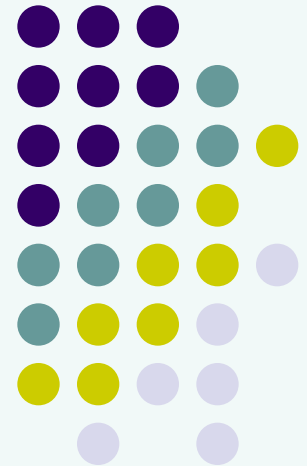


# Tools and Tips to Engage in Advocacy

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# MMWR opens door to advocate

Morbidity and Mortality Weekly Report

## Estimated Lifetime Medical and Work-Loss Costs of Fatal Injuries — United States, 2013

Curtis Florence, PhD<sup>1</sup>; Thomas Simon, PhD<sup>2</sup>; Tamara Haegerich, PhD<sup>3</sup>; Feijun Luo, PhD,<sup>1</sup>; Chao Zhou, PhD<sup>1</sup>

Injury-associated deaths have substantial economic consequences. In 2013, unintentional injury was the fourth leading cause of death, suicide was the tenth, and homicide was the sixteenth; these three causes accounted for approximately 187,000 deaths in the United States (*1*). To assess the economic impact of fatal injuries, CDC analyzed death data from the

departments, hospitals, and nursing homes. Work-loss costs were developed using earnings data from the U.S. Census Bureau's Current Population Survey and life expectancy data from CDC's National Center for Health Statistics. Number of deaths, rates and total lifetime medical and work-loss costs were examined for 2013, stratified by sex, age, and intent of

# Why engage in advocacy?

- Address growing burden of injury and violence
- Promote value of injury and violence prevention
- Educate policymakers
- Exercise your voice; engage in the democratic process
- IT'S EASY!

# Why engage in advocacy?

IT'S EASY!

- Grassroots advocacy does not require any special training or knowledge you don't already have
- All that's required is a bit of time and energy

# Why engage in advocacy?

- Members of Congress want to know what their constituents care about
- If constituents don't voice the importance of injury and violence prevention, we can't expect members of Congress to advance the injury and violence prevention agenda.

# How to engage in advocacy

There are numerous ways to engage

- Meet with your elected official in Washington, DC or back home
- Call your elected official's office to register a position
- Email your elected official/staff
- Attend a town hall meeting
- Write a letter to the editor in your local paper

# Who do elected officials listen to?

- Constituents
- Donors
- Party leaders

# Congressional staff





# Congressional staff

- Expect and appreciate youth
- Be respectful – staff hold considerable sway over a member of Congress' decision to support a particular policy
- They hold the key to advancing your issue in the legislative process

# Congressional staff

- House/Senate staff
- Personal office staff
- Committee staff

# Congressional staff

When interacting with staff:

- Be courteous and positive
- Ok to start by asking their familiarity with your issue
- Try to learn a bit about their background and interests

# How to conduct an advocacy visit

- Know what your “ask” is and deliver it!
- Have your business card available to hand to the individual sitting at the front desk
- Meetings can take place in the strangest of places. That is not a reflection on you or your issue(s)
- Don't leave without getting a business card
- Follow up!

# Make your meeting memorable: Three Steps

Why is this important?

- Be clear about what you want
- Be clear about why you're relevant
- Be clear about the impacts on real, live people

# Delivering your message

- Hello, my name is [] and I'm from []  
(establishes relevancy)
- I am here to talk to you about [policy / relationship ask]
- This is important to me/my community because [personal story]
- That's why I ask that you [ask]
- I'd like to follow-up by [follow-up ideas]
- Thank you! In person and via email!

# Do's

- Do thank them for stands the Member has take that you support
- Do relate situations to his/her home state or district; keep it local
- Do ask for the Rep's/Sen's position and why
- Do show openness to counter arguments
- Do admit you don't know. Find out the answer and follow up!
- Do spend time with Members whose position is against yours. You can lessen the intensity of the opposition and perhaps change it.

# Don'ts

- Don't overload a visit with too many issues
- Don't say - but I thought my appointment was with the Senator
- Don't be argumentative
- Don't say - I didn't vote for you last time and I won't vote for you next time
- Don't say - you must be my daughter's/son's age!



**The one thing that makes  
ALL the difference**

**PERSISTENCE!**

QUESTIONS?