



THE POWER PLAYBOOK:

A Health Advocacy Toolkit
for Black Women and Girls



**BLACK WOMEN'S
HEALTH IMPERATIVE**

Acknowledgements



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**BLACK WOMEN'S
HEALTH IMPERATIVE**

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THE POWER PLAYBOOK:

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Introduction

Advocacy is the backbone of how Black women and girls reclaim power over our health, our bodies, and our futures. It is the deliberate, unwavering force through which we confront systemic barriers and inequities that have historically excluded, marginalized, or harmed us. Advocacy is more than action. It is a declaration of presence, a refusal to be invisible, and a commitment to shaping the policies and systems that affect our lives.

Black women continue to face persistent disparities in health and wellness, from access to quality care to representation in research and decision-making spaces. Our voices have too often been ignored, our experiences minimized, and our needs deprioritized. These inequities are not abstract. They shape our daily lives, our communities, and our futures. Addressing them demands advocacy that is intentional, informed, and rooted in justice.

For over 40 years, BWHI has worked to advance the health and wellness of Black women and girls. We have witnessed firsthand the transformative power of advocacy: how it uplifts communities, reshapes systems, and centers the experiences of those most affected by inequity. Change does not happen passively; it requires knowledge, strategy, persistence, and courage.

The Power Playbook: A Health Advocacy Toolkit for Black Women and Girls is a natural extension of this mission. It equips Black women and girls with practical tools, culturally grounded strategies, and step-by-step guidance to raise their voices, influence policymakers, and create lasting change in health systems and communities. More than a guide, it is a call to action: to stand, speak, and lead with confidence, knowing your advocacy can transform communities and generations.

Advocacy changes lives, shapes policy, and rewrites history. Through advocacy, we challenge the status quo, demand accountability, and create systems that serve our communities equitably. It is purposeful action rooted in power, community, and legacy.

This toolkit is an invitation to lead loud, stand firm, and shape the future of health for Black women and girls everywhere.

What is Advocacy?

noun ad·vo·ca·cy 'ad-və-kə-sē
the act or process of supporting a cause or proposal: the act or process of advocating

Advocacy is the practice of using your voice, influence, and actions to drive change, whether for yourself, your loved ones, or your community. It is how individuals and groups make sure that needs are recognized, injustices are addressed, and solutions are created.

At its foundation, advocacy is a constitutional right. The First Amendment of the U.S. Constitution guarantees the freedoms of speech, assembly, and petition, the very rights

that allow us to speak truth to power, gather in solidarity, and demand accountability from our institutions. These protections affirm that raising our voices for justice is not only courageous but also fundamentally American. For Black women and girls, exercising this right is both an act of empowerment and a reclaiming of space in systems that have too often silenced us.

While advocacy can take many forms, it generally operates on three levels: personal, community, and systemic. Each level plays an important role in transforming health outcomes and ensuring that Black women and girls are seen, heard, and valued in every space that affects their well-being.

Self Advocacy: Self-advocacy means speaking up for yourself or for someone you care about. In healthcare, this might involve asking questions about treatment options, seeking second opinions, or ensuring your concerns are taken seriously.

It's about knowing your rights, trusting your instincts, and making sure you or your loved ones receive the respect and quality of care you deserve.

Individual Advocacy: Individual advocacy, also called community advocacy, brings people together to create change where they live, learn, work, and worship. This may include organizing a health education event at a local church, joining a community health board, or mobilizing neighbors around better access to reproductive or mental health resources.

This type of advocacy builds collective power and reminds us that meaningful transformation often begins close to home.

Systemic Advocacy: Systemic advocacy focuses on the larger structures that shape our lives. It involves changing laws, institutional practices, and public policies that influence health equity. Examples include pushing for funding for Black maternal health initiatives, testifying before legislators, or supporting organizations working to dismantle systemic racism in healthcare.

Systemic advocacy ensures that progress goes beyond individual victories, creating lasting, structural change.

Mutual Aid: Mutual aid involves neighbors and communities coming together to support one another directly by sharing resources, knowledge, and skills to meet immediate needs. In health-related contexts, mutual aid can include organizing community health fairs, establishing hygiene and basic necessities sharing networks (such as toiletries, diapers, incontinence supplies, or first-aid items), hosting peer support groups, providing transportation to medical appointments, or offering childcare so individuals can attend health workshops or appointments.

Mutual aid strengthens community resilience and demonstrates that advocacy is not just about influencing systems. It is also about creating practical, tangible support networks within communities.

