

# ADVOCACY

: the act or process of supporting a cause or proposal : the act or process of advocating something



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**I-CARE:**

**I=Identify**

**C=Create**

**A=Act**

**R=Relay**

**E=Examine**



# ADVOCACY

**Skill Steps:**



**I**dentify and research a  
relevant and meaningful  
health issue

**C**reate a health  
enhancing position or  
message supported by  
facts and evidence and  
geared toward the  
audience



**A**ct passionately  
and with  
conviction



**R**elay your health-enhancing  
message to your audience



**E**xamine the  
effectiveness of the  
advocacy effort

