

COMMUNITY ADVOCACY TOOLKIT



An illustration of a person with dark skin, wearing a bright yellow jacket and orange sunglasses, holding a light orange sign. The person is wearing a black and white striped shirt. The sign contains the text: "START WITH A CLEAR, FOCUSED MISSION."

**START WITH A
CLEAR, FOCUSED
MISSION.**

#1 DEFINE YOUR PURPOSE

- Identify the issue (e.g., Black maternal health disparities, access to care)
- Define your goal (awareness, policy change, support services)
- Write a 1–2 sentence mission statement

EXAMPLE: "WE AIM TO REDUCE BLACK MATERNAL HEALTH DISPARITIES IN CONNECTICUT THROUGH EDUCATION, ADVOCACY, AND COMMUNITY SUPPORT."

#2 BUILD YOUR CORE TEAM

**STRONG GROUPS
START WITH A
SMALL,
COMMITTED BASE.**

- Recruit 3–6 people with different strengths (organizing, outreach, research, design)
- Assign roles:
 - Organizer/Coordinator
 - Communications Lead
 - Community Outreach
 - Policy/Research Lead
- Use group chats or platforms like GroupMe to stay organized



An illustration of a woman with brown hair, wearing a pink dress with green triangles and yellow circles, holding a yellow sign above her head with both arms. The sign contains the text: PARTNERING WITH EXISTING ORGANIZATIONS BUILDS CREDIBILITY AND IMPACT.

**PARTNERING WITH EXISTING
ORGANIZATIONS BUILDS
CREDIBILITY AND IMPACT.**

#3 CONNECT WITH LOCAL RESOURCES (CT)

- Connecticut Department of Public Health
- Black Mamas Matter Alliance
- March of Dimes
- Planned Parenthood of Southern New England
- Lucindas House
- Local university groups (e.g., University of Connecticut student orgs)

#4

CHOOSE YOUR STRATEGY



AWARENESS

- Social media campaigns
- Educational workshops
- Campus or community events

POLICY ADVOCACY

- Petitioning lawmakers
- Testifying at hearings
- Meeting with local officials

PLAN YOUR FIRST EVENT



#5

Event ideas:

- Community discussion circle
- Panel with healthcare professionals
- Resource fair

Checklist:

- Location (library, campus room, community center)
- Promotion (Instagram, flyers, email lists)
- Agenda (clear structure)
- Follow-up (collect emails for future engagement)



To create real change, plug into the system.

- Track bills via the Connecticut General Assembly
- Contact your district representatives
- Attend public hearings (in-person or virtual)
- Submit written testimony

**UNDERSTAND
CT ADVOCACY
CHANNELS**

An illustration of a woman with long black hair, wearing a blue long-sleeved top and a brown skirt, sitting in a white wheelchair. She is holding a large white sign with both hands. The sign has the text 'BUILD A COMMUNITY PRESENCE' written on it in a bold, black, sans-serif font with a yellow drop shadow. The background is a solid light purple color.

BUILD A COMMUNITY PRESENCE

- Create an Instagram or website
- Share:
 - Educational posts
 - Personal stories
 - Event updates
- Use simple branding (colors, logo, tone)

#7

**CONSISTENCY BUILDS
TRUST.**

CENTER COMMUNITY VOICES

#8

- Host open forums for people to share experiences
- Prioritize lived experiences (not just statistics)
- Create safe, moderated spaces for discussion

Avoid burnout and keep momentum.

- Set realistic goals (monthly, not daily)
- Rotate leadership roles
- Celebrate small wins
- Apply for funding:
 - Local grants
 - University funding

#9



**SUSTAIN THE
INITIATIVE**

Track your progress to grow.

- Number of attendees/events
- Social media engagement
- Partnerships formed
- Policy changes influenced (long-term)

#10 ✨

