



Sample Session Proposal

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Organization: Action for Health

Proposed Session Title:

Improving the Health of Our Community: Advocacy and Messages (3 hour session)

Session Topic:

Health

50 to 75 word description of the session/presentation.

This workshop will help attendees become familiar with and improve their existing advocacy skills around LGBT health issues. Participants will practice their advocacy and messaging talents and learn how to create their own advocacy tools for use on all types of decision makers from community-level to federal representatives as well as the media. Attendees will leave with practical advice and tools for their own advocacy situations.

150-200 word abstract stating objectives and rationale for this session.

This almost fully interactive workshop will help attendees become familiar with and improve their existing advocacy skills around LGBT health issues. This workshop will help participants gain a common understating of what advocacy is, how to create typical advocacy tools, and what messaging is and how to use it to gain support. Participants will work in small groups to develop their own action plans for real life scenarios. Any group members who are currently advocating on behalf of LGBT health will be encouraged to use their own scenarios. Participants will practice their advocacy and messaging talents and learn how to create their own advocacy tools for use with all types of decision makers from community-level to federal representatives as well as the media. Attendees will leave with practical advice and tools for their own advocacy situations.

Learning objectives: Participants will learn concrete advocacy tools and feel comfortable using them. Participants will understand the importance of messaging with the media and policymakers and will be able to apply this to their own situations. Participants will increase their ability to effectively advocate.

Session Outline:

-Overview of the agenda for session (5 minutes)

-A general overview of what we will be covering for the session. Sense of the room (10 minutes)

– An icebreaker that will help encourage participation and allow facilitators to gauge the level of expertise in the room. Brief explanation of what advocacy is (10 minutes)

-A brief discussion of what advocacy is so that all participants are on the same page. Tools of the trade (30 minutes)

– An interactive presentation on typical advocacy tools and how to create them. Messaging (45 minutes)

-A discussion of what messaging is and how participants can use it to further their own goals. Participants will begin to design their own messages and tools of dissemination. Real life scenarios (30 minutes)

– Participants will work in small groups to put together all of the previous aspects of the workshop and develop their own action plans for real life scenarios. Any group members who are currently advocating on behalf of LGBT health will be encouraged to use their own scenarios, otherwise examples will be provided. Group feedback (30 minutes)

-Groups will present to the entire group and get feedback to strengthen their plans. Wrap up and now what? (20 minutes)

-Entire group will decide on next steps for action plans and how to move forward from here.

Presenter One: Jane Jones (full contact information)

Presenter Two: Julie Jackson (full contact information)

Presenter Three: Jim Johnson (full contact information)