

# ADVOCACY IN ACTION

*An advocacy and communications series that prepares physicians, medical students and Alliance members for grassroots advocacy success. Bring this six-part series to your county medical society.*

## About the Series

The foundation of advocacy is lasting relationships built on respect and trust. This series will help participants understand the importance of legislative relationships and provide essential tools needed to establish and build upon this foundation. Participants will learn how to craft effective messaging, identify and share their personal stories, have successful legislative visits, and testify at the Capitol – and even run for office. They also will gain hands-on experience with media and public speaking.

## Syllabus

Physicians can earn CME credit for each session they attend. Advocacy 101-401 programs also are accredited for ethics CME.

### ADVOCACY 101: THE RELATIONSHIP

#### Learning objectives:

- Discuss how to garner trust and respect in your relationships
- Identify the value of “effective listening”
- Discover grassroots advocacy tools that get results
- Create your personal action steps/checklist

### ADVOCACY 201: THE MESSAGE

#### Learning objectives:

- Discuss how to advocate for your practice, group, profession
- Discover the 10 pitfalls of message delivery
- Describe the five successful ways to craft and share your message
- Identify your “personal story”
- Practice crafting and telling your story

### ADVOCACY 301: THE CAPITOL

#### Learning objectives:

- Describe how to represent your profession, practice, or specialty at the Capitol
- Discover how to deliver your message successfully in three minutes or less
- Identify four ways to stay on message under stress
- Practice delivering your message

### ADVOCACY 401: THE CAMPAIGN

#### Learning objectives:

- Discover what it takes to run for office on the local, state, and national levels
- Discover your personal brand and messaging
- Describe how to start and run a campaign and raise money
- Discuss how to control your brand, campaign, and message

### MEDIA TRAINING 101: TAKE CONTROL OF YOUR MESSAGE

#### Learning objectives:

- Discuss how to create your message
- Discover how to tailor your message for radio, print, or broadcast news
- Employ four methods to stay on message
- Explore media delivery in front of a video camera

### SPEAKERS TRAINING 101: IT'S AN ART

#### Learning objectives:

- Describe your audience
- Describe how to craft your speech in three easy steps
- Explore the five ways to keep your audience engaged
- Practice your message and story in front of an audience



*Schedule your CME program today!*

Contact Pam Udall at (512) 413-6807  
or [pam.udall@texmed.org](mailto:pam.udall@texmed.org).



**Accreditation Statement:** The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

**Designation Statement:** The Texas Medical Association designates each live presentation for a maximum of XXX AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.