



Depression and Bipolar  
Support Alliance

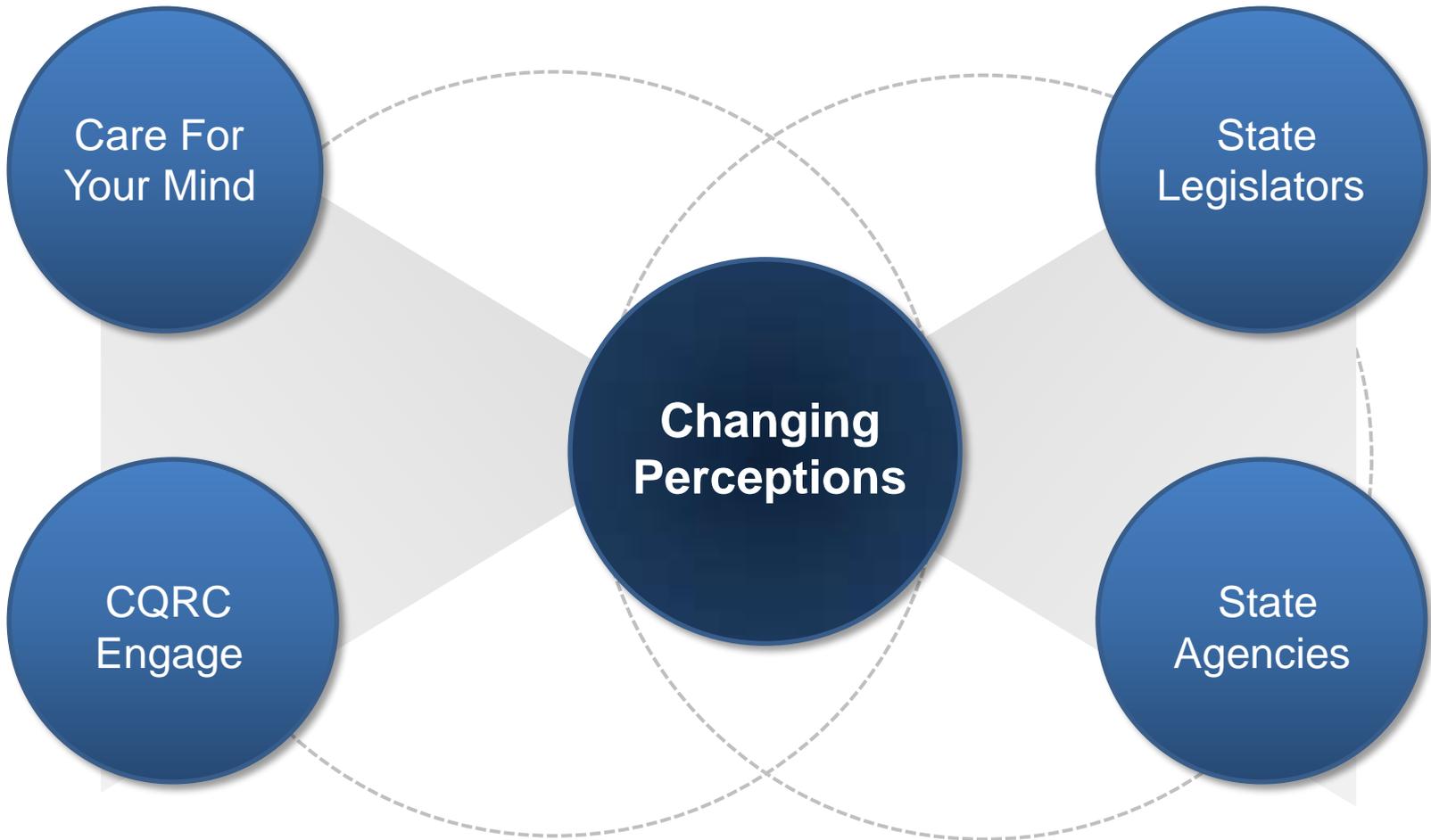
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# DBSA

## Grassroots Advocacy: New Jersey Workshop

# Stigma

...barrier to access



# ADVOCACY: Expanding Influence

...Why Advocate

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- Find your Voice
- Make it Heard
- Effect Change for Yourself and Peers

