

GOOSE & MOOSE

INTRODUCE

EFFECTIVE ADVOCACY

Learning How to Make a Difference
for a Brighter Tomorrow

Curious
Questions
Lead to
Change!

Real Facts.
Real Solutions.
A Stronger
Canada!



SAME TEAM. SAME MISSION.
INFORMED PEOPLE BUILD BRIGHTER COMMUNITIES.

MEET THE TEAM!

GOOSE & MOOSE

YOUR ADVOCACY EXPLORERS

GOOSE

The Curious Explorer

- Asks the big questions
- Always wants to know "why?"
- Brings fresh ideas
- A little silly (in a good way)
- Believes everyone can make a difference

I've got something to say!



Let's fact find!

MOOSE

The Knowledgeable Explorer

- Explains how things work
- Keeps us on track
- Loves facts (and coffee)
- Patiently answers Goose's questions
- Believes informed people build stronger communities



SAME TEAM. SAME MISSION.

Learning today for a brighter tomorrow.

WHAT IS ADVOCACY?

Speaking up to help create change.

Advocacy means using your voice!

It's also about facts, solutions and working together!

PEOPLE
IDEAS
CONVERSATIONS
SOLUTIONS
CHANGE



ADVOCACY CAN:

- ☐ Raise awareness
- ☐ Share facts
- ☐ Bring people together
- ☐ Influence decisions
- ☐ Help create positive change

You don't have to be an expert to be an advocate. You just have to care!

BIG OR SMALL...
EVERY VOICE MATTERS!



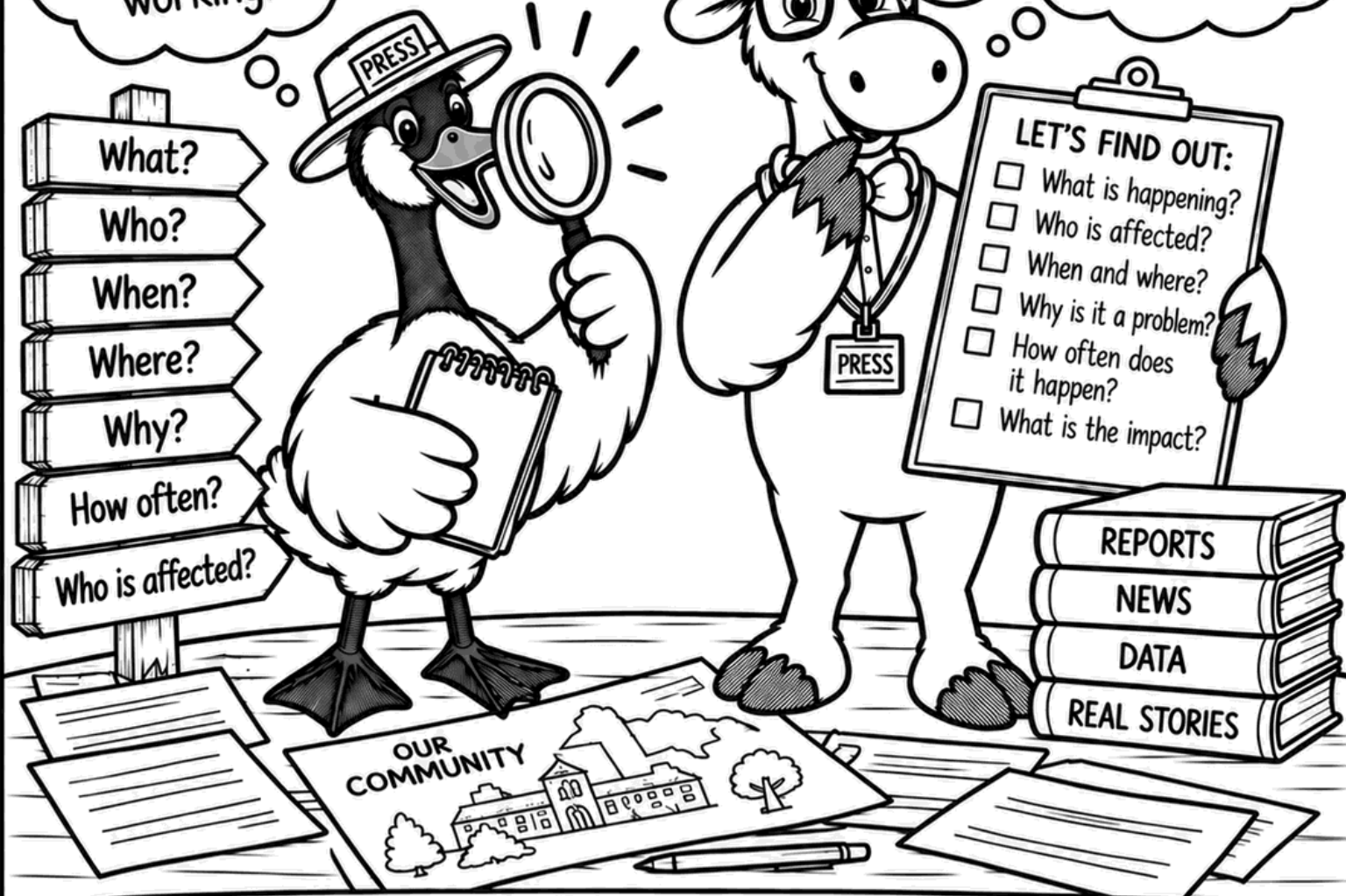
When people speak up together, good things can happen!

START WITH THE PROBLEM

What exactly is happening?

I see something that isn't working!

Let's look closely and get the facts so we understand the real problem.



