CHILD AND FAMILY ADVOCACY ASSIGNMENT:
ADVOCACY LETTER

Choose an area within a children’s service that you feel requires advocating for on behalf of children in your neighbourhood (e.g. need for more child initiated play, not enough equipment to play with, more adventurous play, etc.) Please choose a simple yet important issue affecting family, children, adolescents or aged persons.

1. Set goals/ objectives…. to reflect a positive outcome for your advocacy issue.

2. What is your answer so far or what have you done so far as an attempt to solve this question?

3. Attract attention to the issue: By writing (writing to specific authorities/ writing to families to appeal for support)

4. Your advocacy message (your suggestions/ what you want to achieve) must be in writing either in the form of an advocacy letter.

5. You may refer to the examples given on advocacy letters.

6. Submit your assignment via email to me - muslihah@upm.edu.my by 27 November 2015.

7. Please write your title of advocacy letter; your name & matric number.

Instructor for FEM4123,
Dr Muslihah Hasbullah
Department of Human Development & Family Studies
Faculty of Human Ecology
UPM
013-2005808
Example Advocacy Letters

The following examples are actual advocacy letters which may be used as a template or a starting point for your own advocacy efforts.

It is important that you personalize your own letters with your own experiences.

EXAMPLE ADVOCACY LETTER #1 – by Jeanie Ready

Subject: Request for Proclamation for Rheumatoid Awareness Day

Dear Honorable [Mayor], [Councilmembers], and [City Managers]:

My name is _______________ and I have resided in the _______________ area for over twenty years. I am a former litigation paralegal and worked for more than fifteen years for law firms representing commercial construction clients in the _______________ area...a very demanding, physical, and rewarding career. In 1997, I was diagnosed with Rheumatoid Arthritis, a severe and debilitating systemic disease for which there is no cure. I was able to maintain my career for several years, while raising two children and also stepping into public service as an elected councilmember (2007-09). However, the Rheumatoid Disease eventually became extremely aggressive and I no longer responded to the available treatments. In 2009, I had to resign from my career and from public service due to the severity of the disease progression. I have been on full social security disability since 2010.

While I continue to struggle daily with this relentless disease, I have turned my passion for politics and public service into advocating for increased awareness, education, access to treatment, research and, ultimately, a cure for Rheumatoid Disease. I am an advocate for a wonderful patient-based, non-profit organization called The Rheumatoid Patient Foundation (RPF). Please follow the link below (rheum4us.org) for more information about the RPF and its goals. Further, just this week, the RPF announced the establishment of the first-ever awareness day for this underestimated chronic illness, known as rheumatoid disease or rheumatoid arthritis. The inaugural Rheumatoid Awareness Day will be held February 2, 2013. Please see the link below to the official Press Release issued on January 22, 2013.

I hereby request that an item be placed on the next available regular meeting agenda that the City of _______________ issue a proclamation officially recognizing February 2nd as Rheumatoid Awareness Day. Of course, I understand if this matter cannot be addressed prior to February 2, 2013, but the earliest available opportunity to present this request to the council is greatly appreciated as we are in dire need of immediate attention to this serious health matter affecting more than a million people in our country. Further, to the extent the City of _______________ can show support for Rheumatoid Awareness Day, the links below provide access to more information and resources. Also, I would be happy to meet with one or more of you if you would like additional information.

Thank you for your prompt and courteous attention to this very important matter. I look forward to hearing from you with regard to this request. Please feel free to contact me at the address and phone number below.

Rheumatoid Patient Foundation website: http://rheum4us.org/
EXAMPLE ADVOCACY LETTER #2 - by a volunteer

Good morning,

I want to share this exciting news with you.

The Rheumatoid Patient Foundation (RPF - http://rheum4us.org) has announced the establishment of the first-ever awareness day for a severely underestimated chronic illness known as rheumatoid disease or rheumatoid arthritis. The inaugural Rheumatoid Awareness Day will be held February 2, 2013 - a carefully chosen date. Although the disease affects about 2 million Americans, creates significant morbidity and mortality, and has no known cure, there has never before been a day set aside to promote education and awareness.

The establishment of Rheumatoid Awareness Day is significant for a number of reasons:

1. Awareness will help improve much needed funding for crucial research toward effective treatments and a cure (currently, rheumatoid arthritis research receives only 8% of government funding per patient of comparable diseases).

2. Increased education will aid early diagnosis and treatment, which is crucial in order for patients to have the best chance at remission; the current remission rate is only about 6%.

3. This event highlights the increasing role that patients play in their own healthcare and how patient communities can give themselves a voice to bring about positive change.

Source: http://rheum4us.org/rheumatoid-arthritis-resources/example-rheumatoid-arthritis-advocacy-letters/
Advocacy

Do you want government officials or other people in positions of authority to take action on issues that matter to you? This will guide you as you write an advocacy letter.