Navigating Spaces Designed Without US

Black women and girls have always advocated for our communities, long before we were ever invited into policymaking rooms, health systems, or leadership spaces. Yet the truth remains: many of the spaces where decisions about our bodies, health, and futures are made were never designed with us in mind. They were built on structures that overlooked us, research that excluded us, and narratives that erased us.

This section exists because advocacy isn't only about skills and strategies. It's also about learning how to move confidently through systems that have historically dismissed your experiences, underestimated your expertise, or questioned your right to be there. It's about grounding yourself in the understanding that your truth belongs in every conversation where your life and your community's well-being are at stake.

Owning Your Power in the Room

When you enter a space, you bring more than a set of talking points. You carry lived experience that offers insight that research often overlooks and that decision-makers need to understand. Your presence alone shifts the dynamic. Even if you are the only one in the room, you represent perspectives that have been missing for far too long. Your voice carries weight, and you never need to shrink, soften, or second-guess yourself to be taken seriously. Your truth is your authority. At times, you may face people who speak over you, underestimate what you know, or make assumptions about your tone or motivations. You may see data presented without acknowledging lived reality or receive invitations that feel more like tokenism than true inclusion. These moments can be frustrating, but they reflect inequitable systems, not your worth or your right to be there. Advocacy means recognizing these dynamics, refusing to internalize them, and standing firmly in your power, knowing you belong in every room you enter.

You Belong Here

No matter who is in the room or how the room was built, you belong in every space that shapes your health, your life, and your future.



Advocacy in Action, Policy at Play

Advocacy and policy play distinct but interconnected roles in driving meaningful, sustainable change. Understanding how they differ, and how they work together, is essential for anyone engaged in health work, movement building, or community organizing. When advocacy and policy are used in tandem, individuals and organizations are better positioned to leverage their voices, expertise, and collective power to influence systems and create lasting impact.

ADVOCACY = the “how”
(actions taken to shape or improve rules and systems)

Advocacy is the active, intentional work of creating change. It encompasses the strategies, actions, and efforts used to raise awareness, share lived experiences, mobilize communities, and influence decision-makers. This can include storytelling, public education, organizing events, meeting with policymakers, building coalitions, and engaging with media or digital platforms. Advocacy is not just about speaking. It is about making an impact, shaping perspectives, and ensuring that policies and systems reflect the needs and realities of the communities they serve. It is the practical, people-powered work that moves ideas into action and pushes systems toward equity.

POLICY = the “what”
(rules, laws, or systems that exist)

Policy represents the formal structures and frameworks that govern how systems operate. This includes laws passed by legislatures, regulations established by agencies, funding allocations, institutional practices, and organizational rules. Policy determines who has access to resources, what protections exist, how services are delivered, and which priorities are recognized. These are the concrete mechanisms that advocacy seeks to influence; they are the rules and systems that shape daily life, community well-being, and health outcomes. Understanding policy is essential to identifying where change is needed and how advocacy can be most effective.

From Effort to Effect:

Advocacy	Policy
Meeting with legislators to push for better maternal health funding	Insurance policies defining coverage for prenatal care
Organizing campus health workshops or student wellness events	University or state regulations requiring certain health screenings
Testifying at town halls or hearings about local health challenges	Licensing requirements for healthcare providers or facilities

Lift Every Voice, Shift Every Policy

Advocacy is how communities transform systems. It often begins when policies fail to meet the needs of the people they are meant to serve or when gaps in existing rules leave communities unprotected. When we advocate, we go beyond naming problems; we influence the decisions, structures, and policies that shape our lives. Advocacy works because it connects the experiences, needs, and voices of the community with the people and institutions that have the power to make change. In turn, the tools and strategies of advocacy are shaped by the policies themselves, what is possible, how decisions are made, and where influence can be applied. Often, achieving a particular policy change is the ultimate goal, but every step of advocacy, from raising awareness to monitoring implementation, is tied to understanding and navigating the system.

How Advocacy Shapes Policy

Setting the Agenda

Advocacy brings attention to issues that might otherwise be overlooked, whether on college campuses, in local communities, or at the state and national level. By raising awareness through storytelling, research, campaigns, or events, advocates signal to decision-makers that certain problems are urgent and require action.

Community voices, including students, residents, and other stakeholders, help determine what is seen as a priority.

Influencing Decision-Makers

Policymakers, campus administrators, and community leaders respond to organized, informed voices.

