

CALL TO ACTION *Re-visioning Grassroots*

Welcome, Diabetes Advocates, to our re-envisioning of what grassroots advocacy looks like at the ADA!

Our Advocates in Action initiative has focused for the past 9 years on providing engagement opportunities, support and training for a relatively small group of Advocacy Leaders – roughly about 250 people. But now we're casting a much wider net – inviting each of our more than half-million online advocates to become engaged in real-world advocacy – and that includes you!

We're grateful for your ongoing support of our advocacy work, and we're excited to invite you to join in our work in new ways in 2019.

To that end, we've created a menu of opportunities in which advocates like you can get engaged as well as inspire and mobilize others to support people with diabetes. Your voice as a Diabetes Advocate is powerful! And together, the power of our collective voices is limitless!

2019 MENU *Opportunities for Action*

The following 4 pages are a high-level look at our grassroots advocacy plans for the year ahead.

Think of it as a MENU, rather than a "to-do-list". Each month will have 2-4 activities. And, as we move through the year, we'll update an online version of this Menu to include clickable links to key resources to support your involvement.

Please understand, we're not asking you to do everything on this Menu!

Rather, we're inviting you to get engaged in those activities that are the best fit for you – given your unique combination of abilities, experience, interests and time. Whether it's one activity a month or quarter, or multiple ongoing actions, the goal is for all advocates to select the activities that fit their needs and interests.

Together, we'll raise awareness about the critical need to make diabetes a national priority!

WE EXTEND THE INVITATION. *You do what inspires you most!*

We know you're busy. And, we know some issues of diabetes advocacy touch your heart more deeply than others.

We want to work with you and the time you have -- to empower you to pursue your personal passion and commitment as a Diabetes Advocate.

You can count on hearing from us throughout the year to learn more details about each of the 2019 Menu activities, including specific dates and links to key resources, including registrations, applications, and nominations.

We're looking forward to making 2019 a year of building a bigger, stronger army of Diabetes Advocates. We're counting on advocates from all experience levels, from all over the country to take action in new ways.

Join us - to educate policy makers and opinion leaders about the everyday reality and the burdens of diabetes. Together, our advocacy will improve the lives of all those affected by diabetes.

2019 Advocates in Action Menu

Opportunities for action: You do what inspires you most!



JANUARY

WEBINAR: 2019 ADA Advocacy Priorities/New Congress

Learn how YOU can join the ADA to stand up for people with diabetes and advocate for policies that make a difference in 2019.

Launch of ADA Advocacy Library

Looking for more information about ADA's policy and advocacy efforts? www.diabetes.org/advocacylibrary

What's Your Advocacy Resolution? Setting Personal Advocacy Goals

How many new Diabetes Advocates can you recruit? How many trainings will you attend? Will you meet with your elected officials? Set your advocacy goals for the year ahead!

Special Diabetes Program- (SDP) Action Campaign Kicks Off

Raise your voice and raise awareness about vital funding for Type 1 research and the Special Diabetes Program for Indians (SDPI), which provides resources and tools needed to prevent and treat diabetes. Help make sure this program has the funding and support to continue beyond 2019!

FEBRUARY

WEBINAR: Using Social Media for Advocacy: Your Posts Make a Difference!

Whether you're an advocacy novice or guru, social media is one of the most effective ways to deliver your message about the impact of diabetes. Harness your impact, reach and influence.

Freshman Legislator Outreach

If you live in a state or district with a newly elected federal legislator, you have an important job to do! Use the tools and strategies we provide to reach out and make sure they understand the everyday realities and the public health costs of diabetes. Help raise awareness about ADA's public policy priorities and work with your new official to lead the way to a better future for people with diabetes.

Special Diabetes Program (SDP) Call To Action – Continued

MARCH

WEBINAR: Call to Congress Advance Game Plan – DC and at Home

We need voices from every community to urge congress to make diabetes a priority. Get ready for a week of action – learn what each day will entail, the resources to support you and help spread the word! Join with advocates around the country to amp up our messaging during Call to Congress week – March 25-29.

Call to Congress Week: Daily Calls to Action

Join in daily calls to action to make sure Congress and the nation understand IT'S TIME TO MAKE DIABETES A NATIONAL PRIORITY. Send a message that's unmistakable. Use the tools and strategies provided in our March webinar to deliver your messages. The action starts March 25 – be ready & spread the word!

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APRIL

WEBINAR: Spring into Action! Best Practices

Want to move the needle on diabetes? Get ideas and best practices—from recruiting and engaging new advocates to engaging your members of Congress effectively in person, on the phone, and via email; or elevating your messaging on social media; leveraging traditional media; and more. Learn about ALL of the ways you can plug into ADA Advocacy.

Diabetes Advocacy Leadership Program Applications Open

Apply for one of 10-20 spots to earn a certificate in the inaugural year of our Diabetes Advocacy Leadership Program – a year-long selective program to include: an in-person training kickoff, 4-5 webinars, a self-determined project, and culminating in Call to Congress 2020. We will compose a group of mixed experience levels. What matters most is your passion to lead!

WEBINAR: Health Equity – Minority Health Month

Learn how you can support the ADA's advocacy efforts toward health equity for people living with and at risk for diabetes, including state legislative efforts and the Special Diabetes Program for Indians.