A clear understanding of the problem is the first step to finding a solution!

REAL PROBLEMS LEAD TO REAL CHANGE.

WHO IS AFFECTED?

A problem looks different depending on who experiences it.

The same problem can affect different people in different ways!

Let's think about everyone who might be affected!



CHILDREN AND YOUTH



SCHOOLS AND EDUCATORS



COMMUNITIES



FIRST RESPONDERS



GOVERNMENTS AND POLICY MAKERS



SERVICE PROVIDERS



THE PUBLIC

Understanding all the perspectives helps us find better solutions for everyone.

REAL PEOPLE. REAL IMPACT. STRONGER COMMUNITIES.

LISTEN BEFORE YOU LEAD

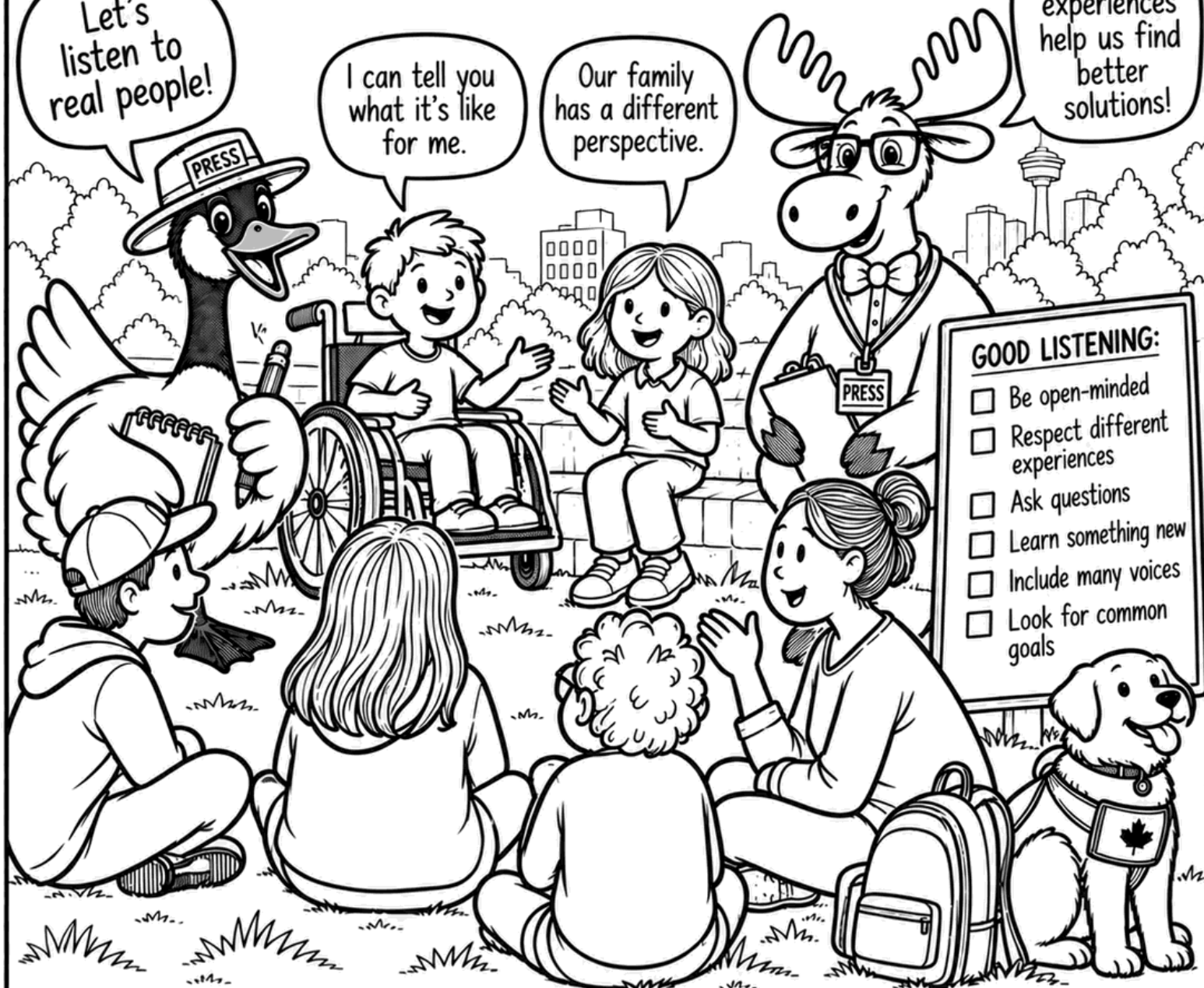
Good advocacy includes the people affected.

Let's listen to real people!

I can tell you what it's like for me.

Our family has a different perspective.

Different experiences help us find better solutions!



