



The National

CONSUMER VOICE

for Quality Long-Term Care

formerly NCCNHR

ADVOCACY SKILLS TRAINING
ANNUAL CONFERENCE
November 2014



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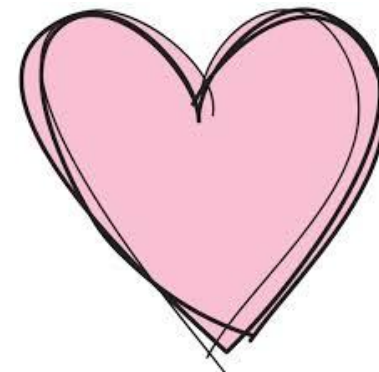
How to craft an effective advocacy
message

Strategy Chart

Heart Goals

To feel:

- Supported – by all of us at Consumer Voice
- Connected – to Consumer Voice, the wonderful participants today and our cause of better long-term care
- Energized – to go back home and advocate on behalf of residents/other LTC consumers and on the advocacy issue we're going to work on today



THE BIG SIX

1. Have an opening statement that includes your ask
2. Present the problem
3. Give the facts
4. Give a personal example or story
5. Connect to something your audience cares about
6. Reiterate the “Ask”



Identify the Receiver

This is the primary/secondary decision maker in your Strategy Chart.

#1. Have an Opening Statement

- Grab their attention! Open with a statement that engages your audience. Include your “ask” – tell them what action you want them to take.



#2. Present the Problem

Lay out the issues:

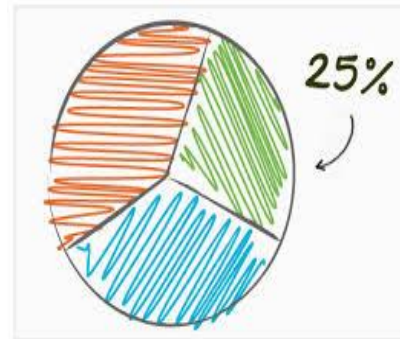
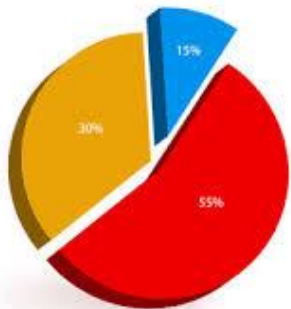
- Why is this a problem?
- Who is affected?
- What can be done?
- How can they help?



#3. Give the Facts

Facts. Figures. Data.

- Provide solid evidence to support your argument.
- Provide data relevant to your audience.
- When using statistics, provide a mental picture.



#4. Provide a Personal Example/Story

Make it personal:

- Put a face to the issue
- Share observations
- Share personal experiences
- Tell a story



#5. Connect to Something Your Audience Cares About

Do your research:



- Values
- Interests
- Concerns
- Voting history
- Self-interests



#6. Make the Ask

Reiterate what you want the audience to do.



Paramount Pictures

Be Prepared for Questions & Debate

Try to imagine every perspective



...and every angle

What is Your Response?



Closing

Closing your conversation is just as important as your opening.



Questions



Group Work



NEVER TOO OLD TO BE...