Advocacy 101
for those interested in beginning their advocacy path and owning their personal power.

Advocacy can take many forms...
...it can be formal, informal, and everything in between. Let’s explore some common forms that advocacy presents itself.

Self-Advocacy
Patient Advocacy
Community Advocacy

Self-advocacy allows you to play an active role in your own healthcare. You can advocate for yourself as a patient by becoming educated about your health and diagnosis, deciding what your own health goals are, and speaking up to the professionals involved with your care about your experiences, needs, and goals.

Patient advocates can help simplify the process and provide a voice for the voiceless. As a patient advocate, your goal is to listen and understand the person you are helping and then to amplify their voice. Along the way and as it’s appropriate, you can instruct and encourage them in being a self-advocate. But it starts with listening with empathy and an open mind.

Community advocacy aims to note the needs of a whole community and amplify the communal voice so that it might be heard by those with the power to create change for that community. A community might be a geographic area like your city or county, but it could also be a specific group like young women of color or people with triple-negative breast cancer.

Self- Advocacy Activities:
- Researching a diagnosis
- Learning medical terms
- Asking more questions to your medical team
- Requesting more resources or referrals
- Connecting with others to share your story and experiences
- Understanding your rights as a patient

Patient Advocacy Activities:
- Getting to know a patients’, their needs, and listening to their experiences.
- Referring patients to services that support their needs.
- Attending appointments, working with healthcare providers, and communicating patients’ needs.
- Modeling Self-Advocacy

Community Advocacy Activities:
- Speaking out about the disparities that exist for low-income and young women of color
- Educating the public about breast cancer and how it impacts women emotionally, financially, and legally
- Normalizing cancer screening and early detection efforts
What does advocacy look like for Tigerlily volunteers?

Not all advocacy falls into the previous categories. Many get creative and find their own ways to advocate for issues that are important to them. Let’s see some unique ways others express their form of advocacy...

Creative Ways to Express Advocacy:

**POWER of ONE**

**ANGEL ADVOCATE**

“Don’t be afraid to step out of your comfort zone. So many women NEED your voice! We can be the change that we want/need to see in healthcare. Becoming an advocate is a starting point!”

**KIM SKINNER**

**POWER of ONE**

**RN, BREAST CANCER SURVIVOR CLINICAL NURSE EDUCATOR**

“I would tell a newly diagnosed woman, and I’ve said this to so many, do not let the fear take over. Let your hope, let your faith and knowledge guide you. And seek people that can enrich that knowledge and help you through this journey.”

**INES RODRIGUEZ**

**POWER of ONE**

**PATIENT ADVOCATE**

“It’s crazy to think that we are four time more likely to die from breast cancer than our white counterparts. And so, knowing this information and ensuring that people are truly educated about it is vital. Using my voice to fuel other people’s self-advocacy is important and I think it’s a way to truly amplify the effects of advocacy.”

**IZZY JACQUES**

Where do you hold your power?

Stepping into the Advocate role is all about owning your power, owning your knowledge, and having the confidence to speak up and act to create positive change.

Prompts to guide you towards your personal power:

- What motivates you?
- What excites you or makes you angry/frustrated?
- Is there a topic you think needs more attention or education?
- What things aspects in your life affirms who you are as a person?
- Where some in topics in life do you feel needs more attention or education?
- Where might you want to create change today?
- What issues are you passionate about?
- Power looks like...
- My personal power looks like...
- What would you change for others experiencing a journey similar to yours?

Reflection:

- How do you feel after answering the questions?
- What did you learn?
- How will you use your power going forward?