Advocacy communicates needs directly to those in positions of power. This can happen through meetings with elected officials, university boards, local councils, testimony at hearings, or providing data and lived experiences that inform policies and institutional practices. Here, the policy framework itself guides how advocates can act, from knowing when to testify to understanding what type of evidence is most persuasive.

Building Public Support

Policy change rarely happens alone. Advocacy mobilizes communities to create broad support for solutions. On campuses or in neighborhoods, petitions, campaigns, social media, forums, and public events show that policies have backing from the people they affect.

Shaping Implementation

Even after policies are adopted, advocacy continues to influence how they are applied. By monitoring progress, providing feedback, and holding institutions accountable, advocates ensure that policies achieve their intended results and reflect the needs of students, community members, and other stakeholders. This step shows how policy and advocacy are interconnected: the rules define what can be implemented, and advocacy ensures implementation reflects community needs.

Creating a Cycle of Change

Advocacy is ongoing. Each effort, whether speaking up in a classroom, attending a city council meeting, or engaging in a larger campaign, contributes to a cycle of awareness, influence, and action. Over time, these actions inspire others to join, build networks of informed citizens, and transform systems in communities, campuses, and beyond. This circular process highlights how advocacy is both a response to policy gaps and a tool to shape future policies and practices.





Advocacy Strategies

- Partner with nonprofits
- Host local health education workshops
- Organize marches or rallies
- Launch social media campaigns
- Speak out at hearings or meetings
- Conduct door-to-door outreach
- Host virtual town halls or community meetings
- Start online petitions
- Partner with student or community organizations
- Share personal stories
- Contact an elected official
- Comment on proposed legislation and regulations, either individually or with a group or coalition, by submitting written feedback, providing testimony at hearings, emailing or meeting with policymakers, or participating in public comment periods.

The Advocacy Lifecycle: Bills, Laws, and Implementation

Understanding how laws are made is key to effective advocacy. Whether at the federal or state level, legislation generally moves through several key steps:

- I. **Bill Proposal:** A legislator introduces a bill in either chamber of the legislature (House or Senate). The bill outlines proposed changes or new laws affecting health, equity, or access.
- II. **Committee Review:** The bill is assigned to a committee of legislators with relevant expertise. Committees discuss the bill, hold hearings, solicit public input, and may make amendments before deciding whether to advance it.
- III. **Debate & Voting:** If the committee approves the bill, it moves to the full chamber for debate and a vote. Legislators discuss the bill's merits, consider community impact, and may propose additional changes.
- IV. **Second Chamber:** The process repeats in the other chamber (Senate or House). Both chambers must approve the bill in the same form before it moves forward.
- V. **Executive Review:** The Governor (at the state level) or President (at the federal level) reviews the bill. They may sign it into law or veto it, sending it back to the legislature for potential revision or override.
- VI. **Judicial Review** (*if challenged*): After a law is enacted, courts may later assess its constitutionality. This step is particularly important for laws affecting civil rights, healthcare access, and reproductive freedoms.

While the federal process is relatively uniform, state-level processes vary depending on each state's constitution and legislative rules. State legislatures have become critical battlegrounds for reproductive and overall health policy, especially as federal protections have shifted. Many of today's most restrictive, or protective, laws affecting health access, maternal care, and preventive services are created in statehouses, not Washington.

Why This Matters For Advocates:

- Understanding this process shows where your advocacy efforts can have the most impact, from submitting public comment during committee review to providing testimony at hearings or meeting with legislators.
- Advocacy does not stop once a bill becomes law. Laws must be implemented effectively, which may involve continued engagement with regulatory agencies, monitoring enforcement, or providing feedback during rulemaking processes.
- The advocacy lifecycle is circular: you advocate for a bill, help ensure it is enacted, then continue advocacy to make sure the law achieves its intended outcomes. This applies not only to bills but also to resolutions, policies, and other legislative actions.

How to Research and Understand Health Policy

Before you advocate, you need to understand what you're advocating for. Health policy can be complex, but with the right tools and habits, you can break down what's happening, why it matters, and how it impacts your community.

Research Tools

Use these platforms to analyze bills, regulations, and health policies at the federal, state, and local levels, as well as those that affect higher education and campus health:

Bill & Policy Tracking

- [Congress.gov](#) - Official source for federal bills, summaries, and actions.
- [GovTrack](#) - Easy-to-read updates and bill explanations.
- [LegiScan](#) - Tracks legislation in all 50 states + Congress.
- [StateScape](#) - Great for multi-state policy comparison.
- [Ballotpedia](#) - Clear, accessible breakdowns of ballot measures and political context.

