The AAP serves as a leading voice in our nation’s capital, working to advance federal policies that support, protect, and promote child health. In 2016, the Academy released the *Blueprint for Children: How the Next President Can Build a Foundation for a Healthy Future* to outline its federal policy priorities for the next presidential administration, guiding the federal government on how it can best improve children's health and putting forward a vision for how the president can lay a strong groundwork for the future. In 2018, the Academy released the *2018 Update: Achievements in Child Health Advocacy*, as well as the *2018 Update: What's Next in Child Health Advocacy*.

AAP chapters also play a vital role in serving as a leading voice for children’s health and well-being in their state capitols. State-level advocacy presents both opportunities and challenges. Striking the right balance between proactive initiatives and responding to other proposals requires planning, skill, and resources.

To support chapters in developing state level advocacy priorities, the AAP has developed a template state blueprint for children. Each chapter or district template can be found [here](#). The cover and first page, which contains overarching policy goals, are evergreen and align with the Academy’s Blueprint and contain a space to insert your chapter logo. The second and third page are designed to allow chapters and districts to include their 2019 state specific advocacy agenda. The template is fully customizable, and your chapter or district can edit to best reflect chapter or district publishing guidelines.

If you utilize the blueprint for children template, or publish your 2020 priorities in another format, please share a final version with us ([stgov@aap.org](mailto:stgov@aap.org)) so we can share your good work with all chapters!

This **AAP Chapter Advocacy Agenda Planning Toolkit** is a compilation of resources designed to help develop and implement a state advocacy agenda that prioritizes the health and well-being of children in your state.

**State Advocacy Agenda Planning Resources**

- AAP Webinar | Crafting A State Advocacy Agenda
  - Presentation/slides
- AAP Massachusetts Chapter | Policy and Procedure for MCAAP Legislative Committee
- AAP Washington Chapter | Decision Making Tree
- AAP Washington Chapter | Legislative Committee Yearly Schedule
- AAP Snapshot of Child Health and Well-Being (Missouri Example) (Contact the AAP State Advocacy Team for a snapshot of your state’s child health and well-being)
• AAP Snapshot of Child Health and Well-Being (Nebraska Example) (Contact the AAP State Advocacy Team for a snapshot of your state’s child health and well-being)

AAP Chapter Advocacy Agenda Examples
• 2019 AAP Chapter Blueprints and Advocacy Agendas
• AAP Alabama Chapter | Blueprint for Child Well-Being in Alabama
• AAP Iowa Chapter | 2018 Legislative Priorities
• AAP New Jersey Chapter | Agenda for Children
• AAP New Mexico Chapter | Agenda for New Mexico’s Children
• AAP Washington Chapter | 2018 Legislative Priorities
• AAP West Virginia | 2018 Legislative Priorities

State Advocacy Issue Resources
• AAP State AdvocacyFOCUS resources
• AAP Chapter Advocacy Action Guides
• AAP State Advocacy Infographics

Additional Resources
• The Pew Charitable Trusts | How States Engage in Evidence-Based Policymaking
• The Pew Charitable Trusts | How Counties Approach Evidence-Based Policymaking
• Bipartisan Policy Center | What Is the Role of States in Evidence-Based Policymaking?
• Evidence-Based Policymaking Collaborative | Evidence-Based Policymaking at the State Level
• American College of Surgeons | Developing a Legislative Strategy: When (and How) to Get Involved