

# WHAT IS ADVOCACY?

Advocacy is building support for an issue among audiences such as the general public, elected officials, the media, and key opinion leaders.



# WHY SHOULD YOU ADVOCATE?

The goal of advocacy is to improve the lives of children and families by influencing legislators' and policymakers' opinions and activities. To carry out their responsibilities, public officials require and welcome the advice from well-informed people (like you)




# **LEGISLATIVE ADVOCACY:**

**Working with elected officials to educate them about policies or programs and to inform them of the impact of the program in their home district.**



# **MEDIA ADVOCACY:**

**Using media to increase public awareness and influence broader public debate about Head Start issues. Keeping your issue in the news creates public recognition and support, thereby increasing its practical and political importance.**



# ADVOCACY IN ACTION

1. Who Is Your Congressional Representative? Lets Find Out!
2. Visit NHSA website

[www.nhsa.org](http://www.nhsa.org)

# **COMMUNICATE WITH ELECTED OFFICIALS**

**Phone Calls, E-mails, Facebook**

**In-Person Meeting with Your Elected  
Official**

**Invite Elected Officials to Visit Your  
Program**



# FRAME YOUR MESSAGE

The message needs to:

1. Engage the Audience
2. State the Problem
3. Inform Others about  
Potential Solutions
4. Call to Action



# **WORK WITH THE MEDIA**

**The press is a very powerful tool for shaping public opinion.**





# WHO ME? MEET WITH MY LEGISLATOR? YES!!! BUT HOW?

## Keep it simple

1. Forget the big words
2. Avoid the long-winded, complex sentences
3. Make it personal, local



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# DELIVERING YOUR MESSAGE

- Limited
- Clear
- Consistent
- Persuasive
- Act
- Real Life
- History
- Statistics



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# LIMITED

An effective message is  
concise. Avoid slogans.



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# CLEAR

An effective message is  
accurate and clear



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# CONSISTENT

An effective message is consistently conveyed. Repetition is critically important.



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# PERSUASIVE

An effective message is  
memorable and  
convincing.



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# ACT

An effective message  
provokes action.



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# REAL LIFE

Illustrating a message through real life examples is an effective means of connecting the message with the audience. The more vested the audience feels, the more likely an organization will be able to engender action.



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# HISTORY

Illustrating a message  
based on historical  
evidence lends credibility  
to the message.



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# STATISTICS

Illustrating a message  
based on proven statistics  
also lends credibility to the  
message.



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# MEETING TIME

1. Introduce yourself.
2. Share information from your program.
3. Use your talking points, it's okay to look at them to help you deliver your message.
4. Allow the elected official time to ask questions and share observations or opinions.
5. Remember you are an authority with content knowledge and expertise to share.
6. Offer to provide relevant follow up contact or materials after the meeting.
7. Take notes
8. If you don't know the answer to a question make it a point to jot it down and get back to the legislator with the correct answer. Never guess.
9. Thank your legislator or their staff member for the time they've spent .
10. Ask for their business card, if they haven't shared it yet.



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# AFTER THE MEETING

1. Follow up with an email thanking the legislator or staff persons for their time and reminding them of any action commitments they made.
2. Let them know what follow-up action they can expect from you if you offered to provide their office with further information.
3. Check your spelling and grammar before pushing send.



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# TALKING POINTS

WHAT YOU NEED TO KNOW



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# TELLING THE HEAD START STORY

Head Start is. . . . .

1. A national commitment to provide children from birth through age five with a comprehensive range of educational, health, nutrition, and parenting services.
2. A window of opportunity designed to place vulnerable children on a pathway to lifelong success.



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# HEAD START IS. . . . .

3. A comprehensive early childhood development program which includes Head Start and Early Head Start.

- ❖ Head Start primarily serves at-risk preschool age children and their families.
- ❖ Early Head Start primarily serves at-risk children prenatal to age three, pregnant women, and their families.

4. A proven early childhood education model that serves children in families earning income at or below the federal poverty level.



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# MY HEAD START PROGRAM SERVES

**Add how many Head Start children your program serves**

**Add how many Early Head Start children your program services**

**Add number of Head Start/Early Head Start Jobs**

**Share how Head Start is helping you and your child**



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# ATTITUDE

*Attitude is a little thing  
that makes a BIG  
Difference*

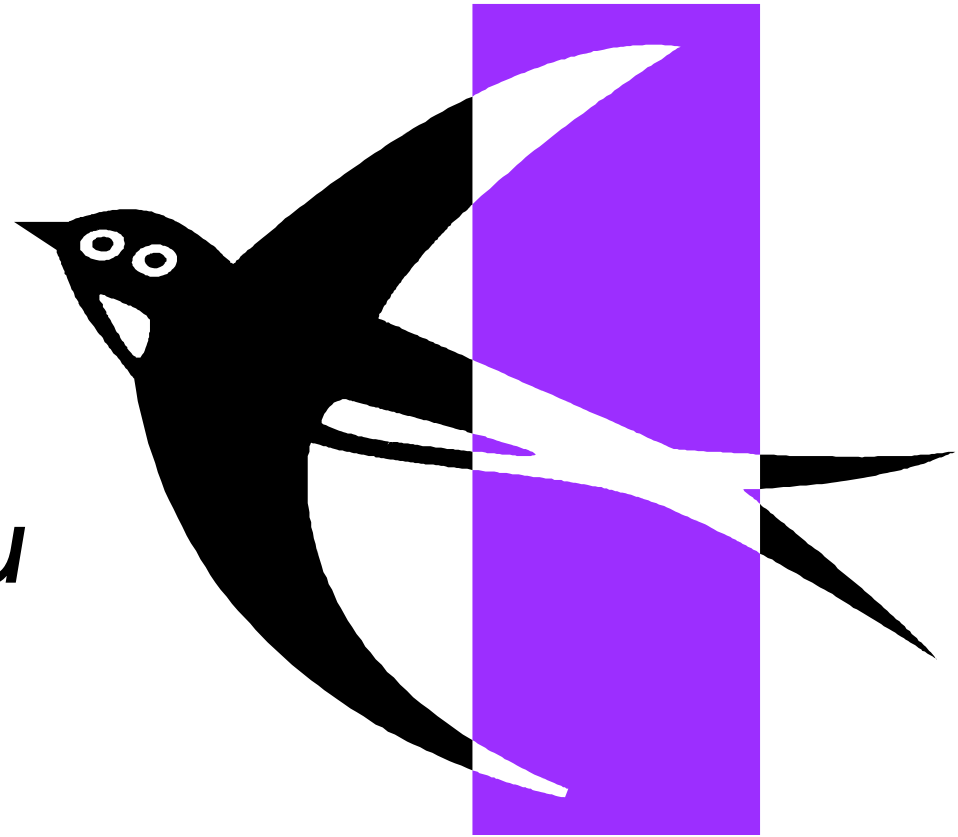
*Attitude is what you're  
capable of doing.*

*Motivation determines  
what you do. Attitude  
determines how well  
you do it.*



# DISCOVERY

*Leaders Are Like  
Eagles. They  
Don't Flock, You  
Find Them One  
At A Time.*



# TAKE ACTION

*You Cannot  
Discover New  
Oceans Unless  
You Have The  
Courage To Lose  
Sight Of The  
Shore*

