



Building Consultation Skills: Advocacy



(photo courtesy of Children's Advocacy Alliance, 2006)



Advocacy

- Your Name
- Agency
- Date



Training Objectives

- Describe the CCHC's role as an advocate for health and safety in the child care setting
- List techniques for being an effective advocate



Opening: What Worked?

Describe an experience where a change occurred as a result of your advocacy efforts.



What is Advocacy?

“Advocacy is the act of supporting a cause to produce a desired change.”

(Save the Children, 2003)



Who Should Be a Health Advocate?

CFOC Standard 1.3.2.7

- Health advocate vs. CCHC
- Child care facility staff
- Primary parent contact
- The support of the CCHC



Guidelines for Effective Advocacy

1. Public Awareness
 - a. Network with community groups
 - b. Inform community about the role of the CCHC
 - c. Inform members of the media



Guidelines for Effective Advocacy

2. Education

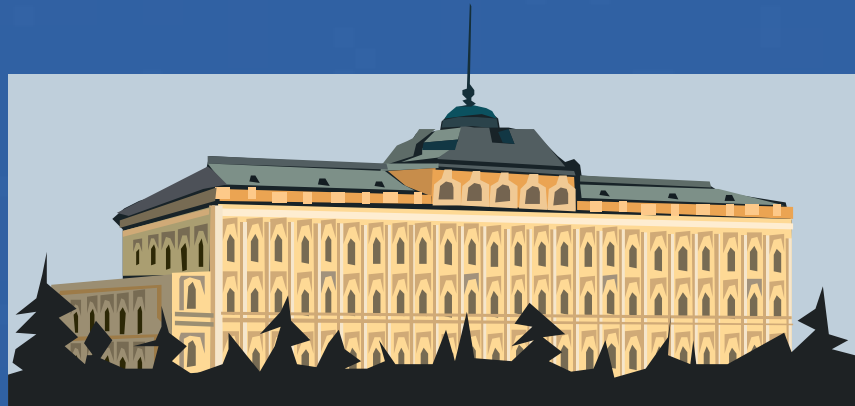
- a. Self-education
- b. Educate parents/guardians and providers
- c. Educate the community



Guidelines for Effective Advocacy

3. Legislation

- a. Learn current agendas
- b. Contact politicians



www.childrensdefense.org



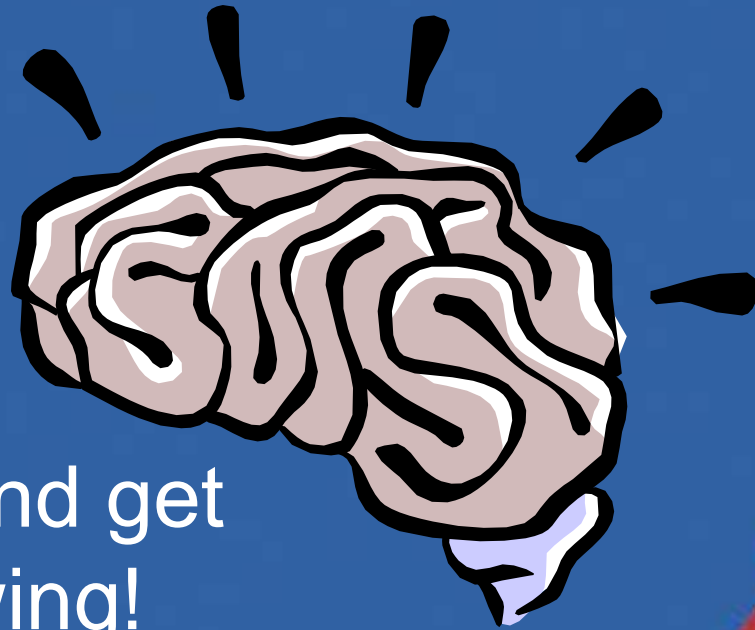
Activity: Identifying Partners in My Community

Think about:

- The Role of the CCHC
- Community Groups
- Members of the Media



Activity: Round Robin



Let's get up and get
ideas flowing!



Action Items for the CCHC

- Assist the child care staff in identifying and training a staff member to act as health advocate
- Support the health advocate



Action Items for the CCHC

- Advocate for improved quality in child care
- Serve as a liaison between child care staff and community members



Learning Assessment

- List one thing you learned during this presentation
- List two strategies a CCHC can use to advocate for the health of children in child care



Activity: Evaluation

Please take a few minutes to complete the evaluation.