



Advocacy Action Plan – Issue Breakdown

Describe the problem: (keep it simple, make sure it's understandable to outsiders)

Identify the solution: (is it budget, statute, regulation; state, local, federal)

Identify everyone impacted by the problem: (staff, consumers, families, vendors, community, board members)

Identify the best “storytellers”: (staff, consumers, families, vendors, community, board members)

Identify avenues to get the advocacy message out: (media, legislative visits, phone calls, op/eds)

Determine the best timing for delivery of the advocacy message: (review legislative calendar)