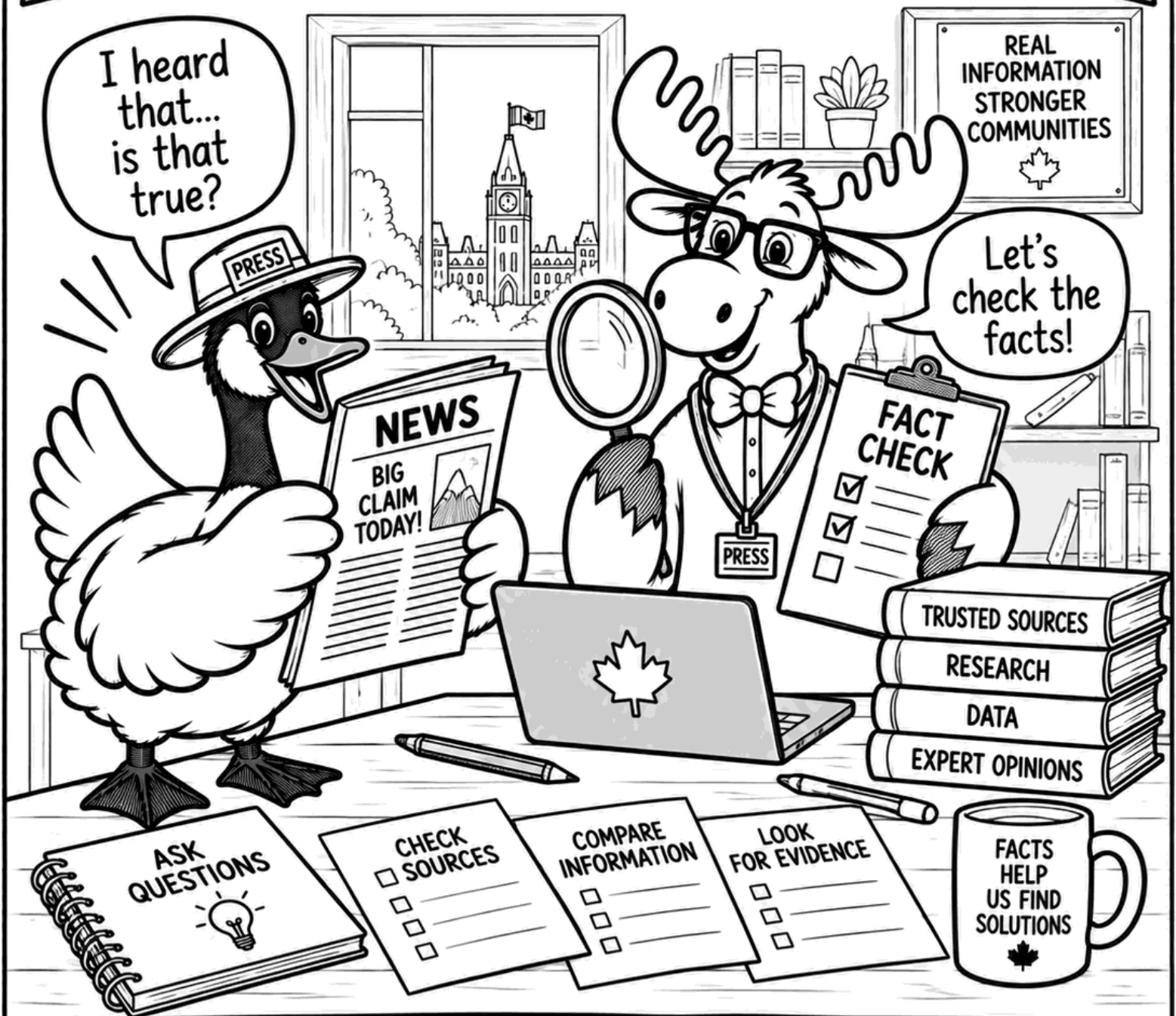
GOOD LISTENING:

- ☐ Be open-minded
- ☐ Respect different experiences
- ☐ Ask questions
- ☐ Learn something new
- ☐ Include many voices
- ☐ Look for common goals

When we listen to people with different experiences, we build stronger, more inclusive solutions.
REAL PEOPLE. REAL PERSPECTIVES. REAL CHANGE.

FACTS MATTER

Goose hears something. Moose checks it.



Good advocacy is based on accurate information.
KNOW THE FACTS. SHARE THE FACTS. CREATE POSITIVE CHANGE.

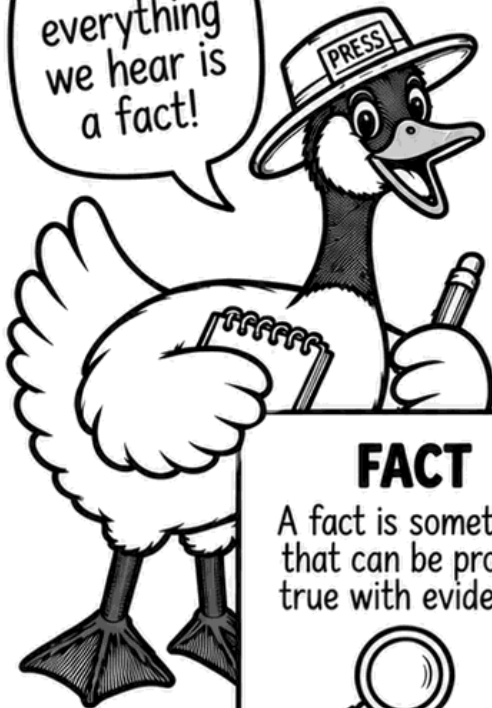


FACT, OPINION, OR EXPERIENCE?

Can you sort the statements below?

Not everything we hear is a fact!

Let's figure it out together!



FACT

A fact is something that can be proven true with evidence.



Facts are real and can be checked.

OPINION

An opinion is what someone thinks or believes.



Opinions can be different for everyone.

EXPERIENCE

An experience is something someone has lived through or personally knows about.



Experiences are real and important, but they are personal.



----- Cut out the statements below and sort them into the correct boxes. -----

Calgary gets cold in the winter.

I think more parks should be built.

I have a sibling with autism.

The earth revolves around the sun.

This is the best solution.

I felt worried during the school meeting.

Chocolate ice cream is the tastiest flavour.

The meeting started at 6 p.m.

In my experience, early support makes a big difference.

Everyone should exercise daily.

I have used this service and it was helpful.

Water boils at 100°C (at sea level).



