

Advocacy Tip Sheet

Being an advocate simply means educating others about preeclampsia and hypertensive disorders of pregnancy, and helping to influence government policy. There are several, simple ways you can get involved.

Take Action

Your voice makes a difference!

How to Work with Elected Officials

Keep your message focused and be as specific as possible. Too many topics dilute your message.



Deliver your message in a clear and concise manner. Summarize your main point in a couple of minutes.

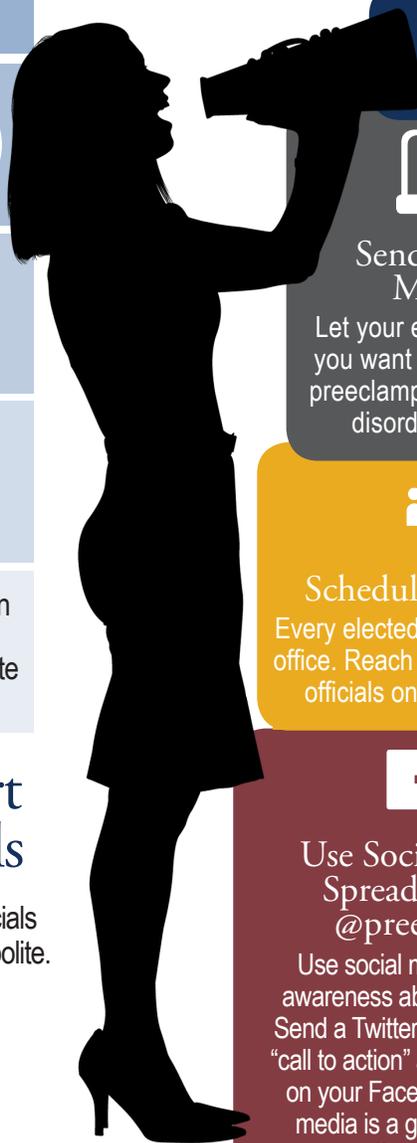
Speak straight from the heart! A personal message will help make a connection with your elected officials and their staff.



The Preeclampsia Foundation is here to help you! We will provide talking points, template letters and emails.

How to Win Support from Elected Officials

- 1 Develop a dialogue with elected officials and their staff that is respectful and polite.
- 2 Put a face to preeclampsia and hypertensive disorders of pregnancy and share your personal story.
- 3 Education is the key to making a difference. Be persistent - following up is critically important.



Send an Email or Make a Call

Let your elected officials know you want to work with them on preeclampsia and hypertensive disorders of pregnancy.



Send an Invitation

Invite your elected official to participate in a *Promise Walk for Preeclampsia*TM in your town.



Schedule a Meeting

Every elected official has a local office. Reach out to your elected officials on your home turf!



Submit a Letter to the Editor

Submit a letter that should be in the news! A letter to the editor is an effective way to raise awareness in your local community about preeclampsia.



Use Social Media to Spread the Word @preeclampsia

Use social media to advance awareness about preeclampsia. Send a Twitter message or post a "call to action" about preeclampsia on your Facebook page. Social media is a great way to thank elected officials for their support.



Video

Use a smart phone or camera to record your story. Post it on YouTube and send an email or Twitter message to let people know about it.



PREECLAMPSIA[™]
FOUNDATION

Advocacy Toolkit

The Preeclampsia Foundation advocates for increased research, treatment, and a cure for preeclampsia and hypertensive disorders of pregnancy.



Personal Advocacy

You Can Make a Difference!

By telling your story, federal, state and local decision-makers will be better informed about how their decisions impact you!

Join the network of thousands of grassroots advocates around the country who are working to address preeclampsia at www.preeclampsia.org.

To achieve the mission of finding a cure for preeclampsia, we need YOU to help educate policymakers about preeclampsia and hypertensive disorders of pregnancy.

Your governor, state legislators and health department oversee health coverage, healthcare quality, and maternal morbidity and mortality review processes.

Perinatal quality collaboratives (PQCs) are state or multi-state networks of teams working to improve the quality of care for mothers and babies.



Preeclampsia Foundation Advocacy For You

State Advocacy



Your members of Congress play a key role by adopting legislation that determines how much the federal government invests in preeclampsia research.

Congress can also provide states resources to improve health care delivery systems and systems to improve maternal morbidity and mortality review processes.



Federal Advocacy