

District advocacy plan

Our district's primary advocacy focus:

Seniors strategy

Geriatric healthcare

Environmental stewardship

Narrow the focus – What aspect of the topic(s) interests you? [Watch: Narrow your focus](#)

What do you already know about this issue locally? [Watch: Start local](#)

What more do you need to know?

Are other organizations, groups or individuals in your district area working on this topic?
Who might support your efforts? [Watch: Build endorsements](#)

Three actions to take:

Action 1

By when

By whom

Action 2

By when

By whom

Action 3

By when

By whom

10 general activities you can do as part of your advocacy role

- 1 Share RTOERO advocacy content** on your district channels (Facebook, newsletter). Consider adding your own comment if resharing social media posts. Look for articles in the regular News you can use package to include in your newsletter.
- 2 Invite local elected officials to district events.** This is a great way to foster relationships and build awareness of your group.
- 3 Congratulate newly elected officials.** Elections are a natural point to reach out to elected officials. Use the templates in the [Advocacy toolkit](#) to help you draft your letter.
- 4 Follow local elected officials** from the district's Facebook page. You can also comment and share relevant content from them on the district Facebook page. These small and regular interactions can help foster awareness of your group as a resource to the official.
- 5 Follow local organizations/groups** advocating for related topics from the district's Facebook page. Interact and share their content that may interest members.
- 6 Attend local workshops and networking events** with organizations focused on related topics (e.g. AGMs).
- 7 Look for opportunities to participate in preventative public health programs** or other activities related to your district's advocacy focus. Share calls for participation with district members through the Facebook page, newsletter and during meetings. Public participation is designed as part of projects and offers ways for the public to share experiential knowledge. There are formal and informal forms of participation. Learn more on the RTOERO blog: [How you can be involved in preventative public health efforts.](#)
- 8 Delegate municipal council or school board meetings** to discuss your district and what you do.
- 9 Subscribe to newsletters** from local organizations working on topics related to your advocacy focus and elected officials. Quickly scanning newsletters can help you stay informed about new developments locally, find relevant events or learn about opportunities for public participation.
- 10 Connect with the Political Advocacy Committee reps** from other districts during meetings and events to share ideas.