Understanding the difference helps us have better conversations and make stronger change!

FACTS.
RESPECT.
BETTER SOLUTIONS.

FIND GOOD SOURCES

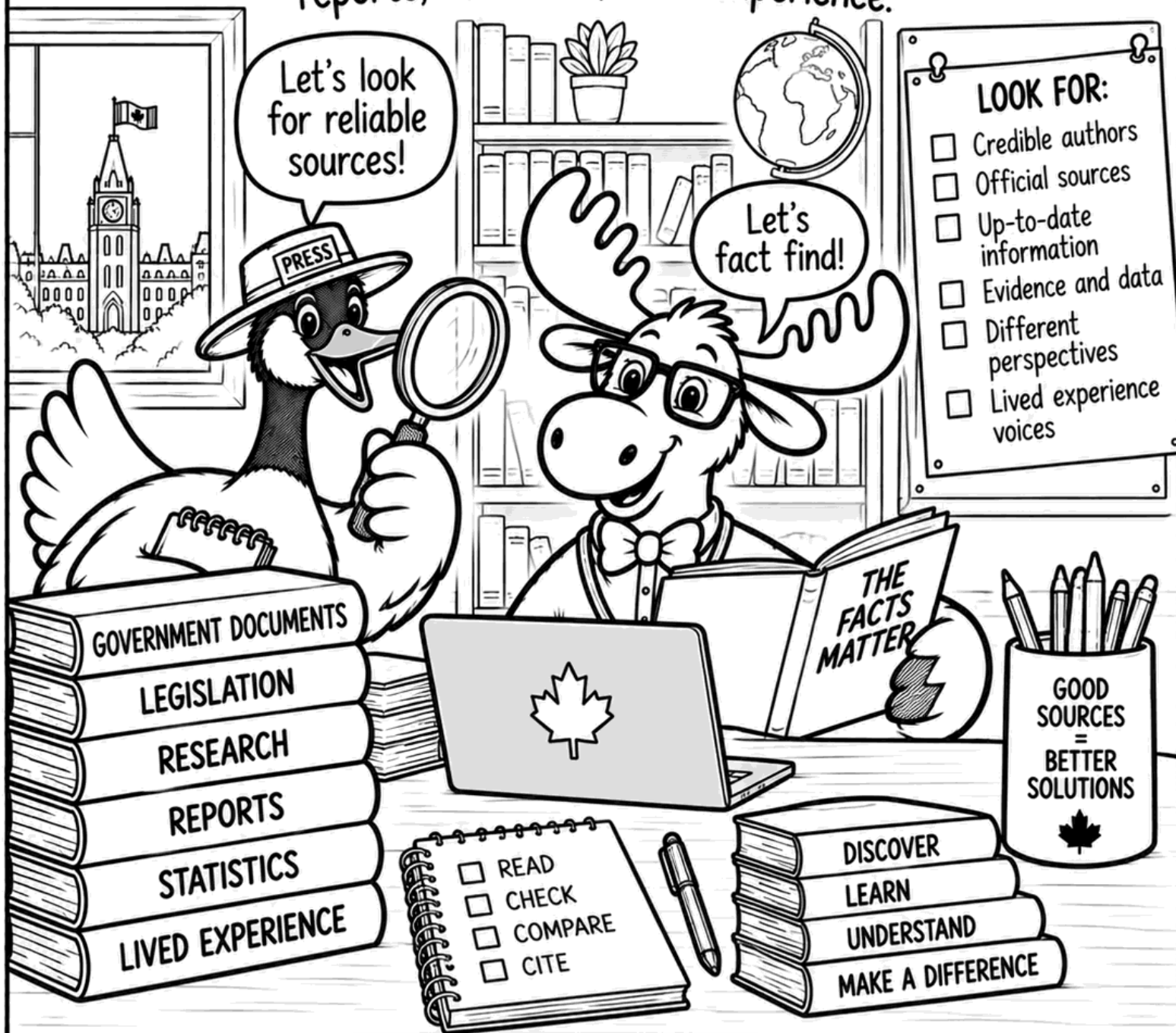
Government documents, legislation, research, reports, statistics, lived experience.

Let's look for reliable sources!

Let's fact find!

LOOK FOR:

- ☐ Credible authors
- ☐ Official sources
- ☐ Up-to-date information
- ☐ Evidence and data
- ☐ Different perspectives
- ☐ Lived experience voices



Good sources help us understand the issue, find the facts, and support real change.

REAL INFORMATION. STRONGER ADVOCACY. BRIGHTER COMMUNITIES.



CHECK IT TWICE!

One source isn't always enough.

I found this information!

Let's check it with another source!

GOOD QUESTIONS:

- ☐ Who wrote this?
- ☐ When was it published?
- ☐ Is it up to date?
- ☐ Can we find the same information somewhere else?
- ☐ Is it trustworthy?

Source #1

PRESS

COMPARE

CROSS-CHECK

FIND MULTIPLE SOURCES

LOOK FOR CONSENSUS

BE CRITICAL

STAY CURIOUS

CHECK
FACTS
BUILD
TRUST

Source #2

Source #3

SAME
FACTS
STRONGER
SOLUTIONS



The more reliable sources you use,
the closer you get to the truth.

CHECK. COMPARE. CONFIRM. MAKE A BIGGER IMPACT.

