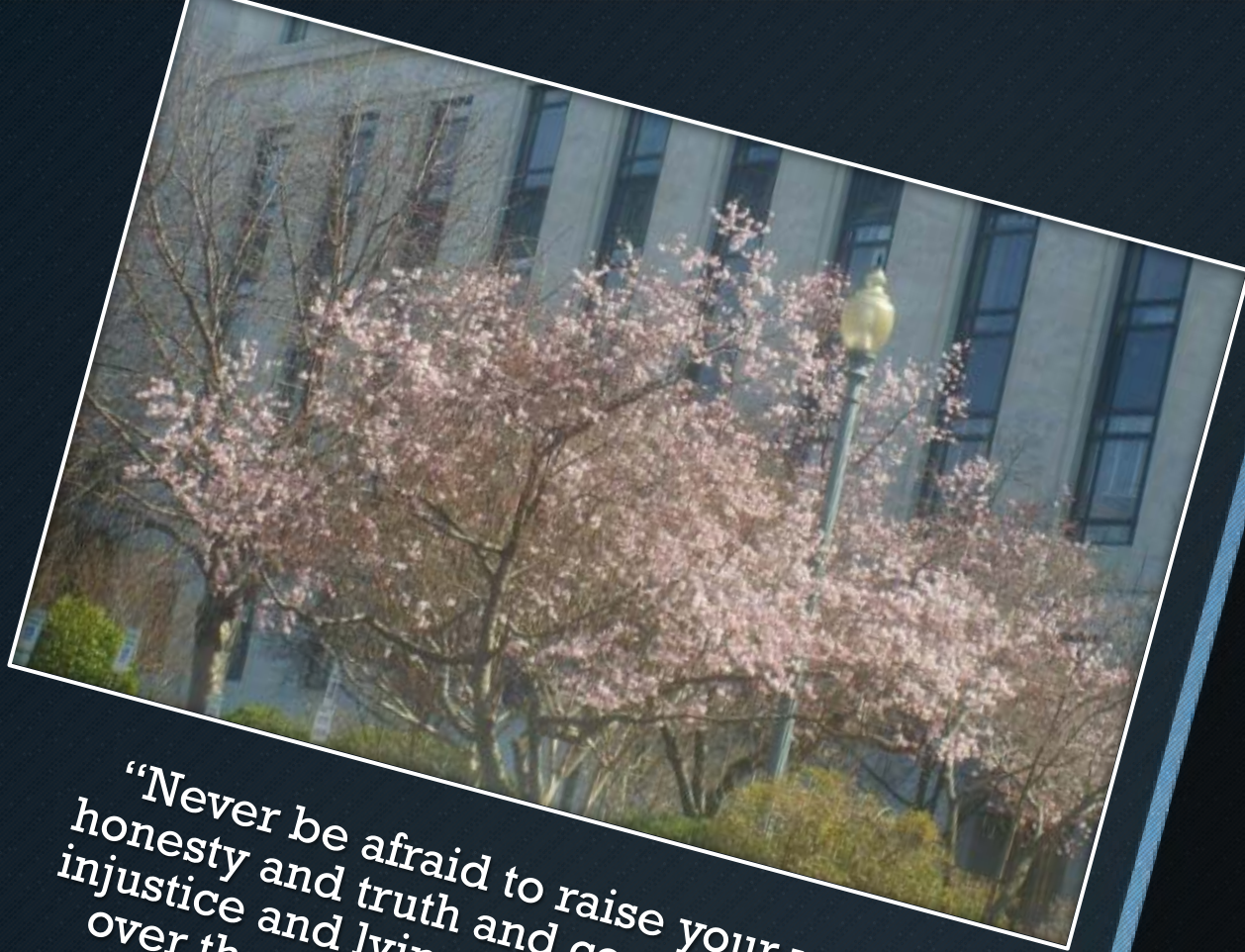
- contact a legislator to set up an appointment
- prepare research to show the importance of an issue
- adjust a message to fit each legislator's priorities
- comfortably approach legislators
- effectively advocate for specific asks



I like advocacy



I really can make a
difference



“Never be afraid to raise your voice for honesty and truth and compassion against injustice and lying and greed. If people all over the world...would do this, it would change the earth.”
— William Faulkner

**Advocacy Since
the Summit**



Smokeless Tobacco Legislation
Outdoor Smoking Policy Analysis



Advocating Against Privatization of
Alcohol Sales



**Tips for
First Time Attendees**

- Don't be nervous—there are people to help you all along the way
- Become familiar with the SOPHE priority areas before you come
- Become familiar with your legislators and their priority areas as well
- Wear comfortable shoes

**Enjoy the
experience!**



Questions?



- To submit a question, click on the **?** button and type in your question.

Thank You!

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