AAP ADVOCACY TRAINING

WORKING IN PARTNERSHIPS
INTRODUCTION

• Sometimes it’s easy to assume that just because we’re on the “right” side of an issues namely children’s health—we will win.

• Unfortunately, being right in and of itself will not yield victory.

• Working in partnerships will help multiply the power of advocacy efforts and build strength in numbers.

• Working in partnerships includes getting other individuals, organizations, alliances, and coalitions involved to accomplish your advocacy goal.
BUILDING STRENGTH IN NUMBERS

• As a pediatrician, you are both a credible and natural advocate for children and your profession.

• However, even with compelling issues, a powerful story and ongoing advocacy, there is a greater chance of winning when you build strength in numbers.

• There are 2 ways to build strength in numbers:
  - getting more people involved
  - getting more organizations involved
WHY GET MORE PEOPLE INVOLVED?

• Generates hope and excitement for your issue. The more others see they are not alone, the more they will be willing to advocate and believe that a broader solution is possible.

• More people bring a broader set of skills, knowledge, and contacts.

• More people means increased pressure on decision-makers to act.

• Opposition to our issues frequently emerges. Strength in numbers is one of the best ways to counter it.
A NOTE ON OPPOSITION

• When working on issues as important as children’s health, it can be hard to imagine why others wouldn’t support your issue, much less oppose it.

• However, your issue will almost always be competing with other issues for resources or may reflect a different view of the best way to address the issue. Understanding the differences may help you find common ground.

• Building strength in numbers helps demonstrate that children’s health and well-being are a priority and support for your issue is larger and more powerful than any potential opposition’s interests.
HOW TO GET MORE PEOPLE INVOLVED

• Recognize that some people may be hesitant to get involved because they are unfamiliar with advocacy.

• Start with people you already know.

• Ask people—a natural and acceptable thing to do:
  - connect your issue to other’s self-interests
  - convey why your issue is important and why their help is needed
  - have a concrete request and be clear about the time commitment
Why Get More Organizations Involved?

• Demonstrates that the issue has visible and wide-ranging support.
• Decision-makers more likely to respond to broader-based support.
• Organizations bring more resources (people, skills, connections).
HOW TO GET ORGANIZATIONS INVOLVED

• Choose organizations with common interests.

• Understand the organization’s processes.

• Balance resources against the challenges.

• Don’t forget about untraditional allies.
MAKING A DIFFERENCE

• Getting more individuals and groups involved helps us win on the issues that are important to us.

• Working in partnerships helps us increase the number of people and groups working to improve children’s health and well-being and builds strength.

• When working with others—whether it is an individual or a group—try to understand their motivations and interests.

• Remember that partnerships can include the “usual suspects” as well as unlikely partners. The only way to know if someone will support your issue is by asking.
ADDITIONAL RESOURCES & INFORMATION

- AAP Advocacy Guide ([www.aap.org/moc/advocacyguide](http://www.aap.org/moc/advocacyguide))
- AAP Chapters ([www.aap.org/member/chapters/chapters.htm](http://www.aap.org/member/chapters/chapters.htm))
- AAP Division of State Government Affairs ([www.aap.org/moc/stgovaffairs](http://www.aap.org/moc/stgovaffairs))
- AAP Department of Federal Affairs ([http://federaladvocacy.aap.org](http://federaladvocacy.aap.org))
- AAP Community Pediatrics Training Initiative ([www.aap.org/commpeds/CPTI](http://www.aap.org/commpeds/CPTI))