

Advocacy plan

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BUSTER**

Advocacy Plan s)_____ Questions Your answers, ideas etc. On what health problem do you want to focus your advocacy plan?

The high infant mortality rates in Detroit

What are the causes of this health problem?

Women in the Detroit area do not receive sufficient education on how to carry pregnancies to full term.

Women lack the knowledge of how to take care of their newborn babies.

Parents are ill-equipped with the knowledge of how to take care of their babies during the first year.

What are the changes or outcomes you want to see?

I want to see all women in Detroit carry their pregnancies successfully till delivery. I am also eager to see parents, and in particular, first-time parents, care for their babies well and reduce the current infant mortality to near zero.

What other people and/or organizations could help out?

The city's health department

The state's health educators

City officials

Organizations

Detroit Community Health Connection

Healthy Detroit

Community Health Awareness Group

What are the best ways to present your ideas to other people? Minimum of 3, including letter writing.

letter writing/email

press/media release

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newspaper editorial

announcements

posters

lobbying

parent involvement

Outline your action plan:

Supplies needed

Task assignments

Timeline

other

Supplies Needed

Computers, internet access, printer, letter size printing papers, large poster cards,

Task assignments

Four staff members of Community Health Awareness Group to help

20 colleagues to help in mailing and preparation of letters

20 colleagues to aid in distribution of posters

Healthy Detroit to provide means of making announcements to residents of the area

One member of the city's health department to help reach the media

Timeline

By October 30, 2015, secure permission and support from the local authorities

By November 15, inform parents and get their consent to attend and participate in the education program

By November 30, put posters, send mails, submit adverts to the press, and

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newspaper editorials

By December 20, hold about twelve educative meetings in various places
around Detroit

Budget

\$1000