Regulations & Administrative Rules

- [Federal Register](#) - Daily updates on proposed federal rules and regulations.

Campus-Specific Research

- University health service websites and student handbooks
- Student government resolutions or campus health committees

Research Habits to Build Power

Save What You Find

Bookmark pages, make a folder, or screenshot key sections.

Stay Updated

Check policy tools monthly. Laws change faster than most people realize.

Talk About It

Share what you learn with your campus organization, group chat, or community. Policy knowledge becomes power when it spreads.

How to Use These Tools

1. Start With the Basics

Look for summaries, bill status, and who introduced the legislation. Identify:

- a. What the bill does
- b. Who it impacts
- c. How it changes the current law

2. Follow Amendments & Updates

Bills evolve! Track new amendments, committee hearings, and scheduled votes.

3. Look for Equity Impact

Ask:

- a. Does this help or harm my community?
- b. Does it improve access to care, education, or economic stability?
- c. Who benefits? Who's left out?

4. Check Who Supports/Opposes the Policy

Supporters and opponents often reveal a lot about underlying interests and consequences.

5. Compare Across States & Campuses

Policies often start in one state or university and spread. Use [StateScape](#) or [LegiScan](#) to spot trends.

Find Who Represents You

Understanding who represents you locally, at the state level, or federally is part of understanding the policies that shape your life. Use these tools to identify your lawmakers so you can track what they are sponsoring, supporting, or blocking:

[Find Your Representatives](#)

[State Legislature Websites](#)

For campus-specific advocacy, use the campus directory to identify administrators, deans, and committee chairs responsible for health, wellness, or student services.

Change the Story, Change the System: Using Data and Personal Stories to Strengthen Your Case

Data shows the scale of a problem. Stories show the heart of it.

For Black women and girls, our stories are more than anecdotes. They are the evidence, the lived experience, and the driving force for change. We are the people behind the statistics, the faces behind the charts, and the reality that policymakers cannot ignore. Our narratives illuminate inequities, expose systemic failures, and give life to the numbers that describe our communities' challenges.

Why Stories Matter

Personal narratives are a transformative tool in advocacy, particularly when addressing health equity and wellness for Black women. They bring to life the real-world consequences of policies and systemic inequities, helping policymakers and stakeholders understand the stakes beyond the numbers. Our stories do more than illustrate problems. They make change possible.

- **Our experiences are expertise.** As Black women, we navigate systems that were never designed for us.
- **We are the data.** Statistics on maternal health, chronic illness, mental wellness, and access disparities are not abstract. They reflect our lives, our families, and our communities.
- **Our lived experiences drive change.** Lawmakers respond to human stories. Our voices shift priorities, influence legislation, and direct resources to address inequities.
- **Stories give visibility to the unseen.** Black women's experiences have historically been silenced, ignored, or erased. Sharing our stories ensures we are represented, heard, and centered in policy discussions.
- **Stories humanize policy.** Numbers describe a problem; our stories show its real impact. Paired with data, our narratives create an advocacy case that is both credible and compelling.



How to Use Stories Effectively in Advocacy

The impact of a story isn't just in telling it. It's in telling it with purpose. Personal experiences are powerful, but they hit even harder when paired with reputable, trustworthy data. Take the time to seek out sources you can trust, peer-reviewed research, government reports, or organizations with a strong track record, and make sure the information is accurate and current. When you pair a story with solid evidence, you show both the human impact and the bigger picture, strengthening your voice and helping decision-makers see why action is needed. Stories can break down stigma, dispel stereotypes, normalize tough conversations, correct false narratives, and combat disinformation about health, wellness, and access. When you tell a story thoughtfully, backed by reliable data, you're not just sharing your experience. You're shaping policy, shifting minds, and paving the way for real change.

Building Your Advocacy Toolkit: Communication Skills

Effective communication is one of the most powerful tools an advocate can have. Your message must be clear, compelling, and grounded in authenticity. Strong communication helps you deliver your message with clarity, credibility, and intention, whether you're speaking with policymakers, campus leaders, community partners, or your peers.

Key Communication Tips

COME PREPARED

→ Preparation strengthens your voice.

