

## Simple Facts for Better Advocacy

1. **The Basic Message:** The more often you repeat it, the more likely people will remember it.
2. **KISS: Keep It Simple, Sweetie!** Don't confuse officials with details they may not understand. If they ask for more information, you can offer more.
3. **Your Voice Counts:** A former state legislator once explained that if he received one call or letter, he needed to think seriously about the issue. If he received 5 calls or letters, it was a mandate for action. Your call will make a difference.
4. **Advocacy is not about Politics:** Advocacy is about expressing your concerns on an issue facing the community. It is your responsibility to share that concern with your elected officials.
5. **Your Voice Represents 10 others who have not spoken up:** If nobody tells these leaders what the community concerns are, they will have no community support on which to base their decisions.
6. **You are the Expert:** Your legislator or other community leaders cannot be experts on every issue. Your input is a welcome addition to their understanding of issues.
7. **If you don't speak up, someone else with different interests will:** Legislators hear daily from sectors with the resources to hire lobbyists. They need to hear from citizen groups too!
8. **Advocacy does not take more than a couple of minutes:** There is no excuse for inaction.
9. **Advocacy is a great organizing tool:** It can bring community groups a feeling of confidence.

10. Advocacy does change policy: A great example is the tobacco tax. Due to the dedication of Arizona's advocates, new funding was secured for prevention and primary care by increasing the tobacco tax 40 cents per pack in 1994.