

CHAMPION PROVIDER FELLOWSHIP

A Powerful Approach to Healthier Communities

Influencing Powerful Allies to Help You

Not all audiences are created equal when it comes to successfully advancing policy, systems and environmental (PSE) changes. Allies can be a secret weapon to influencing your target audience. Here are some tips for identifying influential players to help you promote your issue.

What is your issue? What change do you want to see?

Identify audience segments to help you amplify your message: Who else cares about your issue? Consider some of the following: colleagues, professional organizations, elected officials, governmental organizations, business groups and service organizations, faith leaders, education leaders, parents, children. List an influential person who could be an ally.

Why would they want to help you? What is their sweet spot? What do *they* care about? What about your issue aligns with their interests?



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Tips for Recruiting Powerful Allies

Reaching out to a potential partner is similar to giving public testimony. You may not have a lot of time to make your case, so it's best to do some research into the partner and his or her priorities, and prepare your approach in advance.

INTRODUCE YOURSELF: Briefly introduce yourself, your credentials and why this issue is important to you.

INTRODUCE YOUR ISSUE: Provide a very brief introduction to the subject, being sure to frame the issue around something *they* care about.

TELL A STORY: Humanize why this issue is important with a story that is memorable, personal and powerful. Draw on your clinical experiences to help them understand what you are seeing in your practice that needs to be addressed.

MAKE THE ASK: Without overreaching, suggest a fix that needs to take place and ask for their help. Your ask should be easily actionable, and lead to a larger, sustainable and long-term action.



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