Before a meeting:

- ◆ outline your key points
- ◆ practice your story or data
- ◆ anticipate questions and concerns
- ◆ prepare boundary phrases like, "I can speak to the data but prefer not to share personal experiences."

→ Preparation builds confidence and keeps you on message.

START FROM WHERE PEOPLE ARE

→ **Advocacy is most effective when you begin from the listener's starting point**, not just your own. Policymakers, campus leaders, and decision-makers often do not have the lived experiences or cultural understanding needed to fully grasp the issues impacting Black women. That gap is real. And while it is not your responsibility to repair someone's lack of awareness, you can frame your message in a way that connects the issue to what they can understand.

→ Starting where people are means:

- ◆ avoiding assumptions about what they already know
- ◆ learning what motivates them or shapes their priorities
- ◆ grounding your message in shared values and common goals
- ◆ meeting them with patience while still honoring your truth and boundaries

COMMUNICATE CLEARLY AND CONCISELY

→ Clarity strengthens your power.

Before you speak, ask yourself:

- ◆ What do I need them to understand?
- ◆ What action do I want them to take?

→ **Avoid jargon, long explanations, and unnecessary details.** Speak in a way that reflects your experience, your community, and your purpose. Clarity doesn't mean shrinking your message, it means sharpening it.

LISTEN ACTIVELY

→ Listening is just as important as speaking.

→ Active listening helps you:

- ◆ understand concerns
- ◆ respond thoughtfully
- ◆ build relationships

→ Try:

- ◆ maintaining open body language
- ◆ asking, "Can you say more about that?"
- ◆ paraphrasing to confirm understanding

INSPIRE CRITICAL THINKING

→ Help decision-makers see the bigger picture.

→ Show how your issue connects to:

- ◆ community well-being
- ◆ Equity
- ◆ economic outcomes
- ◆ long-term impact

→ Advocacy is about shifting perspectives, not just presenting facts.

ASK INSIGHTFUL QUESTIONS

→ Questions can open minds faster than arguments.

→ Use phrases like:

- ◆ "What concerns you most?"
- ◆ "What outcomes are you hoping to see?"
- ◆ "How does this align with your priorities?"

→ Questions reveal motivations, and help you tailor your message.

OFFER SOLUTIONS, NOT JUST PROBLEMS

→ People want to act, not just listen.

→ Always present:

- ◆ a solution
- ◆ a resource
- ◆ a specific ask

→ This moves the conversation from empathy to action.

Scheduling and Preparing for Meetings with Decision-makers

Meeting with decision-makers or their staff is one of the most effective ways to influence change that impacts the health and wellness of your community. Whether at the local, state, federal, or university level, these meetings are often brief and fast-paced, which makes preparation essential. Being intentional allows you to communicate your concerns clearly, make a compelling case, and leave a lasting impression. Preparation helps you organize your key points, back up your requests with facts or personal stories, and build confidence and credibility.

Note:

You may not always meet directly with the elected official or campus administrator. Many meetings are conducted with staff, policy aides, or student affairs assistants. These individuals play a critical role in shaping decisions and advising leadership. Treat these meetings with the same level of professionalism as you would a meeting with the official. Staffers can:

- Provide valuable guidance and context
- Relay your priorities directly to the elected official
- Become long-term allies in advancing your advocacy goals

Understanding who you are meeting with helps you tailor your approach and maximize the impact of your visit.



Why Preparation Matters

Being well-prepared ensures that you can:

- Articulate your priorities clearly and confidently, so your message is understood and memorable.
- Present supporting facts, data, or personal experiences effectively, strengthening the impact of your advocacy.
- Stay organized and focused, even during a brief or fast-paced meeting.
- Leave a lasting impression that advances your advocacy goals and encourages follow-up action.

Approaching meetings with intention not only strengthens your message but also demonstrates respect for the decision-maker's time and reinforces your credibility as an advocate, whether engaging at the local, state, federal, or campus level.

Step One: Reaching Out

1. **Make Initial Contact:** Reach out by phone, email, or online form to request a meeting.
2. **Introduce Yourself:** Clearly state your name, connection to the issue, and, if applicable, that you are a constituent or student.
3. **State Your Purpose:** Briefly explain the issue you want to discuss and the outcome you hope to achieve.
4. **Be Concise and Professional:** Keep your message focused; offices handle many requests.
5. **Be Flexible with Timing:** Offer several options for dates and times to accommodate the office schedule.
6. **Prepare for Staff Meetings:** Staffers are knowledgeable and influential. Be ready to present your case clearly, even if you do not meet the Member directly.
7. **Follow Up Politely:** If you don't receive a response, a courteous follow-up demonstrates commitment and can help secure the meeting.

