



## **Advocacy 101 How to Influence Health Policy, Train the Trainer, - Eric J. Myers**

### **Learning Objectives**

#### **Participants will:**

- Gain an understanding of health care advocacy within a multi-level government context.
- Learn the definitions of and be able to differentiate between:
  - Advocacy
    - Grassroots advocacy
    - Grass-tops advocacy
    - Coalitions
- Gain an understanding of how elected officials think about public policy issues.
- Learn strategies for building relationships during an advocacy campaign or effort.
- Explore the broad spectrum of advocacy action steps available to health care professionals.
- Learn how the American Registry of Radiologic Technologists (ARRT) supports advocacy efforts for local affiliates.
- Discover ways to encourage others to become involved in health care and/or occupational advocacy.

### **Key Takeaways**

- ✓ Individuals who engage in advocacy can play an important role in shaping health care policy and advancing the interests of patients, professionals, and the profession.
- ✓ Advocacy efforts are most successful when they combine relationship-building, education, collaboration, and strategic action.