

AAP ADVOCACY TRAINING



WORKING IN PARTNERSHIPS

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



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