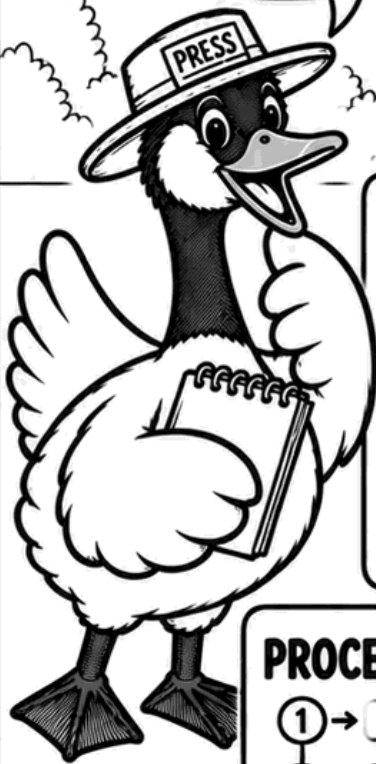


WHAT ACTUALLY NEEDS TO CHANGE?

A law? Regulation? Policy? Procedure? Funding? Training? Practice?

What needs to change?

Let's find the right lever!



LAW



The main legal rule.

REGULATION



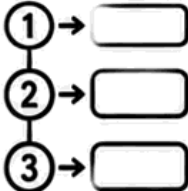
Legally binding details made under a law.

POLICY



The broad rules that guide what a government or organization does.

PROCEDURE



The steps for how something is done.

FUNDING



The money and resources needed to make something happen.

TRAINING



What people need to learn to do the work well.

PRACTICE



What actually happens day to day.



Different problems need different kinds of change.
FIND THE RIGHT CHANGE. MAKE A CLEAR ASK.



WHO CAN CHANGE IT?

Different levels of government can make different types of changes!

Let's find out who can make it happen!

FEDERAL GOVERNMENT



- Makes federal laws
- Sets national standards
- Funds national programs
- Leads on issues that affect all of Canada
- Works with provinces and territories

Examples: Criminal law, Alert Ready, national funding programs, federal regulations,

PROVINCIAL / TERRITORIAL GOVERNMENT



- Makes provincial or territorial laws
- Sets regulations
- Funds and delivers many services
- Develops policies and programs
- Oversees implementation

Examples: Education, health care, social services, policing, provincial/territorial programs and regulations.

MUNICIPAL GOVERNMENT



- Creates bylaws
- Delivers local services
- Manages local programs
- Implements policies on the ground
- Works with community partners

Examples: Roads, parks, transit, local emergency response, community programs, zoning and bylaws.

Sometimes it's federal!

Sometimes it's provincial!

Sometimes it's municipal!

And sometimes it's ALL of them working together!

PEOPLE CAN CREATE CHANGE!

Knowing who can make the change helps you direct your advocacy, talk to the right people, and make a bigger impact.

RIGHT PEOPLE. RIGHT MESSAGE. REAL CHANGE.

FEDERAL, PROVINCIAL, OR MUNICIPAL?

Match the issue to the right level of government.
Write the number (1, 2, or 3) in each box.

Different governments handle different things!



Can you match them all?



1

FEDERAL



National issues for all of Canada.

2

PROVINCIAL / TERRITORIAL



Services and laws for your province or territory.

3

MUNICIPAL



Local services in your community.



Airports



Hospitals



Parks and playgrounds



Income tax



Policing



Education (K-12)



Highways



Garbage and recycling



National defence



Housing (shared)



Water and wastewater



Environmental protection (shared)



Public transit



Criminal law



Fire services



Health care



Zoning and land use



Immigration and citizenship



Government levels work together, but each one has different jobs. Knowing who does what helps you ask for the right change!

LEARN. MATCH. MAKE A BIGGER DIFFERENCE.



GOVERNMENT ISN'T JUST POLITICIANS

Elected officials, ministries, public servants, agencies, committees, etc.

I thought government was just the politicians!

It takes a whole team to make government work!

ELECTED OFFICIALS



- MPs, MLAs, councillors and mayors
- Set direction and make political decisions
- Represent the people

MINISTRIES / DEPARTMENTS



- Support elected officials and ministers
- Develop policy and legislation
- Administer programs and services

PUBLIC SERVANTS



- Non-partisan professionals
- Provide expert advice
- Carry out government work and deliver services

AGENCIES / BOARDS



- Specialized roles
- May be regulatory, advisory, research or service-focused
- Help carry out government priorities

COMMITTEES



- Examine issues in detail
- Hear from experts and the public
- Provide advice and oversight
- Help inform decisions



Good advocacy means finding WHO actually has the authority, knowledge, or responsibility to help.



FIND THE DECISION-MAKER

Not everyone can make the change. Find the person (or group) with the authority to make the decision!

GOOSE SHOUTS AT EVERYONE...

Goose is frustrated. He talks to lots of people, but they can't make the change he wants.



MOOSE FINDS THE DECISION-MAKER!

Moose takes a different approach. He learns who has the authority to make the change and focuses his message there.



Good advocacy means finding the right decision-maker, using the right information, and delivering a clear message.

RIGHT PERSON. RIGHT MESSAGE. REAL CHANGE.



WHO ELSE MATTERS?

A lot of people are part of the bigger picture!

Stakeholder map: affected people, experts, organizations, officials, community.

People Affected



Individuals, families and communities with lived experience.

Experts



Researchers, doctors, specialists and subject-matter experts.

Organizations



Non-profits, advocacy groups, service providers and professional associations.

Government Officials



Elected officials, ministries, public servants, committees and agencies.

Community Members



Neighbours, local leaders and concerned citizens.

THE ISSUE

Many people have a role to play!

Service Providers



Front-line workers, agencies and support services.

Media



Helps raise awareness and share important information.

Business & Employers



Employers, industry and local businesses can support change.

Educators



Teachers, schools and post-secondary institutions.

