

# CHAMPION PROVIDER FELLOWSHIP

A Powerful Approach to Healthier Communities

## Module 3 Worksheet Advocacy and Lobbying

Based on the problem, goals, and activities identified from the worksheets in Modules 1 and 2, please answer the following questions. Based on the 3 categories of audiences described in the Module 3 presentation, brainstorm potential roles, if any, would you like audiences to play in moving forward the PSE change intervention you've identified? If not applicable, please mark N/A.

Audiences	What you would like the audience to do to move PSE change forward?
<p><u>Decisions-Makers</u></p> <ul style="list-style-type: none"> <li>• Policy makers/ decision-makers</li> <li>• Local government agencies, offices, departments</li> </ul>	<p><i>(ex. I would like the city's mayor to sign a resolution supporting Safe Routes to School within the city. This would help align goals and mobilize resources across government to achieve Safe Routes to School.)</i></p>
<p><u>Influencers</u></p> <ul style="list-style-type: none"> <li>• Media (including social media)</li> <li>• Businesses</li> <li>• Service providers</li> <li>• Schools and/or child care facilities</li> <li>• Non-profits</li> <li>• Community leaders</li> </ul>	<p><i>(ex. I would like for the city's local paper to cover a story on the lack of healthy and affordable food options in a low-income neighborhood to spur awareness and understanding of the problem of food insecurity.)</i></p>
<p><u>Public</u></p> <ul style="list-style-type: none"> <li>• Community members, residents, general public (or segments of it)</li> <li>• Community-based organizations</li> </ul>	<p><i>(ex. I would like residents to attend a community event to show support and raise money for local parks and recreations. This will also help raise awareness of the need to better resource parks and recreational programming.)</i></p>



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1. To achieve your goal(s) to address the problem you've identified in Module 1, who specifically are your primary audience(s) and why? What steps, if any, have you taken to work with this audience?
2. Fill out the table below with potential actions you could take to build awareness of problem, willingness to act, and action by audience(s) identified in question #1. If needed, please refer to the Advocacy Strategy Framework handout for more information.

	<b>Action</b>		
<b>Changes</b>	<b>Willingness to Change or Act</b>		
	<b>Awareness</b>		<i>(ex. Meet with elected official to discuss healthy eating initiatives in the county)</i>
		<b>Public</b>	<b>Influencers</b>
		<b>Audiences</b>	
			<b>Decision Makers</b>



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