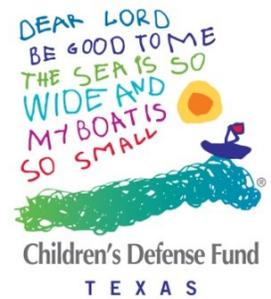


A Toolkit for Child Advocacy 101

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Introduction: A Toolkit for Child Advocacy 101

Advocacy matters. Each of us advocates on a daily basis—for our children, our families, and our communities. Advocacy can be defined as *active support for a cause*. Changes that benefit our lives occur when people advocate for a particular cause, whether it is for better funding of our schools, safer streets, or in helping more kids to be able to see a doctor by expanding children’s health care coverage. While advocacy can take many forms, this toolkit will focus on training you to become a stronger and more effective advocate in three areas: *Decision-maker advocacy, Community or Person-to-Person Advocacy, and Media Advocacy*.

Who is this Toolkit intended for?

This toolkit is intended for anyone that is interested in growing their advocacy skills in order to make positive change for their children and all Texas children.

What is the Children’s Defense Fund (CDF)?

The Children's Defense Fund of Texas (CDF) is a non-profit child advocacy organization that has worked relentlessly for over 10 years to ensure a level playing field for all Texas children. CDF advocates for children by raising awareness about the condition of Texas children, connecting children and families to programs and services to help meet their needs, and by working with partners statewide to form policy and cultivate broad support for legislative action that improves the lives of children.



This advocacy toolkit was made possible with funding from Methodist Healthcare Ministries.



“Serving Humanity to Honor God”

Learning Targets

The learning targets listed below describe the intended learning outcomes for participants in CDF’s Advocacy 101 training and this accompanying toolkit. This toolkit is divided into several modules each with specific learning targets.

Our hope is that by the end of this training you will be able to say with confidence:

“I know why advocacy for Texas children is important. I know how to advocate and feel comfortable doing it. I have identified specific actions I can take for effective advocacy and when I see a problem or when I am called upon, I will step up and take appropriate action.”

| Module/Topic | Learning Target |
|---|--|
| Understanding the state of Texas Children | <ul style="list-style-type: none"> ○ I can explain how Texas children fare today and why advocate for children is important. |
| Module 1: Decision-Maker Advocacy | <ul style="list-style-type: none"> ○ I understand why voting matters. ○ I can identify and contact decision-makers in my community, at the state and national level. |
| Module 2: Community/ Person-to-Person Advocacy | <ul style="list-style-type: none"> ○ I can encourage friends, family, and community members to join me in advocating for particular issues. ○ I can connect children and families in my community to needed resources. |
| Module 3: Media Advocacy | <ul style="list-style-type: none"> ○ I understand why media advocacy is important for raising awareness about an issue. ○ I know how to be an issue spokesperson for media. |
| Action | <ul style="list-style-type: none"> ○ I have developed a personal Advocacy Action Plan that outlines the specific steps I plan to take to advocate for an important cause. |