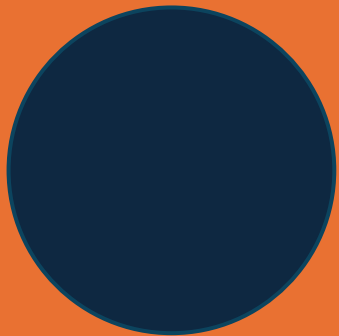




Avenues to Advocacy

NASTAD Annual Meeting
May 19, 2025



Ann Lefert
The Lefert Group
Public Health and Policy Consultant

Agenda



ADVOCACY IN
2025



AVENUES FOR
EDUCATING



PARTNERSHIPS



DISCUSSION



Why Advocacy?

- Educate about basics of public health programs
- Share progress and success stories (think broadly!)
- Remind decision makers that significant needs still exist
- Create relationships and trusted partnerships
- Public health is intrinsically connected to policymaking and, in the best case, a feedback loop with policymakers

Advocacy vs. Lobbying

Advocacy is a process aimed at bringing about change on behalf of a particular goal, program, or popular.

- Telling an elected official how a loss of HIV prevention funding would affect your public health programs and community.
- Developing educational materials that show progress being made in reversing opioid overdoses.
- Maintaining health department social media site with information about statistics and events.
- Sending policymakers, including elected officials, your latest reports or newsletters that outline.

Lobbying is an attempts influence a legislative body through communication with government officials.

- Asking an elected official to offer an amendment to increase HIV prevention funding.
- Including a message to support a bill to support a state standing order for prescription of naloxone.
- “Tweeting” a message asking your state legislator to vote against Medicaid work requirements.
- Emailing a group of people with a “call to action.”

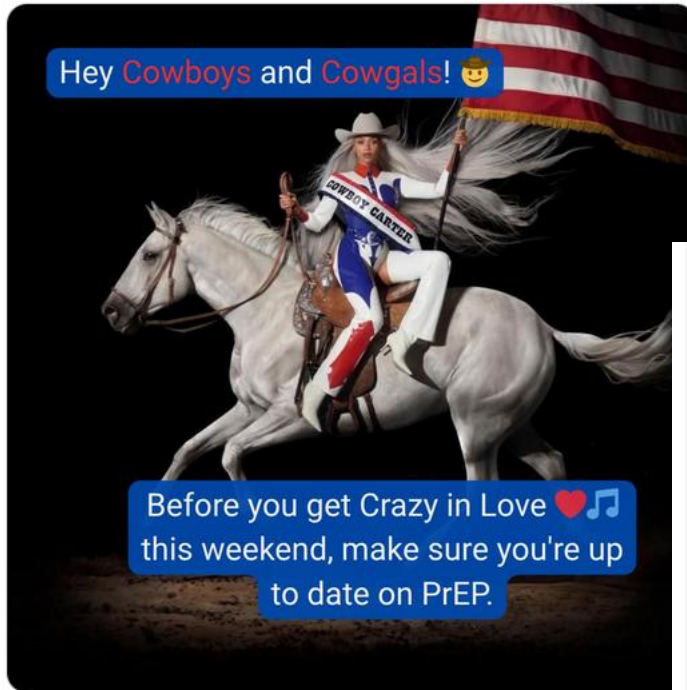


Avenues for Educating

- Meeting with elected officials at the national and local level is not the only way to make a difference
- Provide background information and statistics on particular topics of interest or in an elected official's district
- Write a letter to the editor
- Create tools to share information – dashboards, specialized reports on topics or populations, factsheets on success stories
- Create coalitions and partnerships to further goals

Avenues to Advocacy

CDPH | Chicago Department of Public Health @ChiPublicHealth May 16
More info, including CDPH's Sexual Health Clinics, at chicago.gov/city/en/sites/...



1 267

Mississippi State Department of Health @msdh Apr 19
DYK? Many STIs have no symptoms at all.
The only way to know is to get tested.
Protect your health. Protect your partners.
Find free or low-cost STI testing in Mississippi: msdh.ms.gov/STI
#GYT #GetTestedMS #STIAwareness #MSDH #HealthyMS #TalkTestTreat



746

Iowa Department of Health and Human Services
16h
This day is a chance to thank the volunteers, community members, health professionals, and scientists working together to find a safe and effective preventive HIV vac... See more



4
Like Comment Send

ND Health and Human Services @hhsndgov Apr 3
Leaving incarceration is about having the right support to build a stable future. In ND, agencies like DOCR, HHS, Job Service ND, & DOT are working together to break down barriers to housing, employment, healthcare, & recovery.

Learn more
hhsnd.site/mmb



270

Partnerships

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Partnerships



Use existing planning activities and advisory groups to ensure broad coalitions with reach into different public and private sectors.



Use meetings to give and receive policy updates from community members, area business, etc. to identify shared goals and insights into policymakers.



Support efforts for community-led hill days.

Discussion

- What has worked in your jurisdiction?
- Do you experience barriers in engaging in advocacy efforts?
- What would be helpful to facilitate educational and advocacy efforts?





Thank you!!



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