



# Advocacy Toolkits and Training Resources

## About Us

The Global Health Advocacy Incubator (GHAI) has developed numerous advocacy toolkits, advocacy and facilitators' guides. These tools have been honed through our real-world advocacy campaign experience, multi-stakeholder workshops convened in every region of the world and over 145 advocacy trainings have hosted for nearly 3,000 participants in 26 countries.



## Overdose Prevention Initiative

Since launching in October 2021, the Overdose Prevention Initiative at GHAI has become a leading resource for advocates seeking to advance federal measures to prevent overdose fatalities and reduce substance use disorders. The team advocates to ensure that evidence-based treatment and harm reduction services that help save lives from drug overdose are within reach. By advancing federal policies that address the disparities, barriers and stigma in the addiction treatment system, we can make a difference in the lives of people across the U.S. and prevent needless overdose deaths.

## Our Advocacy Efforts



GHAI has developed tools, resources and strategies designed to equip community-based organizations with the advocacy tools, training and technical support needed to influence policy and systems change. We help our partners achieve this through:

- **Technical Assistance**
- **Capacity Strengthening**
- **Direct and Grassroots Advocacy**
- **Policy Influence and Change Strategy**

Our Health Advocacy Training and Collaboration Hub, aka [HATCH](#), is an online training platform for public health advocates around the world to access resources, tools, and community building. Advocacy training materials across a variety of topics including:

- **Advocacy Research**
- **Advocacy 101**
- **Federal Advocacy Action Guide**
- **Federal Appropriations Guide**
- **....and More!**



# HATCH

Health Advocacy Training & Collaboration Hub



More information on HATCH and these resources are available on the reverse of this sheet as well as on [www.hatchadvocacy.org](http://www.hatchadvocacy.org).



# Advocacy Toolkits and Training Resources

## Advocacy 101

This tool is a self-guided course, that provides toolkits, online resources and tailored technical assistance to strengthen partners' capacity to influence policy and funding decisions. Upon completion, learners will know how to connect with community leaders and use storytelling and public health data to craft compelling narratives that demonstrate impact and move federal decision-makers to act.

1

2

## Federal Advocacy Action Guide

Effective advocacy always requires good information and a clear plan to guide your work. This guide outlines the three key steps and provides templates to direct you through the process of gathering information, understanding who is involved and prioritizing your actions. Whether you are new to advocacy or building on existing work, this guide will help you.

## Appropriations Action Guide

3

This guide equips public health advocates, national organizations and community leaders to understand and shape the federal budget and appropriations process, translating complex budget procedures into clear examples and timelines with practical tools to follow funding decisions, engage policymakers and advance public health priorities.



## Overdose Advocacy Worksheets

4

Advocates working specifically in the overdose policy space will find a collection of resources designed to guide and advance policies of importance. In HATCH, toolkits and guides are available specific to:

- **Crafting Key Messages**
  - Key messages are the top-line message sums up what policy needs to change, outlines the campaign's objectives and describes why it's important. Use this advocacy worksheet to create the key messages that will tell your advocacy story.
- **Who Can Help Me**
  - Working with partners brings together different expertise and influence – making it easier to carry out a range of advocacy and engage a broader set of decision-makers. Use this worksheet to identify potential partners who can assist with your advocacy efforts.
- **Identify Elected Officials**
  - Use this advocacy worksheet to identify your federal elected officials and understand their responsibilities and motivations.
- **Advocacy 101**
  - Self-paced Advocacy 101 training module provides viewers with an introduction to advocacy in this space.

### Additional Courses:

- Communications and Media Advocacy Action Guide
- Four Steps to Public Health Advocacy Success
- Locally Led Advocacy
- Youth Specific Advocacy Tools
- Advocating for Sustainability
- ...and More!



**HATCH**  
Health Advocacy Training & Collaboration Hub