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Building the **Right to Health** Movement



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Advocacy 101

- What is advocacy?
- Why do we advocate?
- How do we advocate?
- Test your knowledge
- Why does advocacy work?
- What is “raising awareness?”



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What is advocacy?



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What is advocacy?

- We are not talking about:
 - Education
 - Awareness

We are talking about tangible action to show power to influence decision-makers



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Why do we advocate?



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Because it works!



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How do we advocate?



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How do we advocate?

- **Speaking directly to decision-makers**
 - Congressional meetings
 - Candidate engagement/birddogging



- **Speaking indirectly to decision-makers**
 - Emails and call-ins
 - Petitions
 - Social media



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How do we advocate?

- **Speaking through media**

- Op-eds and LTEs
- Demonstrations



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Test your knowledge



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What would you do...

- Town hall meeting
- World Bank President hosting a twitter chat
- Senate vote this Thursday
- Senate bill has just been introduced



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Why does advocacy work?



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Why does advocacy work?

- Shows that you care
- Proves political consequences
- People aren't evil (but they need a reality check)



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Let's talk about "raising awareness"



Things to remember:

- You don't have to be the expert (but you are)
- Congress literally works for you
- No one will do this for us (but we can do it)