

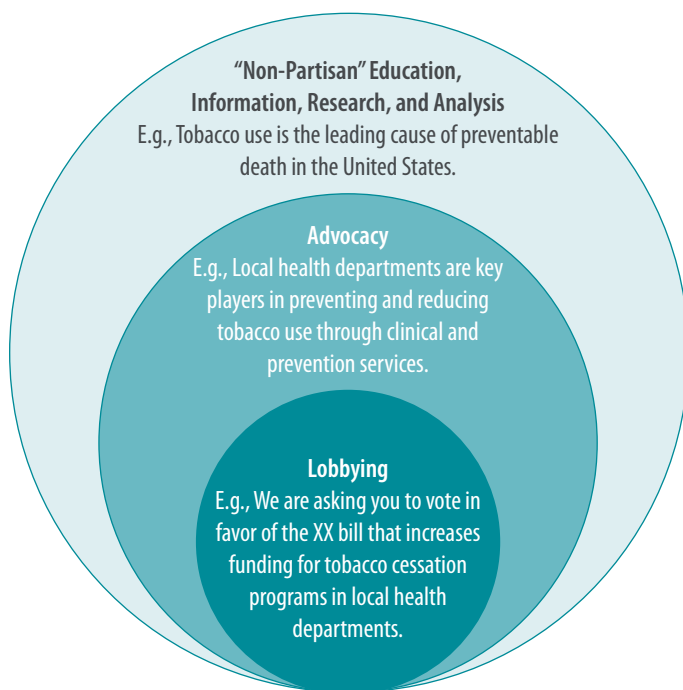
What is Lobbying?

Lobbying is the attempt to influence a legislative body through communication with a member or employee of the legislative body or with a government official who participates in constructing legislation. Lobbying can include written or oral communication for or against specific legislation. Rules about lobbying vary according to local jurisdictions. Check the rules in your local health department before engaging in lobbying.

EXAMPLES OF ADVOCACY VS. LOBBYING ACTIVITIES

Advocacy	Lobbying
Meeting with a Member of Congress to educate them about the importance of Zika funding for your community.	Meeting with a member of Congress to urge them to vote for a bill to provide emergency Zika funding for your health department.
Preparing educational materials that depict success stories from your local health department programs.	Preparing materials that include information on health programs at your local health department and contain messaging for or against specific legislation.
Tweeting statistics about diabetes and descriptions of how local health departments are helping reduce diabetes rates.	Tweeting a message urging Congress to vote against cuts for diabetes prevention programs in local health departments.
Sending a weekly e-newsletter discussing factual information on opioid abuse and outlining programmatic efforts that are proven to reduce this health issue.	E-mailing a “call to action” to members of your organization to encourage them to contact their legislator in favor of opioid prevention legislation.

ARE YOU ADVOCATING OR LOBBYING?



Five Advocacy Tips

At the basic level, advocacy is building relationships. The goal is to become a valuable resource for policymakers. No matter who the audience is, you should keep in mind the following:

1. Be confident.
2. Frame your message to answer the question, “So what?”
3. Plan and practice your message.
4. Present a clear and compelling message; less is more.
5. Offer yourself as an expert resource and provide examples from your community; stories are more compelling than statistics.