

November 2019

# ADVOCATING IN ELEVATORS

Advocacy Advisors Past, Present, & Future



# Overview

History of IAEA Advocacy Initiative

Future Goals

Position Statements

Crafting Effective Messages

Advocating in Elevators

Next Steps

# Past, Present, & Future



**Member  
Opportunities**

**Connect**

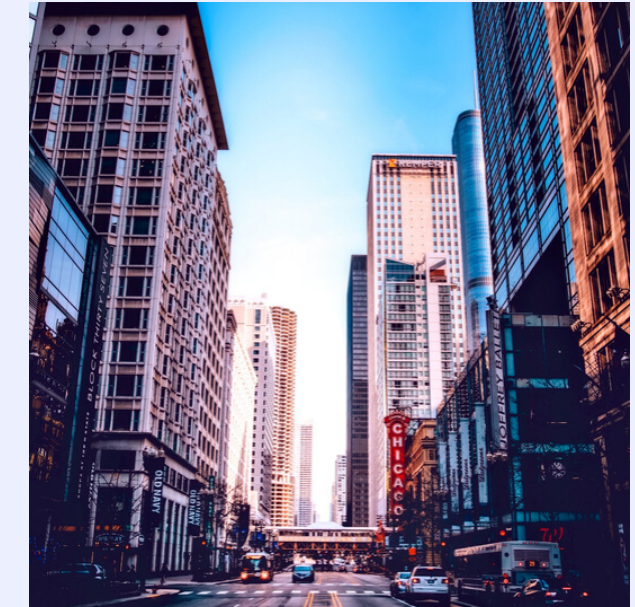
Advocacy Day  
Legislator Meetings  
Task Force



**Knowledge  
Communication**

**Empower**

Zine  
Research  
Policy Happenings



**Statewide  
Leadership**

**Network**

Convenings  
Representation  
Directiion

# Crafting Effective Advocacy Messages

## ENGAGE

Make a statement that gets your audience's attention right away, perhaps using a dramatic fact. This is your lead-in and should flow into the statement of the problem.

## PRESENT

Describe the problem, who it affects, its impact and potential impact.

## FACTS

Data is important to demonstrate that a problem exists and to support your position. Look for facts that are relevant to your audience. Anticipate arguments against your position and prepare responses to those arguments.

## STORY

An example or story puts a human face on the issue and makes it real and more compelling. Again, make sure the example is relevant to your audience.

## CONNECT

Show your audience how this interest fits with what they care about, want, or need. Consider their self-interest.

## ASK

Clearly state what you want the person to do and provide them all the needed steps to do so. Think who, what, where, when, and how. Make it as easy as possible for action to take place.



# Elevator Advocacy

## PROCESS

Audience

Problem

Observer

Reflection and Observations