



Civic Advocacy Training and Policy Workshop

In 2019, Georgia Watch worked with partners to develop a Civic Advocacy Training and Policy Workshop that would bolster working knowledge of advocacy best practices. The training is comprised of six core modules including information on leadership, advocacy, civic engagement, providing testimony, and storytelling. Additional modules have been developed since the launch of the civic advocacy training. These modules include Maternal and Child Health in Georgia, Immigrant Health Rights in Georgia, and Community Health Needs Assessments. The Civic Advocacy training implements a train-the-trainer model where individuals facilitate the training once they have participated, promoting representation and leadership through a peer-led program. This model empowers participants to become educators and advocates, equipping them with the knowledge, skills, and confidence needed to actively participate in civic life to help foster equitable systems change within their communities.

Module Descriptions

Module 1 – Introduction: Being an ambassador in your community.

This module includes an introduction to common terms to know for the overall training. Participants will become familiar with Equity, Health Equity, Health Disparities, and Social Determinants of Health. Group discussions are held to get input from participants about key disparities that they would like to see addressed during the training.

Module 2 – Advocacy 101

Advocacy 101 guides participants through the process of advocacy, the difference between advocacy and lobbying, and communicating with your elected officials and decision-makers. Discussions are held to encourage participants to share ideas on additional tools needed for effective advocacy.

Module 3 – Leadership 101

Leadership 101 focuses on highlighting the skills needed to be an effective leader in your community. Participants learn about the three leadership types, what traits are needed to be a good leader, and how Community Health Workers can be leaders in their advocacy work.

Module 4 – Presenting Testimony

This module provides information on how community members can share testimony with policymakers to influence legislation or other decisions being made that impact groups of people. Participants will learn how testimony is an incredibly powerful way to shape the outcome of policy and to share your group's perspectives. An example of public testimony is provided as well as tools to prepare your own testimony.

Module 5 – Engagement 101

This module is focused on highlighting the skills needed to effectively organize and engage with your community. Three types of engagement are discussed: thick, thin, and conventional. Participants will also learn how to incorporate equity, diversity and access when planning engagement activities. A discussion will be held around outreach, organizing, and the "hard to reach" as well as addressing the difference between "equity" and "equality".



Module 6 – Storytelling 101

Storytelling 101 covers the basics of telling or collecting a personal story to influence policy change. A collection of personal stories is a powerful way to raise awareness of an issue and show its widespread impact on people in the community. Participants will learn about key considerations for storytelling, ethics, vetting, and story banking.

Module 7 – Maternal and Child Health in Georgia

This module gives a high-level overview of disparities that exist in the healthcare system that lead to high rates of maternal and infant mortality and what steps can be taken to reduce these disparities. Participants will hear about the “Three Delays Model”, racial disparities, and how advocates can work together to improve maternal health outcomes.

Module 8 – Immigrant Health Rights in Georgia

The Immigrant Health Rights module was developed with the input and expertise of Community Health Workers and individuals from refugee and immigrant populations who have been directly impacted by inequitable policies in healthcare access. The module provides information on the specific healthcare options available for all classes of immigrants and outlines individuals’ rights when interacting with immigration enforcement officers. Participants will be provided with resources and recommendations to help support and empower the immigrant community as they navigate the healthcare system.

Module 9 (optional) – Community Health Needs Assessment (CHNA): Why is this important?

This module breaks down the purpose of a Community Health Needs Assessment (CHNA) and why non-profit hospitals are required to do them. Individuals are guided through the CHNA process, how implementation strategies are developed, and how community members can be involved in their hospital’s CHNA.

The Georgia Watch Policy Workshop

With feedback from Community Health Workers about the need to understand the legislative process and how to get involved with lawmakers, Georgia Watch developed a Policy Workshop. This workshop will help turn your policy ideas into action by guiding you through the process of developing a policy pitch with the help of subject experts. We also provide a presentation on “How a bill becomes a law in Georgia” and what the state budget process looks like. At the end of the workshop, you will have the opportunity to present your policy pitch to a panel of experts, who will provide valuable feedback, further empowering you to be a stronger voice for change in your communities.