

## Easy Advocacy at Association Events: **Diabetes EXPO**

Making Advocacy happen at all local events is a joint effort. Planning should begin well in advance of the day of event, involving the individuals below as described.

- **Advocacy Chair** – Leads, oversees implementation to include advocacy at all local events.
- **State Advocacy Director** – Go-to resource to help brainstorm, find success stories and best practices for including advocacy at events; provides direction regarding advocacy goals, challenges and opportunities, and can assist with identifying Advanced School Advocate, legal advocacy health care or attorney volunteers.
- **Executive Director** – Provides direction regarding local plan goals.
- **Local Mission Staff** – Advise, assist in planning and day of event to ensure advocacy is included at all local events.
- **Local Event/Program staff** – Advise, assist regarding the logistics of including advocacy in their local event or program.

The BASICS	Arrangements	When														
<b>Advocacy Table within ADA Experience</b> <ul style="list-style-type: none"> <li>• Have a designated area for Advocacy Volunteers to engage with EXPO participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Verify space availability with lead staff for Expo</li> <li>• Identify volunteer who is an experienced advocate, or is willing to be trained on Advocacy talking points.</li> </ul>	2 months prior to EXPO date.														
<b>Print Materials Distribution, Including:</b> <table border="0"> <tr> <td><b>Order number</b></td> <td></td> </tr> <tr> <td>• General Advocacy Brochure (Spanish)</td> <td>3130-77</td> </tr> <tr> <td>• Your Job Your Rights Brochure (English)</td> <td>2291-18</td> </tr> <tr> <td>• Your Job Your Rights Brochure (Spanish)</td> <td>2291-10</td> </tr> <tr> <td>• Your School Your Rights Brochure (English)</td> <td>3093-26</td> </tr> <tr> <td>• Your School Your Rights Brochure (Spanish)</td> <td>3093-20</td> </tr> <tr> <td>• Safe at School Brochure</td> <td>3093-08</td> </tr> </table>	<b>Order number</b>		• General Advocacy Brochure (Spanish)	3130-77	• Your Job Your Rights Brochure (English)	2291-18	• Your Job Your Rights Brochure (Spanish)	2291-10	• Your School Your Rights Brochure (English)	3093-26	• Your School Your Rights Brochure (Spanish)	3093-20	• Safe at School Brochure	3093-08	<ul style="list-style-type: none"> <li>• Check with local office staff to make sure they set aside and/ or order enough copies for your event.</li> <li>• Make arrangements for delivery to EXPO site.</li> <li>• Check with local office staff to ensure that advocacy materials are in-house and available for EXPO day.</li> </ul>	1 month prior to EXPO date.  A few days prior to EXPO.
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• Your Job Your Rights Brochure (English)	2291-18															
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<b>Secure Petition Signatures – Using one of these:</b> <ul style="list-style-type: none"> <li>• Federal Funding Petition</li> <li>• Safe at School Petition – Should be used for all Safe at School priority states</li> </ul>	Both petitions, along with instructions can be printed from an online PDF at: <a href="http://www.diabetes.org/advocate/resources/hometown-advocates-in-action.html">http://www.diabetes.org/advocate/resources/hometown-advocates-in-action.html</a>	Can be done at any time prior to event.														
<b>How to Get Help (Large Postcard)</b>	Will be shipped to 2015 EXPOs – (Advocacy).															

ADVANCED	Arrangements	When
<b>Legal Advocacy Volunteer in “Ask the Expert” Area</b>	<ul style="list-style-type: none"> <li>• Work with EXPO lead staff and volunteers to see if legal advocacy can be added to “Ask the Expert Area”</li> <li>• Contact State Advocacy Director who will work with Legal Advocacy Staff to coordinate about how to provide expert information at the table.</li> </ul>	2-3 months prior to EXPO date.
<b>Break out Information Session on Advocacy</b> <ul style="list-style-type: none"> <li>• Feature a speaker who has benefited from Association Advocacy efforts. For example, a family whose child experienced unfair treatment at school, or a worker whose rights were violated.</li> <li>• Mini-workshop for parents on school rights, or Know your Rights presentations about discrimination generally.</li> <li>• A panel, including a state legislator, about legislation affecting people with diabetes – (working with State Advocacy Director)</li> </ul>	<ul style="list-style-type: none"> <li>• Work with EXPO lead staff and volunteers to see if advocacy breakout sessions can be included in the program.</li> <li>• Ask state advocacy director to help identify advocacy stories that would be inspiring to EXPO participants.</li> </ul>	2-3 months prior to EXPO date.
<ul style="list-style-type: none"> <li>• Provide legal advocacy network recruitment ‘business cards’ to each health care professional day of event volunteer.</li> </ul>	<ul style="list-style-type: none"> <li>• Verify or order sufficient quantity of business cards.</li> </ul>	1 month prior to EXPO date.