



## Advocacy for Health Equity

### Advocate Actions

- Develop credibility
- Utilize current & accurate information
- Formulate clear goals
- Publicize priority objectives
- Increase networking efforts
- Develop strong partnerships
- Solicit community support
- Optimize collaboration
- Communicate often & openly
- Cultivate relationships with legislators
- Personalize the issues
- Hold town hall meetings
- Utilize multimedia outlets
- Use social networking tools

**NEWSLETTERS, BLOGS, WEB SITES & OP-ED PIECES ARE GOOD WAYS TO GET THE WORD OUT!**

### ONLINE RESOURCES

Families USA: <http://www.familiesusa.org/resources/tools-for-advocates/kits/minority-health-tool-kit.html>  
 CDC REACH: <http://www.cdc.gov/nccdphp/publications/AAG/pdf/reach.pdf>  
 CDC CHAPS: [http://www.cdc.gov/NCCDPHP/DACH/chaps/library/health\\_disparities.htm](http://www.cdc.gov/NCCDPHP/DACH/chaps/library/health_disparities.htm)  
 Office of Minority Health: <http://www.omhrc.gov/templates/browse.aspx?lvl=3&lvlID=464>

### Advocacy?

Advocacy is most effective when information is provided from multiple sources. No longer is the model of a single organization or key spokesperson the only way to successfully educate others on issues of health equity.

### Keys to Success

- **Trust.** Build a culture of collaboration with communities based on trust.
- **Empowerment.** Give individuals & communities the knowledge & power to create change.
- **Culture & History.** Design health initiatives grounded in the unique historical & cultural contexts of the impacted communities.
- **Focus on Causes.** Assess & focus on the underlying causes of inequity.
- **Community Investment & Expertise.** Recognize & motivate local communities.
- **Trusted Organizations.** Enlist community organizations valued by community members.
- **Community Leaders.** Help leaders forge unique partnerships to act as catalysts for change.
- **Ownership.** Develop a collective outlook & shared interests through community engagement & leadership.
- **Sustainability.** Make necessary changes to ensure long-lasting & self-sustaining health improvements.
- **Hope.** Foster optimism, pride & a promising vision for a healthier future.

From CDC's Racial and Ethnic Approaches to Community Health (REACH U.S.) document

