

Introduction to Advocacy

NY StateWide Senior Action Council Mission, regarding advocacy:

- *To achieve through unified action the dignity, well being and security of all senior citizens of New York State.*
 - *To provide a unified and articulate voice on behalf of older New Yorkers, especially as advocates for the low income elderly and low income persons of all generations.*
 - *To promote the general well being of the aging through educational outreach and legislative advocacy.*
 - *Members engage in educational efforts, services and grassroots advocacy at the community, State and national levels*
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What Is grassroots advocacy?

- The process of communicating with the general public/membership and prompting them to contact/engage their elected officials at the local, state or federal levels regarding a particular issue. Not direct lobbying – citizen-based activism.
- Raise public awareness on issues so the general public can influence public perception, regulations and public policy

Why advocate?

- To create a positive change for a better quality of life for older people.
- To give the legislators a better understanding of StateWide's mission.
Who is StateWide?
- To let your legislator get to know who you are.
- To inform elected representatives about how various conditions affect their senior constituents and their families financially, legally, socially and psychologically.



New York StateWide Senior Action Council, Inc.

Making the phone call

(asking for support issue/bill or asking to cosponsor bill)

- ❖ Takes only a little bit of time
- ❖ No reason to be intimidated
- ❖ Opportunity to let legislator know who you are
- ❖ There are others willing to discuss further:
 - ❖ *Let your legislator know that StateWide has a staff person who can answer any questions or concerns they may have on the issue at hand.*



- The need for conviction and perseverance
- Together we do make a difference.

