

## Easy Advocacy at Association Events: High Risk Programs



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 CLB strategic alignment plan goals.
- **Local Mission Staff** – Advise, assist in planning and day of event to ensure advocacy is included at all local events.

The BASICS	Arrangements	When																
<b>Advocacy Table:</b> <ul style="list-style-type: none"> <li>• Have a designated area for Advocacy Volunteers to engage with event participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact the lead staff member to arrange for space.</li> </ul>	At least 1 month prior to event.																
<b>Print Materials Distribution, should include:</b> <table border="0"> <tr> <td>• Population-Specific Fact Sheet</td> <td>Print from Web</td> </tr> <tr> <td>• How to Get Help (Large Postcard)</td> <td>2291-11</td> </tr> </table> <b>Additional optional materials:</b> <table border="0"> <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>	• Population-Specific Fact Sheet	Print from Web	• How to Get Help (Large Postcard)	2291-11	• 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>• Print Population-Specific Fact sheet from 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></li> <li>• Choose which of the optional materials listed at left you will include, depending what is most relevant for your programs participants.</li> <li>• Check with local office staff to make sure they set aside and/ or order enough copies for your event.</li> <li>• No cost except for shipping.</li> </ul>	1 month prior to event.
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<b>Secure Petition Signatures – Using:</b> <ul style="list-style-type: none"> <li>• Reducing Health Disparities Petition</li> </ul>	Petition, 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.																

ADVANCED	Arrangements	When
<b>Legal Advocacy ‘Expert’ at Table for Q &amp; A</b>	<ul style="list-style-type: none"> <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 event.
<b>“Mission Moment”</b> <ul style="list-style-type: none"> <li>• Feature a personal story from someone who has benefited from Association Advocacy efforts.               <ul style="list-style-type: none"> <li>— E.g., a member of a American Indian tribe who has benefited from the Special Diabetes Program or a family whose child experienced unfair treatment at school, or a worker whose rights were violated.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Ask state advocacy director to help identify advocacy stories that would be inspiring to participants.</li> </ul>	At least 1 month prior to event.