

Advocacy Website Framework for PPC Organizations

Since the fall, the Pediatric Policy Council (PPC)'s Advocacy Training Committee, along with the American Academy of Pediatrics (AAP), has developed a framework for adding evergreen advocacy materials to your respective organizations' websites, either as its own subsite or as part of your organization's existing public policy and advocacy subsite. The purpose of this framework (see below) is to create an online repository of advocacy resources and training materials so that individuals can individually engage in advocacy activities. These sites are designed to be fluid so that new materials may be easily added depending on changing legislative priorities and political environments.

Take Action: Become an Advocate for Children Today

As academic pediatricians, you improve the lives of children through research, clinical care, and education. Through your personal experiences, academic and professional training, and dedication to child health, you can serve as a powerful resource for educating the nation's lawmakers about the need for strong programs to keep our nation's children healthy. Although many members of Congress care strongly for children, many of them and their staff members do not have the technical expertise to develop comprehensive policies on their own to adequately and efficiently provide the resources children need to stay strong and resilient. The voices for children can also be drowned out by other interests on Capitol Hill.

This is where you come in!

In order to ensure that Congress understands the importance of pediatric research, as well as the need for a strong pediatric workforce, increased access to care, and numerous other needs, the Pediatric Policy Council (PPC) has made available several resources to help you become a strong advocate for child health before Congress. The PPC is a policy advocacy collaboration of the Academic Pediatric Association (APA), the American Pediatric Society (APS), the Association of Medical School Pediatric Department Chairs (AMSPDC), and the Society for Pediatric Research (SPR).

Several "how-to" items are posted to the website along with this introduction. Please return to that site and browse the provided PDF files which cover the areas outlined below.

Scheduling Visits with Your Legislators

Visiting your federal legislators in Washington, DC can be one of the most effective, fun, and worthwhile experiences you can have as a child health advocate. The first step towards developing strong relationships with your members of Congress is to schedule a meeting with their offices. Below please find fact sheets on successfully scheduling and conducting advocacy meetings with your members of Congress.

The AAP Washington office can schedule visits for you with your legislators either in Washington, DC or back in your state or district. For assistance, please contact Ethan Jorgensen-Earp at ejorgensen@aap.org.

If you would rather schedule your own appointments, please review the PDFs [How to Schedule Your Own Advocacy Visits: Step-by-Step Approach](#) and [How to Conduct an Advocacy Visit: Step-by-Step Approach](#).

One-Page Fact Sheets to Take to Your Advocacy Visits

To be an effective advocate, it's important to be able to present complex information in a simple and succinct fashion so that your federal legislators are able to make appropriate decisions regarding the health of children. A variety of one-page fact sheets have been developed to serve as quick guides for your legislators on important child health topics and may be left with your members of Congress and their staff following your advocacy visits. Please review the PDF files: [Increase Federal Research Funding to Foster Key Advances in Child Health](#), [Keep Medicaid Strong for Children](#), and [Strengthen the Pediatric Workforce to Ensure Children Get the Care They Need](#) [LINK]

In addition, the PPC and the AAP announced a campaign in the spring of 2015 highlighting seven key discoveries over the past 40 years that have saved millions of children's lives worldwide, from groundbreaking treatments for deadly chronic diseases to life-saving interventions for babies who are born premature, and how strong federal funding for pediatric research is necessary for these discoveries to be made. You are encouraged to print out the official [brochure](#) made for the campaign and leave it with your legislators' offices following your advocacy meetings.

Sending Messages to Your Members of Congress Regarding Important Child Health Issues

While visiting your members of Congress in Washington, DC and in your home district is very important, sending an email to your members of Congress and their staff can also be an effective tool for advocating for your child health agenda. For background information and sample email text that will allow you to email your members of Congress to tell them to support increased federal investment in pediatric research, please see the PDF file: [Support Funding for the Next Great Achievements in Pediatric Research](#).

Get a Grant, Send Your Thanks: Thank Congress for Funding Your Pediatric Research

Each year, thousands of pediatric researchers from across the country apply for and receive federal grants to conduct scientific and clinical research from the National Institutes of Health and other federal agencies. In an effort to help pediatric researchers inform their members of Congress about the importance of research in creating new advances in medicine, the PPC created a campaign to allow researchers to send a message to their federal legislators thanking them for their support for federal funding for medical research when they receive a federal grant. For more information and to see a sample thank you letter, please contact the PPC at ejorgensen@aap.org

Engaging the Media

While engaging your elected officials is important for effective advocacy, the media can provide an effective platform for amplifying your advocacy messages. Giving TV and newspaper interviews, as well as writing letters-to-the-editor and op-eds for local, state, and national newspapers, can be useful ways for making your voice heard on important child health issues. For information on how to engage the media, please view the PDF: [Amplify your Advocacy Messages in the Media](#).

Additional Resources

Being a successful advocate for child health requires the ability to stay informed on current issues moving through Congress and the administration. Below are some basic online resources that will be helpful as you prepare your advocacy materials:

Source	Site	Details
AAP Advocacy Guide (AAP members only)	http://www2.aap.org/moc/loadsecure.cfm/advocacyguide/pdf_version/AdvocacyGuide.pdf	Provides an extensive guide to advocacy skills and other successful advocacy practices.
Congress.gov	http://congress.gov	Provides basic information on current and past legislation, including text, sponsorship, and status.
U.S. House of Representatives	http://www.house.gov	Main homepage of the House of Representatives; contains House directory of current members.
U.S. Senate	http://www.senate.gov	Main homepage of the Senate of Representatives; contains House directory of current members.
AAP Department of Federal Affairs	http://federaladvocacy.aap.org	Provides AAP members with the ability to take action on a number of issues on the federal level related to child health.
AAP Policy Statements	http://aappolicy.aappublications.org/	Online collection of current and past AAP policy statements.
Georgetown Center for Children and Families	http://ccf.georgetown.edu/	Nonpartisan policy and research center at Georgetown University that provides excellent resources on healthcare coverage for children.
Commonwealth Fund	http://www.commonwealthfund.org/	Private foundation that supports independent research on health care issues and funds grants related to health care practice and research.

Be Our Voice	http://obesity.nichq.org/solutions/be-our-voice	Project funded by the Robert Wood Johnson Foundation and run in partnership with the American Academy of Pediatrics, the California Medical Association Foundation and the RWJF Center to Prevent Childhood Obesity to train healthcare professionals to be advocates for obesity prevention.
Robert Wood Johnson Foundation	http://www.rwjf.org/	Serves as the largest philanthropic organization dedicated solely to health and health policy.
March of Dimes PeriStats	http://www.marchofdimes.org/peristats/Peristats.aspx	Developed by the March of Dimes Perinatal Data Center and provides access to maternal and infant health data by state and region.
Brookings Institution	http://www.brookings.edu/	Nonprofit public policy organization that conducts research to inform policy changes on the local, national, and global level.

PPC Organization Policy Statements

Academic Pediatric Association	https://www.academicpeds.org/public_policy/public_policy_statement.cfm	Main homepage for APA policy statements.
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