Step Two: Preparing for the Meeting

Before your meeting, take time to prepare thoughtfully to ensure your message is clear and impactful. Key steps include:

- **Identify your main objectives and key points:** Know exactly what you want to communicate and the outcome you hope to achieve.
- **Gather supporting data, research, or personal stories:** Bring evidence and personal experiences that reinforce the importance of the issue.
- **Anticipate questions or concerns:** Think about what the policymaker or staff might ask and prepare clear, concise responses.
- **Practice your talking points:** Rehearse your message to build confidence, stay organized, and respond effectively during the meeting.



Step Three: Sample Meeting Script

(Use this as a guide to structure your conversation; adapt to your style and the time available.)

Introduction [1-2 minutes]	
Greeting & Purpose	<ul style="list-style-type: none"> • “Thank you for meeting with me today. I am here to discuss [health issues/concern] and why it matters to my community.” • <i>Optional: “I appreciate your leadership on [health, equity, or justice issues].”</i>
Personal Introduction	<ul style="list-style-type: none"> • Name: [Your Name] • Connection to the issue: [i.e. personal experience, professional role, student, or community member]
Why This Matters	Briefly explain the importance of the issue: “This issue matters because [describe impact on health, well-being, or equity in your community or campus].”
Key Asks [2-3 minutes per ask]	
State Your Request Clearly	“I am asking you to support [policy, legislation, regulation, program, or initiative].”
Explain Why It Matters	<ul style="list-style-type: none"> • Include facts, data, or personal examples: “This policy will help [protect health, improve access, reduce disparities, etc.]” • <i>Optional Supporting Evidence</i> Research studies, public health recommendations, local/ community or campus statistics. • <i>Optional Timeline</i> Include relevant deadlines if needed: “It would be helpful if action could be taken by [date].” • (Add additional asks as needed)
Storytelling [2-3 minutes]	
	<ul style="list-style-type: none"> • Share a personal story connecting you to the issue. <ul style="list-style-type: none"> • Highlight how this issue affects you, your family, or your community. • <i>Optional: If meeting as a group, teammates or classmates can share brief experiences</i>
Call to Action [3-5 minutes]	
	<ul style="list-style-type: none"> • Vision Statement: “I want a future where [desired outcome].” • Provide specific Requests for the Member or Staffer <ul style="list-style-type: none"> • Support legislation or regulation: [Details] • Sign letters or participate in initiatives: [Details] • Raise awareness or advocate publicly: [Messaging guidance if applicable] • Provide resources or guidance: [How the Member can help] • Include campus-specific actions when relevant
Closing	
	“Thank you for your time and consideration. I look forward to working together to improve [desired outcome].”

Becoming a Black Women's Health Advocacy Catalyst

Becoming a health advocacy catalyst starts with recognizing the influence you already hold. You do not need a title, a degree, or a formal role to make meaningful change. What you do need is intention, awareness, and a willingness to use your voice in ways that uplift and protect Black women and girls. Every conversation you have, every resource you share, and every step you take in your community contributes to a broader movement of empowerment, equity, and health.



Change provides us with experiences that we convert to personal power.

— BWHI Founder, Byllye Avery

Being a catalyst means:

Owning your power. Your experiences, observations, and connections within your community are expertise. Recognizing your own knowledge as valuable is essential. When you embrace your power, you not only validate your own perspective but also model for others the importance of trusting their insights and experiences.

Starting small, acting intentionally. Advocacy does not always begin with a large initiative or formal role. Sometimes it begins with a single conversation, a shared resource, or asking a thoughtful question. These small, intentional actions, when done consistently, accumulate over time and have a profound effect on individuals and systems alike.

Creating ripples that grow into waves. Every step you take can expand beyond its immediate impact. These ripples have the potential to influence community practices, policies, and awareness. By recognizing the long-term effects of small actions, you can see how personal engagement contributes to larger systemic change.

Building collective momentum. Advocacy is most powerful when it is collective. Each action you take creates opportunities for others to join the effort. Together, these contributions form a network of influence that strengthens communities and amplifies voices. Collective advocacy ensures that change is sustainable and that the next generation of Black women and girls has support and representation.

Lead loud, act with purpose, and let your advocacy light the path for the generations to come.

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