

Advocacy Communications Opportunities

The following opportunities were designed to give you a chance to incorporate skills from today's module into your professional practice. Many of these opportunities can be done in as little as 5 minutes. You are encouraged to choose opportunities that relate to your personal interests and that fit within your schedule.

Opportunities in as Little as 5 Minutes:

- Identify a story from your work or from a patient that you can use to illustrate why your issue is important.
- Find your local newspaper Web site and set it as your home page on your computer. Scan the newspaper periodically for articles about children's health.
- Look for opportunities within your work to talk about the issues that are important to you and share your message with your patients' families, colleagues, friends and family members.
- Watch the news, listen to the radio, or read the paper. Ask yourself, "how does this affect children's health?" after each news report.

Opportunities in Less than 30 Minutes:

- Visit the AAP Member Media Center online at <http://www.aap.org/moc/pressroom/pressroom.htm> and read past letters-to-the-editors, talking points, and op-eds.
- Write a letter-to-the-editor on behalf of an issue you care about.
- Keep an advocacy journal that reflects the issues you see in your work and how you can talk about them with others.
- Create an "elevator speech" (i.e. a 30 second speech) about an issue that is important to you that you can share with your colleagues while sharing the elevator with them at work.
- Post a response on behalf of an issue you care about on your newspaper's comments page, blog, or Web site.
- Create a social networking page for yourself or join a social networking group that shares your interest in children's health and well-being.

Opportunities in about an Hour:

- Set up a table outside of grand rounds or at a community event or health fair and talk about your issue. Distribute flyers and encourage people to sign-up to get involved or pledge their support.
- Contact your AAP chapter to learn about media activities that they are part of. Ask if you can assist, perhaps by writing an op ed on behalf of the chapter, writing a press release, or meeting with an editorial board.
- Give a presentation on behalf of an issue that is important to you to a local civic group or school.
- Write a letter to the editor and distribute at grand rounds so that your colleagues can sign on and voice support for your issue.

Opportunities in a Day:

- Contact the AAP Department of Communications at commun@aap.org. Ask them if you can receive training to become an AAP spokesperson at a national AAP meeting.