# ADVOCACY: Expanding Influence

...DBSA Advocacy is a Big Tent



Spanning the continuum across both symptoms, functionality and age



Depression and Bipolar  
Support Alliance

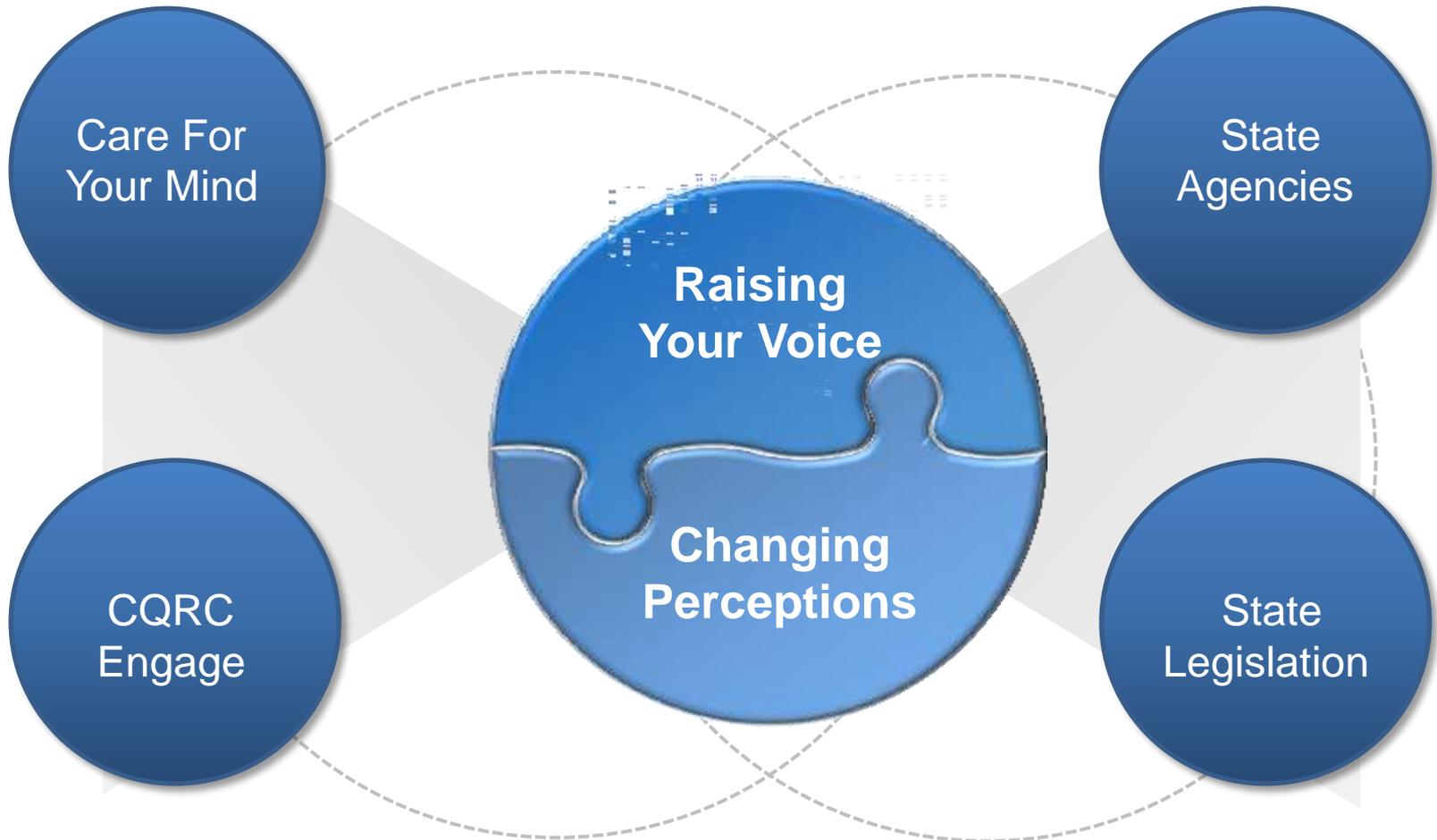
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# DBSA

## Advocacy Toolkit: New Jersey Workshop

# Advocacy

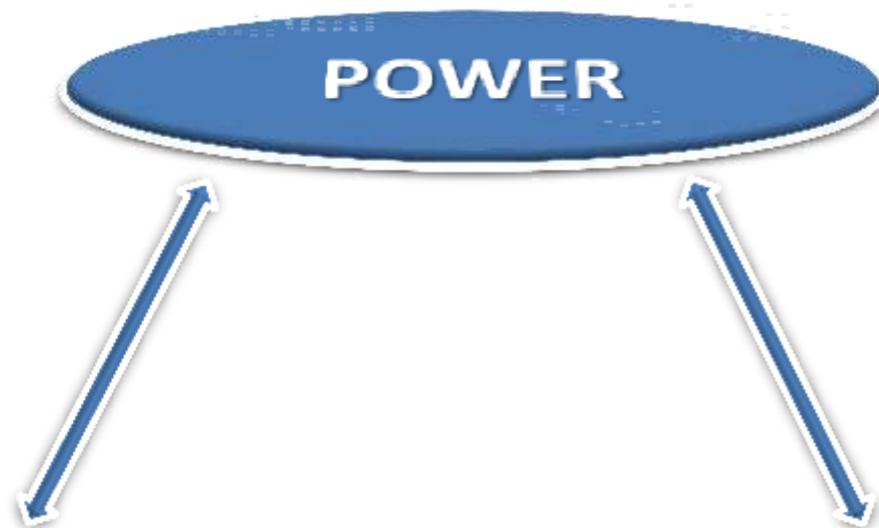
...Fighting stigma



# ADVOCACY: Expanding Influence

...Principles of Grassroots Advocacy

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# ADVOCACY: Expanding Influence

...Lay a Strong Foundation



# ADVOCACY: Expanding Influence

... Recruitment

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Building an Army

We are Stronger Together

# ADVOCACY: Expanding Influence

... Coalition / Partners



# ADVOCACY: Expanding Influence

. . . Policy / Legislation / Education/

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- Know the issues
- Stay on top changing landscape
- Develop relationships

# ADVOCACY: Expanding Influence

. . . Actions & Issues

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The **Action** is not as important as the  
**Reaction**

What is a Strategic Issue?

- Its winnable
- It gives you credibility
- It creates a picture
- It builds allies
- Its actionable

What is a Strategic Action?

- It polarizes
  - Will you or won't you
- Its personal
  - Your target understands they have the power to make the decisions

# ADVOCACY: Expanding Influence

. . . Communication

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- Get the word out to fellow advocates
- Coalition partners
- Wider public

# ADVOCACY: Toolkit

... Effective influencing on a budget

Actions					
Tools	Recruitment	Legislative & Agency Outreach	Action Alerts	Peer Rally	Op-ed
Engage	Create database of contacts	Contact & committee info Newsfeeds	Write and distribute	Promotion	News alerts
Relationships	Chapter meetings	Visits/ phone calls Coalitions		Work with other peer-led orgs.	Know local editors