Others



Anyone else who has knowledge, influence or a stake in the issue!



Real change happens when we work together.
Different perspectives make solutions stronger!

MORE PEOPLE. BRIGHTER IDEAS. BIGGER IMPACT.



BUILD YOUR EVIDENCE

Strong advocacy uses more than one piece of information!
Problem + evidence + lived experience + solution.

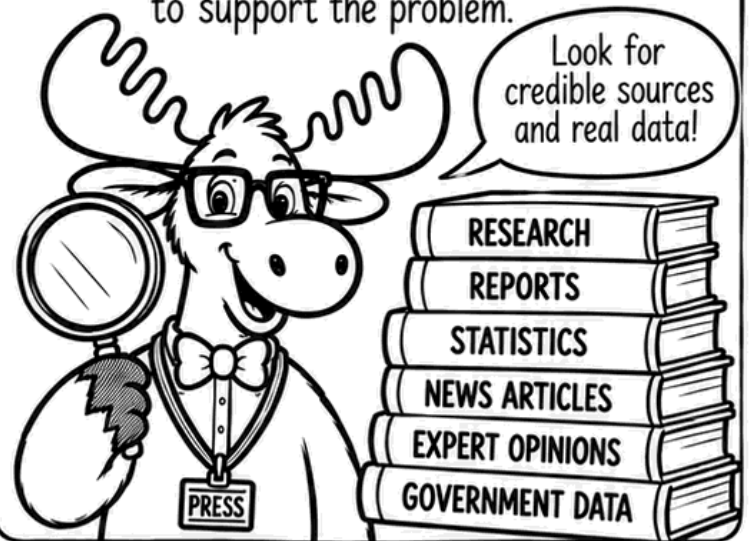
1 PROBLEM

Clearly explain what the issue is.



2 EVIDENCE

Find facts and reliable information to support the problem.



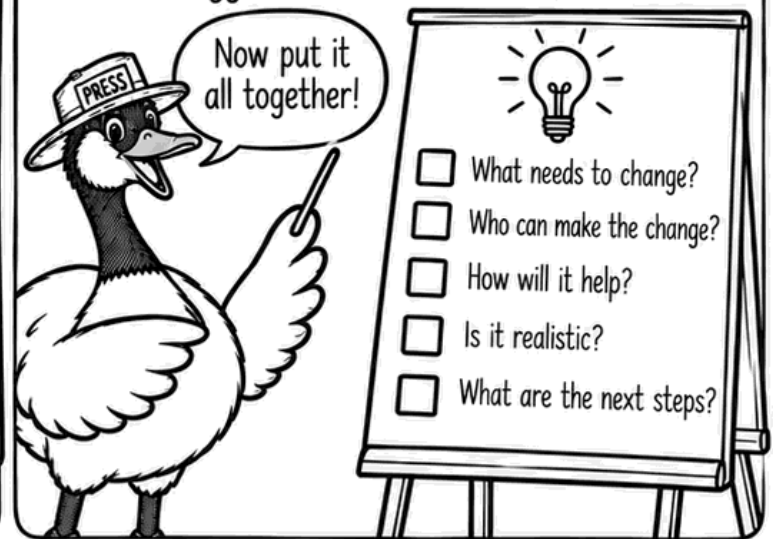
3 LIVED EXPERIENCE

Share real stories and the human impact.



4 SOLUTION

Suggest a clear and realistic solution.



FACTS TELL. STORIES CONNECT.
SOLUTIONS CREATE CHANGE.

A STRONGER TOMORROW IS POSSIBLE!

DON'T JUST BRING A PROBLEM

Good advocacy doesn't stop at what's wrong — it also offers solutions!
"Here's what's wrong" → "Here's what could fix it."

There are so many problems!
This isn't fair!



HERE'S WHAT'S WRONG

Identify and explain the problem clearly.

Let's bring solutions too!



POSSIBLE SOLUTIONS

- Clearer processes
- More funding
- Better training
- Consistent policies
- Involve experts
- Listen to families
- Realistic timelines

HERE'S WHAT COULD FIX IT

Suggest realistic, thoughtful solutions.

1 EXPLAIN THE PROBLEM



Be clear and specific.

2 SHOW THE IMPACT



Share facts and lived experiences.

3 OFFER SOLUTIONS



Share practical and realistic ideas.

4 WORK TOGETHER



Listen, be open, and keep the conversation going.



Real change happens when we bring both the problems AND the solutions to the table!

IDEAS TURN PROBLEMS INTO PROGRESS.



IS YOUR SOLUTION REALISTIC?

A good idea is just the start. Let's make sure it can really happen!
Who would do it? What would it cost? What rules need changing?



It's a great idea...
but is it realistic?



A realistic
solution answers
some important
questions!

1 WHO WOULD DO IT?

Which level of government or organization is responsible?



- ☐ Federal government
- ☐ Provincial/territorial government
- ☐ Municipal government
- ☐ Agency or organization
- ☐ Other: _____

2 WHAT WOULD IT COST?

Think about the costs and resources needed.



- ☐ Low cost
- ☐ Medium cost
- ☐ High cost
- ☐ Could be part of existing funding
- ☐ Would need new funding
- ☐ Not sure yet

3 WHAT RULES NEED CHANGING?

Are there laws, regulations or policies that need to be updated?



- ☐ No changes needed
- ☐ Policy or procedure change
- ☐ Regulation change
- ☐ Legislation (law) change
- ☐ Not sure yet

4 IS IT PRACTICAL?

Can it actually be done?



- ☐ Yes, it seems possible
- ☐ It might be challenging
- ☐ It could take time
- ☐ It depends on more information
- ☐ Not sure yet

5 WILL IT MAKE A DIFFERENCE?

How will it help? Who will it impact?



