ADVOCACY

: the act or process of supporting a cause or proposal: the act or process of advocating something
ADVOCACY

I-CARE:
I=Identify
C=Create
A=Act
R=Relay
E=Examine
ADVOCACY

Skill Steps:
Identify and research a relevant and meaningful health issue
Create a health enhancing position or message supported by facts and evidence and geared toward the audience
Act passionately and with conviction
Relay your health-enhancing message to your audience
Examine the effectiveness of the advocacy effort