

More activities

Activity

Advocating for change

To advocate is to publicly speak up for change. Effective advocacy involves identifying a specific change or changes that you want to see, gathering evidence to support that change, identifying who has the authority to make that change and communicating with those individuals or groups about the changes you would like to see and why.

1. What is a change you'd like to see when it comes to vaping and/or smoking? This could be something within your own school, something in your town or province, or even a change you want to see across Canada.
2. What information supports your position?
3. What can you say or do to address any misinformation or arguments from vaping companies or others?
4. Sharing your message in more than one way can make your advocacy more effective. Using social media can help bring attention to your issue and can inspire others to become advocates themselves. Communicating directly with decision makers by writing e-mails or letters is a way to make sure your message reaches the right person. Select at least two of the following ways to share your message:
 - a letter to a decision maker
 - a 30-to-45-second video
 - a poster
 - a social media campaign (3-4 different posts)
5. For each item, be prepared to answer the following questions:
 - Who is the target audience?
 - Why did you choose this way to communicate your message?
 - Are there any ways in which this change might benefit your target audience?
 - What action do you want them to take? Is it clear in your campaign?