- ☐ Helps many people
- ☐ Helps a specific group
- ☐ Improves safety
- ☐ Saves money in the long run
- ☐ Solves part of the problem
- ☐ Other: _____

6 WHAT ARE THE NEXT STEPS?

How do we move it forward?



- ☐ More research needed
- ☐ Talk to experts
- ☐ Build support
- ☐ Bring it to the right decision-maker
- ☐ Start a pilot project
- ☐ Other: _____



REALISTIC IDEAS...

- Are clear and specific.
- Consider costs and resources.
- Fit within the rules and responsibilities.
- Have a plan for next steps.
- Can make a real difference.

Good ideas
change the conversation.
Realistic solutions
change the future!



**SAME PEOPLE.
BRIGHTER
TOMORROWS!**



MAKE A CLEAR ASK

Be specific, realistic and solution-focused.



DO SOMETHING!

Be clear about what you're asking for and why it matters!



X Vague asks don't work!

- Too general
- Unclear what you want
- Hard to take action
- Easier to ignore



A strong ask is:

- Specific
- Realistic
- Solution-focused
- Aligned with their role
- Time-bound (if possible)

1 BE SPECIFIC

Clearly state what you want.

Instead of:
"Improve services!"



Try:
"We are asking the government to increase funding for early intervention programs."

2 EXPLAIN WHY

Share the reason and the impact.

Instead of:
"It's important!"



Try:
"This will help reduce waitlists, support families and give children the opportunities they need to thrive."

3 INCLUDE DETAILS

Help them understand how it could work.

Instead of:
"Fix the system!"

Try:
"We are asking the government to review current policies and create a clear provincial framework in the next 9 months."



4 WRITE YOUR ASK

Use the space below to practice a clear, specific ask.

"We are asking the government to _____

_____."

Turn your ideas into a clear ask!

Clear asks help create real change!

When we speak clearly, decision-makers can listen, understand and take action.

CLEAR IDEAS. STRONGER COMMUNITIES. BRIGHTER TOMORROWS.



ONE BIG ASK - THREE SUPPORTING POINTS

A strong briefing note has one clear ask, supported by three key points.
It's a simple and effective way to make your case!



Start with the big picture, then give three good reasons!



One clear ask.
Three strong supporting points.
Real change!

BRIEFING NOTES WORK!

1

THE BIG ASK

What do you want the government to do?



Be clear.
Be specific.
Be realistic.
Be solution-focused.

2

SUPPORTING POINT #2

Why is this important?



WHO IS AFFECTED?
What's the impact?

3

SUPPORTING POINT #3

What evidence supports this?



WHAT DO WE KNOW?
Facts, data, research and lived experience.

4

SUPPORTING POINT #4

Why is this the right solution?



HOW WILL IT HELP?
What will change?
What are the benefits?

**GOOD INFORMATION
LEADS TO BETTER DECISIONS!**



**REAL IDEAS. REAL SOLUTIONS.
STRONGER COMMUNITIES.**



Keep it simple,
clear and focused!

A well-prepared
briefing note can
open doors!



TELL THE STORY

Real people. Real experiences. Real change.
Why lived experience matters.



Numbers are important.
But stories help people
understand the real
impact!



Lived experience
puts a human face
on the issue.
It helps decision-makers
see why change
matters!



1

IT MAKES IT REAL

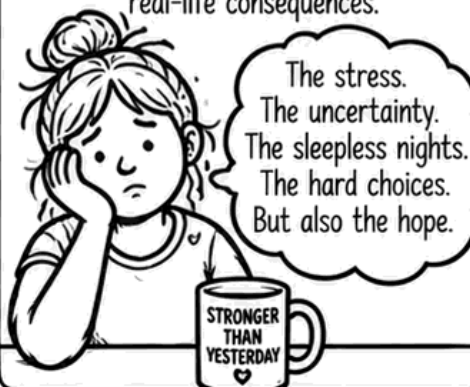
Stories help people understand
what the issue looks like in
everyday life.



2

IT SHOWS THE IMPACT

Lived experience shows the
human costs — the challenges,
the strengths and the
real-life consequences.



3

IT BUILDS EMPATHY

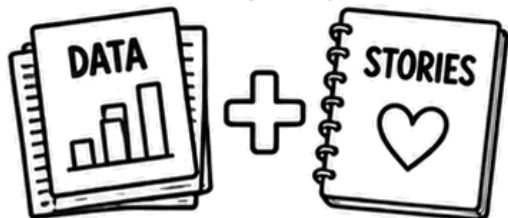
Stories help decision-makers
connect, care and see the bigger
picture.



4

IT COMPLEMENTS THE FACTS

Data tells you how many.
Stories tell you why it matters.



Facts and stories together create
a stronger case for change.

5

IT INSPIRES ACTION

People are more likely to take
meaningful action when they
understand the real people
behind the issue.



Stories
turn awareness
into compassion
— and compassion
into action.

TIPS FOR SHARING YOUR STORY

- ☐ Be honest and respectful
- ☐ Focus on your experience
- ☐ Keep it clear and simple
- ☐ Explain why it matters
- ☐ Share what needs to change
- ☐ Protect your privacy (if needed)
- ☐ End with hope

REAL STORIES HELP BUILD
A BRIGHTER TOMORROW.

PEOPLE. PERSPECTIVE. PROGRESS.



EVIDENCE + STORY = STRONGER ADVOCACY

Facts tell us what's happening. Stories tell us why it matters.
Together, they create change.



Evidence helps prove the problem is real!



