

# “Why do I Advocate?”

## Advocacy Message Cards – Event Photo Op



**Purpose of Document:** This deck of "Why Do I Advocate" Message Cards can be used for a photo op/social media posting station at any Association event. The cards on the following pages are black-text-on-white-background message cards that are often used at public events or in social media photos to expressing support for a cause or issue.

### How to Use:

Prior to the event:

- Print the following pages on 9x12 cardstock, prior to the event.
- Arrange for a photo-op station at the event site, in a highly visible or high traffic area.
- If space allows, make a sign to post overhead or nearby with the text “Why Do I Advocate?”

At the event:

- As event participants circulate, invite them into the space to see how our work in diabetes advocacy addresses issues they care about.
- As participants get near the space, encourage them to choose a card that fits for them, and take a photo, near the “Why Do I Advocate Sign?”

Options:

- Take the photos with an Association camera if you want to use in local communications or events, or take photos with participants’ cameras, so they can post to their social media channels while still at the event, or do both!
- Provide signs to encourage tagging your event and/or ADA Advocacy

See the image below for an illustration of the cards and the kinds of photos you might take.



**I want  
CONGRESS to  
invest in  
RESEARCH for  
a CURE!**

**I want  
CONGRESS to  
invest in  
PREVENTION  
programs!**

**FUNDING research  
means better  
treatment & fewer  
complications  
tomorrow.**

**Diabetes is  
costly for my  
family and the  
nation.**

**Children with  
diabetes should  
be safe at school  
and have equal  
access to all  
school activities.**

**Workers with diabetes should be treated fairly in hiring and be able to manage their disease on the job.**

**I worry about  
a future with serious  
complications for my  
family member.**

**We need more funding for  
RESEARCH into  
better CARE and CURE!**



**I worry about  
a future with serious  
complications for  
my parent.**

**We need more funding for  
RESEARCH into  
better CARE and CURE!**

**I worry about  
a future with serious  
complications for myself.**

**We need more funding for  
RESEARCH into  
better CARE and CURE!**

**I worry about  
a future with serious  
complications for  
my child.**

**We need more funding for  
RESEARCH into  
better CARE and CURE!**

**The numbers are staggering.  
Nearly 30 million  
with diabetes and  
86 million with prediabetes.**

**Diabetes already costs  
nearly 1 BILLION each day.**

**We must invest NOW in  
research and prevention  
to Stop Diabetes!**

**Diabetes runs in my family and community, generation after generation. Diabetes has taken my loved ones, and this is why I advocate.**

**Our nation must invest in research and prevention NOW!**

**We need to reduce the burden  
of diabetes for all people –**

**especially in those communities  
hardest hit by diabetes –**

**including African American,  
Asian Pacific American, Latino &  
American Indian/Alaskan Native  
Communities.**

**I advocate because  
diabetes especially  
affects minority  
communities. Let's make  
a difference for our  
families, friends, kids and  
grandkids!**