





# Advocacy

## SHAV ADVOCACY TOOLKIT

### GET TO KNOW YOUR LEGISLATORS

|                          |   |                       |  |
|--------------------------|---|-----------------------|--|
| <b>Name</b>              |   | <b>Position</b>       |  |
| <b>Date of Birth</b>     |   | <b>Party</b>          |  |
| <b>Social Media</b>      |  | <b>Office Address</b> |  |
| <b>Committees</b>        |   | <b>Office Phone</b>   |  |
| <b>Issues/ Platforms</b> |   | <b>Email</b>          |  |
| <b>Other Notes</b>       |   |                       |  |

<http://whosmy.virginiageneralassembly.gov>


|                          |   |                       |  |
|--------------------------|---|-----------------------|--|
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| <b>Date of Birth</b>     |   | <b>Party</b>          |  |
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| <b>Other Notes</b>       |   |                       |  |

# Advocacy in Action Year Round

Ways to engage and inform your legislators all throughout the year about what you do and who you serve.

|                  |   |
|------------------|---|
| <b>January</b>   | <p>Martin Luther King Jr. Day<br/>           SHAV Advocacy Day<br/>           National Birth Defects Prevention Month<br/>           National Winter Sports TBI Awareness Month</p>   |
| <b>February</b>  | <p>Valentine's Day</p>  |
| <b>March</b>     | <p>St. Patrick's Day<br/>           National Traumatic Brain Injury Awareness Month</p>   |
| <b>April</b>     | <p>National Autism Awareness Month<br/>           Oral Cancer Awareness Month<br/>           National Public Health Week (April 6–12)</p>   |
| <b>May</b>       | <p>Better Speech and Hearing Month<br/>           Apraxia Day (May 14th)<br/>           National Stroke Awareness Month (link national assoc)<br/>           National Stuttering Awareness Week (May 11–17)</p>   |
| <b>June</b>      | <p>Juneteenth<br/>           Alzheimer's and Brain Awareness Month<br/>           National Aphasia Awareness Month<br/>           Helen Keller Deaf-Blind Awareness Week (June 28– July 4)</p>  |
| <b>July</b>      | <p>Helen Keller Deaf-Blind Awareness Week (June 28– July 4)<br/>           4th of July<br/>           National Cleft/Craniofacial Awareness/Prevention Month</p>  |
| <b>August</b>    | <p>National Health Center Week (Aug 9–15)</p>   |
| <b>September</b> | <p>Alzheimer's Awareness Day (Sept 19)<br/>           Newborn Screening Awareness Month<br/>           World Alzheimer's Month</p>  |
| <b>October</b>   | <p>National Protect Your Hearing Month<br/>           International Stuttering Awareness Day (Oct 22)<br/>           National Bullying Prevention Month</p>   |
| <b>November</b>  | <p>Election<br/>           Veterans Day<br/>           National Alzheimer's Disease Awareness Month<br/>           National Family Caregivers Month<br/>           National Hospice Palliative Care Month<br/>           Prematurity Awareness Month<br/>           World Prematurity Day (Nov. 17)</p> |
| <b>December</b>  | <p>Winter Holidays</p>  |



**Part #1**

**Introduce Yourself**

|                                |  |             |  |
|--------------------------------|--|-------------|--|
| Position                       |  | Setting     |  |
| How long you have been there   |  | What you do |  |
| What you enjoy about your work |  |             |  |

**Introduce Your Clients**

|                                     |  |                                   |  |
|-------------------------------------|--|-----------------------------------|--|
| Clients you serve (ages, area, etc) |  | Communication Disorders Addressed |  |
|-------------------------------------|--|-----------------------------------|--|

**Connect To Your Legislators**

|                            |  |
|----------------------------|--|
| Are there any connections? |  |
|----------------------------|--|

**Putting It Together**

|                                       |  |
|---------------------------------------|--|
| Elevator Speech: Introducing Yourself |  |
|---------------------------------------|--|



**Part #2**

**Introduce Your Topic: National Level**

|                             |  |                              |  |
|-----------------------------|--|------------------------------|--|
| The Issue                   |  | Related bills                |  |
| The Background              |  |                              |  |
| The Benefit                 |  | The Concern                  |  |
| How it impacts your clients |  | Perspectives of your clients |  |
| How it impacts you          |  | Other Notes:                 |  |

**Connect To Your Legislators**

|                            |  |
|----------------------------|--|
| Are there any connections? |  |
|----------------------------|--|

**Putting It Together**

|  |  |
|--|--|
| Elevator Speech:<br>Introducing Topic (National) |  |
|--|--|

**Action Plan**

|                         |  |                     |  |
|-------------------------|--|---------------------|--|
| Additional Data Needed  |  | How To Acquire Data |  |
| Stakeholders To Contact |  |                     |  |
| Action #1               |  | Goal Date           |  |
| Action #2               |  | Goal Date           |  |
| Action #3               |  | Goal Date           |  |



**Part #3**

**Introduce Your Topic: State Level**

|                             |  |                              |  |
|-----------------------------|--|------------------------------|--|
| The Issue                   |  | Related bills                |  |
| The Background              |  |                              |  |
| The Benefit                 |  | The Concern                  |  |
| How it impacts your clients |  | Perspectives of your clients |  |
| How it impacts you          |  | Other Notes:                 |  |

**Connect To Your Legislators**

|                            |  |
|----------------------------|--|
| Are there any connections? |  |
|----------------------------|--|

**Putting It Together**

|   |  |
|---|--|
| Elevator Speech:<br>Introducing Topic (State) |  |
|---|--|

**Action Plan**

|                         |  |                     |  |
|-------------------------|--|---------------------|--|
| Additional Data Needed  |  | How To Acquire Data |  |
| Stakeholders To Contact |  |                     |  |
| Action #1               |  | Goal Date           |  |
| Action #2               |  | Goal Date           |  |
| Action #3               |  | Goal Date           |  |



**Part #4**

**Introduce Your Topic: Local Level**

|                             |  |                              |  |
|-----------------------------|--|------------------------------|--|
| The Issue                   |  | Related Bill                 |  |
| The Background              |  |                              |  |
| The Benefit                 |  | The Concern                  |  |
| How it impacts your clients |  | Perspectives of your clients |  |
| How it impacts you          |  | Other Notes:                 |  |

**Connect To Your Decision Makers**

|                            |  |
|----------------------------|--|
| Are there any connections? |  |
|----------------------------|--|

**Putting It Together**

|  |  |
|--|--|
| Elevator Speech: Introducing Topic (Local) |  |
|--|--|

**Action Plan**

|                         |  |                     |  |
|-------------------------|--|---------------------|--|
| Additional Data Needed  |  | How To Acquire Data |  |
| Stakeholders To Contact |  |                     |  |
| Action #1               |  | Goal Date           |  |
| Action #2               |  | Goal Date           |  |
| Action #3               |  | Goal Date           |  |