



Advocating for Health

Your Group Assignment

- Practice the skills of collaboration and negotiation as you plan an advocacy project.
 - These two skills involve effective use of the basic five communication skills: listening, responding to the emotions of others, assertive communication, asking effective questions, and refusal skills.
 - Goal setting and decision making are also useful.
 - Accessing information will help to build a case for your project.
 - Analyzing influences will help you decide how to persuade your audience to make changes.
- Be prepared with a five-minute oral presentation on your project for the class.

Key Elements of Advocacy

- Take a clear stand for a healthy choice.
- Explain why the stand taken is good for health.
- Use information to support the choice.
- Show awareness of the audience for the message.
- Be persuasive.
- Show conviction about the message.

Your Individual Assignment

- Respond to the questions below.
 - As you worked with your group on your written plan and presentation, what communication skills did you notice yourself using?
 - What skills did you notice other people using? If possible, provide a specific example.
 - If your group got stuck, what skills do you think might have helped?
 - If you could implement your advocacy project, do you think it would be successful? Justify your answer.