MAY

WEBINAR: Raising Voice, Raising Support

Learn how to leverage our advocacy work – the stories, the successes, the challenges – to help raise funding for the vital work we do to make sure diabetes is a public policy priority. Learn about ADA's fundraising opportunities, tools and events that make fundraising fun and easy. This is your chance to understand how fundraising can support critical advocacy work and vice versa!

Diabetes Advocacy Leadership Program Launch

- Application deadline: May 3
- Notification: May 10
- First virtual meeting: mid-May
- One-day in-person meeting: TBD, likely week of June 10

JUNE

WEBINAR: Activating Rapid Response Advocacy Teams

Are you really passionate about one or more specific diabetes policy issues? Learn how you can maximize your advocacy impact by joining one of our rapid response teams! We're building issue-focused teams of advocates we can count on to pick up the phone, attend an in-person visit, or mobilize their networks on short notice when it's really needed.

WEBINAR: Congress at Home: Campaign Launch

Meeting face-to-face with your members of Congress or their staff is one of the best ways to make sure your voice as a constituent is taken seriously. The great news is, Congress is on recess for an entire month each summer. This presents a great opportunity to schedule visits within your state or congressional district. Join us for the first of two webinars about securing and executing successful in-state meetings with members of Congress. You'll learn about best practices to schedule meetings, and ADA resources to support you every step of the way!

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JULY

WEBINAR: Congress at Home - Priority Messaging, Policy Asks & the Very Latest from Capitol Hill

If you're holding an in-district meeting with your members of Congress in August, we want to make sure you have the latest updates and information you'll need to have a successful meeting. Join us for this webinar to learn about our specific asks for these meetings and hear the latest news from Congress.

Social Media Advocacy Refresher

Social media is constantly evolving and so is our advocacy. Join us for this webinar to walk through the latest and greatest tools available to support your Diabetes Advocacy. Learn about the best way to leverage social media as part of our Congress at Home and fall advocacy initiatives.

Back-to-School: Safe at School Live

Join us for a live information session. Learn about ADA's Safe at School campaign, strategies to overcome school diabetes care challenges, federal and state legal protections, written care plans, and key resources for families and schools.

AUGUST

Congress at Home Social Media

Whether or not you're meeting with your member of Congress during the recess period, we'd like you to amplify our efforts by delivering key messages – tagging your members of Congress – through social media. Watch for template messages you can adapt to activate your networks.

Congress at Home Meetings

You'll hold meetings with members of US Congress to share your personal experience with diabetes and deliver our key asks. Resources at: www.diabetes.org/congressathome, including template invitations, how-to hold an effective meeting, talking points and documents to print and share.

WEBINAR: Special Diabetes Program (SDP): Final Push

The pressure will be on in August and September to get SDP renewed before the September 30th deadline. Join us to learn how you can keep the heat on Congress to renew.

SEPTEMBER

Special Diabetes Program: Week by Week Calls to Action

Use the tools and strategies you learned about in our August webinar to deliver targeted messages, take action and urge others to take action, with different calls to action each week of September.

WEBINAR: State-Based Trends

In recent years, ADA has had significant success in our state-based advocacy work. And, at the state level, your voice and ability to have a meaningful impact is even greater! Join us to learn more about 2019 state-based trends, our successes, and a forecast of what's ahead.

Advocate Awards Nomination

The voices of Diabetes Advocates around the nation are what drives our success! We can't wait to recognize the passion and commitment we know you bring to our team!

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OCTOBER

Thank You* Campaign – Congress

Pending a timely reauthorization of SDP, we'll be looking to advocates like you to reach out and thank members of Congress. If SDP has not yet been reauthorized SDP, then we will urge Congress to end the delay and ACT!

WEBINAR: Leveraging American Diabetes Month (ADM) for Advocacy

Make sure you're ready to make the most of the 'buzz' about diabetes during November – American Diabetes Month (ADM). Learn about strategies and messaging templates for outreach to local media, engaging diabetes stakeholders and partners, and meeting with policy-makers.

NOVEMBER

Advocacy Storytelling

Take advantage of this opportunity to learn about what makes an effective advocacy story. A link will be provided to view a short webinar, video or Facebook live session. You can use what you learn in many settings – casual conversations, social media posts, ADA fundraising, or meeting with elected officials.

Local Media Blitz: Amplifying American Diabetes Month (ADM)

Use the tools and strategies you learned about in our October webinar for posting your own social and traditional media messages - to deliver targeted messages, raise awareness and recruit new advocates.

Social Media – ADM Campaign

You can play an important role in raising awareness about diabetes – what it is, and what it is NOT. Myths abound, and too often prejudice prevails. Use our templates and tips to create your own "This is Diabetes" message with an advocacy focus.

DECEMBER

Year-End Social Media Campaign: Cost of Diabetes & Insulin Affordability

How much does diabetes cost you each year? Too few know the real cost. And you can change that. Use our templates and tips for posting your own social media messages about the cost of diabetes/insulin affordability.

New Advocate Recruitment Campaign – “Give the Gift of Voice”

Time to turn up the volume about the impact of diabetes! Use updated tools, resources and tactics to deliver the message to policy makers, raised awareness in your community and recruit new advocates to help amplify our advocacy!

WEBINAR: Year in Review, Year Ahead Planning

Hear from key ADA staff and volunteers about highlights from 2019, and plans for 2020. Get insights and tools to help you set your own advocacy goals for 2020!