Stories help people care and see the people behind the numbers!



EVIDENCE

Shows what, how much, and who.

- Statistics and data
- Research and reports
- Policies and laws
- Expert opinions
- Real-world examples
- Trends and comparisons



STORY

Shows the human impact.

- Lived experience
- Personal stories
- Real-life examples
- Voices from families
- Challenges and barriers
- Hopes for the future



TOGETHER, THEY CREATE A STRONGER CASE.

Evidence gives credibility. Stories give meaning. Both are powerful.

EXAMPLE: EVIDENCE

"For example, the government spent \$120 million last year on an unused office building, while many communities still need affordable housing."



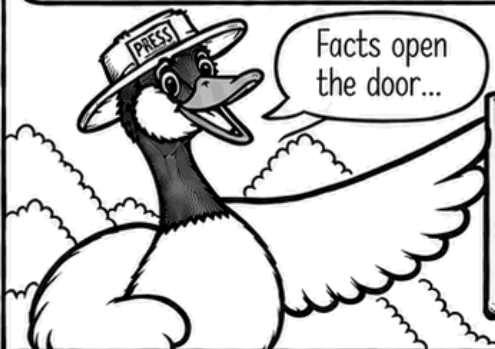
EXAMPLE: STORY

"A family in Riverton has been on the affordable housing waitlist for over two years. They're living in a crowded apartment, even though a government building nearby sits empty."



A STRONGER MESSAGE

"With \$120 million spent on an unused building instead of affordable housing, real families are still waiting for a safe place to call home. We are asking the government to invest in the housing people need now."



Facts open the door...

PEOPLE BRING IT TO LIFE.

Evidence + Story = Real Change.



...and stories help keep it open!

DIFFERENT WAYS TO ADVOCATE

There are many ways to make your voice heard!
Email, meeting, letter, petition, committee, delegation, media, public education.



Different people respond to different approaches!



You can choose one or more ways to advocate!



1 EMAIL

A quick and effective way to share your concerns, ideas or a briefing note.



Be clear, respectful and concise.

2 MEETING

Meet with elected officials or their staff to have a conversation.



Come prepared and stay on topic.

3 LETTER

A formal letter lets you explain your ideas in more detail.



Keep it polite, clear and solution-focused.

4 PETITION

A petition shows broad public support for an issue.



Many voices give your message more weight.

5 COMMITTEE

Government committees study important issues and hear from the public.



You can submit a written brief or speak to the committee as a delegation.

6 DELEGATION

A delegation is a short presentation to a committee or elected officials.



Share your key points, stay within the time limit and practice ahead of time.

7 MEDIA

Media helps raise awareness and can bring attention to your issue.



Share your story, key messages and solutions.

8 PUBLIC EDUCATION

Teach others and build community support.



Use social media, events, resources and conversations to spread the word.



Advocacy isn't just one thing...

**DIFFERENT APPROACHES.
A STRONGER VOICE.
REAL CHANGE.**

...together they make a bigger impact!



GETTING A MEETING

Who to contact and what to include.
A little preparation goes a long way!

Be clear,
be prepared,
and be respectful!

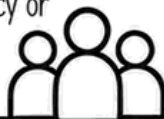
The right
information helps
the right people
say YES!

GOOD
MEETINGS
LEAD TO
REAL
CHANGE!

1 WHO TO CONTACT

It depends on your issue.

- Your Member of the Legislative Assembly (MLA)
- Relevant Minister
- Shadow Minister (Opposition)
- Local Councillor (for municipal issues)
- Member of Parliament (MP) (for federal issues)
- Their staff (constituency or policy staff)



2 WHAT TO INCLUDE

When you request a meeting, include:

- ☐ A short introduction (who you are and why you're reaching out)
- ☐ The issue (a clear and simple summary)
- ☐ Why it matters (key facts and real-life impact)
- ☐ Your proposed solution(s)
- ☐ What you hope to discuss
- ☐ Your availability (a few date/time options)
- ☐ A thank you



3 KEEP IT SHORT AND FOCUSED

A concise request is more likely to get a positive response.

SAMPLE EMAIL SUBJECTS:

- Request for a Meeting to Discuss [Topic]
- Seeking Your Support for [Issue]
- Meeting Request - [Short, Clear Topic]
- A Conversation About [Issue]



4 BE PROFESSIONAL AND RESPECTFUL

Remember:

- Use a polite and friendly tone
- Stick to the facts
- Be solution-focused
- Respect their time
- Follow any meeting request process on their website
- If you don't get a response, a polite follow-up is okay



5 BE PREPARED

If you get a meeting:

- Know your key points
- Bring a one-page summary or briefing note
- Be ready to answer questions
- Stay on time
- Be honest and positive
- Thank them for their time
- Follow up afterward with any additional information



6 IT CAN MAKE A DIFFERENCE

Meetings help put a human face on the issue and give decision-makers a chance to listen, ask questions and understand why change matters.



Your voice
matters!

**SPEAK UP. BE PREPARED.
CREATE CHANGE.**

It starts
with a meeting!



PREPARE FOR THE MEETING

A little preparation helps you feel confident, stay on track, and make the most of your time!



1 YOUR ASK

Be clear about what you are asking for.

"We are asking the government to..."



- ☐ Use clear and simple language
- ☐ Be specific
- ☐ Focus on what you want to see happen

2 YOUR THREE POINTS

Choose your 3 most important reasons.

1	_____
2	_____
3	_____

- ☐ Keep them short and simple
- ☐ Use plain language
- ☐ Make sure they support your ask

3 YOUR EVIDENCE

Bring the facts to support your points.



- ