

# Easy Advocacy at Association Events: **Step Out: Walk to Stop Diabetes**



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.
- **Local Event/Program Staff** – Advise, assist regarding the logistics of including advocacy in their local event or program.

The BASICS	Arrangements	When																		
<b>Advocacy Tent or Table:</b> <ul style="list-style-type: none"> <li>• Have a designated area for Advocacy Volunteers to engage with walk participants. Either a separate Advocacy tent, or table space within a family tent.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact the lead staff member for Step Out to arrange for space.</li> </ul>	At least 1 month prior to event.																		
<b>Print Materials Distribution, Including:</b> <table border="0" style="width: 100%;"> <thead> <tr> <th></th> <th style="text-align: center;"><u>English</u></th> <th style="text-align: center;"><u>Spanish</u></th> </tr> </thead> <tbody> <tr> <td>• General Advocacy Brochure</td> <td style="text-align: center;">3130-76</td> <td style="text-align: center;">3130-77</td> </tr> <tr> <td>• Your Job Your Rights Brochure</td> <td style="text-align: center;">2291-18</td> <td style="text-align: center;">2291-10</td> </tr> <tr> <td>• Your School Your Rights Brochure</td> <td style="text-align: center;">3093-26</td> <td style="text-align: center;">3093-20</td> </tr> <tr> <td>• Safe at School Brochure</td> <td style="text-align: center;">3093-08</td> <td></td> </tr> <tr> <td>• How to Get Help (Large Postcard)</td> <td style="text-align: center;">2291-11</td> <td></td> </tr> </tbody> </table>		<u>English</u>	<u>Spanish</u>	• General Advocacy Brochure	3130-76	3130-77	• Your Job Your Rights Brochure	2291-18	2291-10	• Your School Your Rights Brochure	3093-26	3093-20	• Safe at School Brochure	3093-08		• How to Get Help (Large Postcard)	2291-11		<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>• No cost except for shipping.</li> </ul>	1 month prior to event.
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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, and instructions can be printed from an online PDF at: <a href="http://www.diabetes.org/hometownadvocacy">http://www.diabetes.org/hometownadvocacy</a>	Can be done at any time prior to event.																		

ADVANCED	Arrangements	When
<b>Legal Advocacy ‘Expert’ at Table/Tent for Q &amp; A</b>	<ul style="list-style-type: none"> <li>• Recruit a health care professional or attorney who is a member of one of our legal advocacy networks, or a trained Advanced School Advocate.</li> </ul>	2-3 months prior to event. 1 month prior to event
<b>“Mission Moment”</b> - Day of walk, or Launch/Recruitment events <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 family whose child experienced unfair treatment at school, or a worker whose rights were violated.</li> <li>— Powerful if the speaker is also a Red Strider participant!</li> <li>— If you have a good story about someone who is a reluctant speaker, ask to write up the story for use in recruitment, publicity, or thank you communications.</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 Step Out participants.</li> </ul>	At least 1 month prior to event.  (NOTE: Launch events are months in advance of actual walk date.)