Guidelines for writing advocacy letters:

- State clearly what you would like your reader to do.
- Explain *briefly* why you think he/she should do this. Help your reader understand the need for action on his/her part, but avoid giving so much detail that you bore or annoy him/her.
- If the action you are requesting would require the reader to contact you, provide your telephone number, fax number, and/or e-mail address.
- **Format for your advocacy letter:**

<table>
<thead>
<tr>
<th>Letterhead</th>
<th>(or just type your name and address)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td></td>
</tr>
<tr>
<td>Name of the Reader</td>
<td></td>
</tr>
<tr>
<td>Title of the Reader (if he/she has one)</td>
<td></td>
</tr>
<tr>
<td>Address of the Reader</td>
<td></td>
</tr>
<tr>
<td>Salutation:</td>
<td></td>
</tr>
<tr>
<td>1st Paragraph - State what you want the person to do for you.</td>
<td></td>
</tr>
<tr>
<td>2nd Paragraph - State the most important facts that support your cause. You want this paragraph to explain the most compelling reasons for action.</td>
<td></td>
</tr>
<tr>
<td>3rd Paragraph - Talk about how the reader can make a personal difference. This paragraph should not just be facts, and should engage the reader in a personal way. You can refer to your request again here.</td>
<td></td>
</tr>
<tr>
<td>4th Paragraph - Thank the reader for considering your request, and provide information on how you may be reached.</td>
<td></td>
</tr>
<tr>
<td>Closing</td>
<td></td>
</tr>
<tr>
<td><em>Your Signature</em></td>
<td></td>
</tr>
<tr>
<td>Your typed name</td>
<td></td>
</tr>
<tr>
<td>Your title (if you have one)</td>
<td></td>
</tr>
</tbody>
</table>
## Sample Advocacy Letter

**State Association of the Deaf**  
14420 W. Water Street  
Baltimore, MD 34413

December 18, 2013

Honorable Martin J O'Malley  
Governor of Maryland  
State House, Room 216  
Annapolis, MD 21401

Dear Governor O'Malley:

**What you want the reader to do**  
The deaf and hard of hearing community of Maryland will hold a rally in support of the Video Caption Access Bill (VCAB) outside of the State Capitol in Annapolis, MD, on Thursday, January 27, 2014. We would be honored to have you take part in the short program at 11:30 a.m. and the press conference at 12:15 p.m.

**Most important facts supporting your cause**  
The VCAB, sponsored by Delegate Martin G. Madden, would require any commercially produced video to be open or closed captioned before it can enter the rental or retail sales markets in Maryland. Since movie theatres are not accessible for the 385,000 deaf and hard of hearing residents of Maryland, deaf people generally must watch open or closed captioned videotapes instead. In spite of this, it has been documented that of the approximately 40,000 videos available for sale or rent, only 5,000 are captioned. Furthermore, every month 400 more videos are released, but only 60 of those have captions.

**How your reader can make a personal difference**  
We have long admired your strong leadership and commitment to issues relative to the diverse needs of individuals with disabilities. Accordingly, we would be extremely grateful if you would join us on this special day to send a strong message to the Maryland legislators and the general public about the strong need for captioned videos.

**Thanks, and contact information**  
Please do not hesitate to contact me if you need additional information. I can be reached at work, (202) 651-5315 (Voice/TTY), or by fax at (202) 651-5463. Thank you for your time and consideration.

Sincerely,  
_Harvey Goodstein_  
Harvey Goodstein, Ph. D.  
President

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Source: [https://www.gallaudet.edu/tip/english-center/writing/letters/advocacy.html](https://www.gallaudet.edu/tip/english-center/writing/letters/advocacy.html)
EXAMPLE OF ADVOCACY LETTER:

ADVOCATE TO REDUCE AIR POLLUTION

Here is a template letter to the Minister of the Environment. You may wish to personalize it with any information you wish about yourself or your family, especially if anyone has heart disease. You may copy and paste the letter into an e-mail message or into a document and send by mail. The Minister’s e-mail address is Baird.J@parl.gc.ca You’re also welcome to send this letter to your provincial and municipal government representatives.

Honourable John Baird, PC, MP
Minister of the Environment
House of Commons
Ottawa, Ont. K1A 0A6

February 2008

Dear Minister,

I am writing to you regarding the urgent need to reduce air pollution in Canada.

Recently, the Heart and Stroke Foundation issued its annual report highlighting the serious threat that air pollution poses to the cardiovascular health of Canadians. We know conclusively that air pollution affects the health of Canadians. For example:

- The federal government has conservatively estimated that 5,900 premature deaths occur annually in eight large Canadian cities as a result of air pollution and that 69% of these deaths are in the form of heart disease and stroke.
- Both short and long-term exposures to air pollution have been shown to contribute to cardiovascular disease. For example, one recent study concluded that long term exposure to fine particulate air pollution was directly associated with the incidence of cardiovascular disease and death among postmenopausal women.
- Residential exposure to highly trafficked roads is associated with coronary atherosclerosis, a condition which causes plaque to build up in the arteries, which increase the risk of blockages in the arteries, which in turn increases the risk of heart attack and stroke.

The federal government can undertake the following actions to improve the impact of air pollution on heart health:
• Improve Canadians’ knowledge about air pollution levels by rolling out across the country a national Air Quality Health Index (AQHI) to give Canadians in all parts of the country easy-to-understand information on daily air quality, along with clear recommendations to Canadians regarding how they can limit exposure to air pollution.

• Strengthen federal legislation governing air quality by including National Air Quality Standards in order to ensure that emissions controls truly result in cleaner air.

• Provide public awareness and incentive programs to encourage consumer and industry action to reduce air pollution.

• Increase investments in public transit within and between urban centres across the country, including investments in high speed rail in the Quebec City-Ottawa-Windsor corridor, and between Edmonton and Calgary.

• Enact regulations that ensure that all wood burning stoves, fireplaces and fireplace inserts for sale in Canada conform to the particulate emission requirements of the Canadian standard and are well labeled to indicate compliance with the standard.

• Allocate at least 7% of federal transportation-related infrastructure to active transportation infrastructure that facilitates walking and cycling, such as bike paths, walking trails and sidewalks, in order to reduce auto dependency and air pollution.

I urge you to act quickly on these recommendations in order to improve the heart-health of Canadians across the country.

Sincerely,

Enter Name Here

Source:
http://www.heartandstroke.com/site/c.ikIQLcMWJtE/b.3842137/k.832B/Advocacy_letter.htm