**Title:** Successful Advocacy: Strategies that Work!

**Course Description:** This presentation will focus on strategies for successful advocacy. In addition to slides, the presentation will include an interactive feature allowing attendees to break into groups to devise a sample action plan and report back to the group. Resources will be shared on negotiation and working with the media and a Q&A will conclude the presentation.

**Learner outcomes:** The participant will be able to:
1. Identify three benefits of being an advocate
2. Name three state advocacy issues that ASHA is working on
3. Explain the four major components of an advocacy action plan

**Presenter:** Janet Deppe

**Biography:** Janet Deppe is Director of State Affairs in Government Affairs and Public Policy at ASHA. She coordinates the state affairs team, liaisons with Midwestern states and assists states with legislation and regulatory issues. Janet represents ASHA at federal and state meetings and is ex officio for ASHA’s School Finance Committee.

**Disclosures:**

**Financial:** Janet Deppe reports a salary from ASHA.

**Non-Financial:** Janet Deppe reports a professional relationship with ASHA.

**Time Agenda**

1. Introduction—5 minutes,
2. Define Advocacy, Benefits and State Efforts—10 minutes,
3. Describe the components of an action plan—20 minutes,
4. Describe the steps for a successful visit—10 minutes,
5. Complete an action planning activity—25 minutes,
6. Review plans with each group—15 minutes
7. Discuss negotiation strategies, resources and answer questions—10 minutes