



Developing Your Advocacy Strategy Advocacy 102 Training

The world in which community health centers live is changing. As these changes occur, we need to be ready to take on key issues in a strategic manner.

Community Health Advocates of Oregon and Oregon Primary Care Association have created a series of trainings to give you the skills to speak up and speak out on behalf of community health centers.

What: “Developing Your Advocacy Strategy”

Why: CHAO is building a grassroots advocacy movement. By joining you will advocate on behalf of your CHC as well as influence health policy reform in Oregon. As a result, you will to increase and improve health care service and access for underserved and uninsured populations.

Who: Board members, CHC staff and patients

How: This training will build upon the foundation created during the first module, Speaking Up, Speaking Out: Advocacy 101. Please note that it is not a pre-requisite to participate in our Advocacy 101 module to engage in Developing Your Advocacy Strategy, but it is strongly suggested. It will take approximately two hours and will facilitate the creation of a strategic plan to launch an on-going advocacy initiative. We will offer this training in two formats-- as a face-to-face and as a webinar.

We will:

- Review key takeaways from the Advocacy 101 training.
- Identify issues facing your CHC.
- Walk through creating an advocacy strategy that will identify the following for your CHC:
 - o Specific goals to aim for as you tackle your issue.
 - o Organizational considerations to keep in mind as you embark upon your strategy.
 - o Decision-makers who impact your issue.
 - o Allies and Stakeholders who could play a key role in influencing your issue.
 - o Tactics or actions that will help achieve your goal.

Outcome: CHC staff and Board will be able to embark upon their initial advocacy strategy and feel confident to develop an on-going advocacy initiative.

What's Next:

- This is the second training in a set aimed to develop community health center advocates across Oregon. Other trainings in the series are:
 - o Story Collection
 - o Voter Registration
- We will also facilitate learning communities around all training topics so CHCs can share best practices.

Please contact Kat Ferguson-Mahan by phone or email, (503) 228-8852 or kfergusonmahan@orpc.org for more information or to schedule a training at your clinic.