



Preparing Your Oral Health Advocacy Agenda

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ADVOCACY REQUIRES PLANNING

Find Your Advocacy Issue

- What's my goal?
- What's my message?
- Who's listening?

Find Your Advocacy Community

Find the Right Advocacy Platform



Advocacy Preparation Exercise

- What is the issue at hand? (your policy concern)
- Who do I need to educate about the issue? (your target audience)
- What am I asking to change this issue? (your solution/message)
- Who is my advocacy community? (your partners/issue receptors)
- Where is my advocacy platform? (lobbying elected officials? Meetings with administrative decision makers? Educating public? Empowering and supporting disenfranchised? Other?)
- When and to what extent should you get involved? (your work plan and timeline)
- Use these questions to discuss two policy change scenarios

Identify Your Advocacy Issue

- **Community/Population Level** - water fluoridation; sugar-containing beverage tax; Other?
- **Care System Delivery** - e.g., workforce reforms; integration of OH in coordinated care models; Other?
- **Program Level** - Medicaid benefits / fee schedule; Value-based Outcomes; Other?
- **Plan/Practice Level** - EHR enhancement; value-added benefits; Other?
- **Innovations** – thinking outside the box

Case Scenario #1



- **Identify problem & solution**
- **Identify your target audience**
- **Identify your advocacy platform**
- **Develop an advocacy work-plan and timeline**

Case Scenario #2



- **Identify problem & solution**
- **Identify your target audience**
- **Identify your advocacy platform**
- **Develop an advocacy work-plan and timeline**



REPORT BACK TO GROUP



Follow-up Feedback/Questions

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