

Introducing Federal Lawmakers to *You're the Cure*

Personally advocating for heart-healthy policies to your federal representatives will make them aware of both the key issues we seek to address and that their constituents – our engaged volunteers – will be watching how they address AHA-relevant issues and holding them accountable throughout their time in office.

The **Life is Why** slogan provides a clear, branded and compelling platform for contacting lawmakers and, in turn, a clear way for them to respond to your outreach. There is nothing more impactful for lawmakers than the stories of their constituents. Start with your story and deliver it in a concise, compelling way.

Message Delivery Tactics

Consider the following tactics to share your “why,” and give lawmakers the opportunity to share theirs in return.

Write a customized message to your representatives via e-mail or letter

The message could be structured as “Top 5 Reasons Why We Need Your Support on Heart Health Issues,” as you share your reasons for supporting You're the Cure. Be sure to provide your contact information so your representatives can respond.

Draft a letter to the editor of your local newspaper

Weaving in the “Life is Why” narrative, explain to lawmakers why heart and stroke issues are a priority ([see separate document for more guidance on writing a “LTE”](#)).

Schedule a meeting or attend a political event to meet lawmakers and staff

Introduce yourself, You're the Cure, and share the heart and stroke issues you care about most. [For more information on executing a successful in-person meeting, please contact consult our You're the Cure Advocacy Guide.](#)

Conclusion

Our national advocacy staff are here to help you as you advocate for AHA issues. Please don't hesitate let us know what resources you need, and together we can help your lawmakers understand “why” supporting heart and stroke issues will be such a critical part of their time in office.