MODULE 5: Early Brain and Child Development Advocacy—An Opportunity to Change Childhood Outcomes

CASE STUDY ACTIVITIES*

*The activities below were adapted from content in the AAP Advocacy Guide Training Modules. For more activities and ideas got to the AAP Advocacy Guide Training Modules

Case Study Activity- Using your stories for advocacy

This activity can be completed as a large group or in small groups if your learning environment permits.

Explain that the best way to help people understand why your issue is important is to tell them a story about the real people affected by it. Advocacy allows you to share your stories and your expertise to change childhood outcomes. This activity will help your audience to start to think about their stories and the messages they can share.

Write the following on a flip chart or white board, or tell your audience the following:

- *Your message is the core statement of why your issue is important. This should be the underpinning of all your advocacy work.*

- *Your messages should be easily understood and easily internalized and repeated by others.*

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Remind your audience that each and every one of them has stories that put a human face on children's health issues. These stories are powerful tools for advocacy.

Option One:

Have your audience members think what stories they have from their experiences that illustrate the importance of EBCD and share them with each other in small groups.

These stories can be the springboard for beginning your advocacy work.
Think about how these stories can be used to be an advocate for EBCD.

Option Two:

Give each group a copy of an AAP EBCD-related position paper.

Tell the group they have 10 minutes to:

- Identify the message
- Identify what makes the message memorable
- Identify what makes the message persuasive
- Identify how the press article or position paper repeated the message
- Find the human story within the article and/or their own story

Have groups report back to the larger group or if it was an individual task ask individuals to report back.