



Yes, the presentation is ready ahead of time. It is now open; you will earn 3.0 CNEs upon completion *March 22, 2016 - March 31, 2018.*
ENJOY!

Welcome to the Webinar

There are **two (2) handouts**.

You have opened “**Handout 1 Instructions for webinar APHN PHP Advocacy Guide Book and Tool Kit 2016**”.

Please open the second handout now, “**APHN Public Health Policy Advocacy Guide Book and Tool Kit 2016**”. This is located right here on the APHN website. It is the Advocacy Guide as well as Tool Kit.

Please keep both handouts accessible throughout the presentation for reference, directions, and skill-building. While you may prefer to print out the handouts, keeping them open during the presentation (and minimized when not needed) will enable you to readily access the links within the handouts.

This presentation is interactive and will take you approximately three hours to complete.

This presentation is approved for three (3) Continuing Nursing Education (CNE) credits.

You will return to this handout during the webinar. Remember, while the webinar indicates April 1 start date, you will earn CNEs if completing the training between March 22, 2016 through March 31, 2018.

[Please start the webinar now \(click here\)](#)



You are now at the first Pause, Pause #1; you have completed slides 1-4.

It is time to read and study the APHN Public Health Policy Advocacy Guide Book and Tool Kit 2016, the PDF titled “**APHN Public Health Policy Advocacy Guide Book and Tool Kit 2016**”. This may take you one to one & one half hours including exploring various resources and links embedded in the document. Once completed, return to the webinar.



You are now at the second Pause, Pause #2; you have completed slides 5-25.

It is time to complete **skill-building in advocating before providers and stakeholders (slide 25)**. Think of a specific public health issue in your county or state. With this issue in mind, write down the names of 2 legislators in your county and/or state who would have an interest in this issue. Then, draft a letter, draft an e-mail, plan a phone call conversation, and finally, with at least one of the developed communication documents, practice, practice, practice with someone who wants to listen!

Resource option: Pages 10, 14 through 18, & 21 through 27 of APHN Public Health Policy Advocacy Guide Book and Tool Kit 2016

Resource option: **How do I find out my elected officials? Go to either web site and type in your address.**

- http://act.commoncause.org/site/PageServer?pagename=sunlight_advocacy_list_page
- <http://votesmart.org/>

Resource option: **I don't know what I should say to my elected official. How do I write a letter or email?**

Tips for writing a letter or email:

- <http://allnurses.com/general-nursing-discussion/how-to-write-402285.html>
- <http://www.aacn.org/wd/practice/content/publicpolicy/legislators.pcms?menu=practice>

This may take you 15 to 30 minutes. Once completed, return to the webinar.





You are now at the third Pause, Pause #3; you have completed slides 26-30.

There are many avenues to advocacy and policy development; please listen to the Plotagon "APHN Public Health Policy Advocacy Guide Book and Tool Kit 2016 advocacy example". Click on the picture to activate the video; this Plotagon (video.mp4) is just under 13 minutes. Once completed, return to the webinar.



You are now at the fourth Pause, Pause #4; you have completed slides 31-40.

It is now time to complete **skill-building through application of one policy development tool--Study, Analyze, Develop, and Verbalize (slide 40).**

Using "Straight to the Point" advocacy tool, clearly define your advocacy issue and write one goal that addresses the issue.

Examples at [Pathfinder](#) or check out these resources for ideas and examples of success, [NACCHO](#) & [APHA](#); review tools in the APHN Public Health Policy Guidebook and Tool Kit 2016

Finally, with a least one of the developed communication documents, practice, practice, practice with someone who wants to listen!

Resource option: Pages 34 through 40 of APHN Public Health Policy Advocacy Guide Book and Tool Kit 2016

This may take you 15 to 30 minutes. Once completed, return to the webinar.



You have completed the webinar. Great.

You may access the online evaluation survey by clicking on the link or typing the address into your browser.

<https://www.surveymonkey.com/r/APHN>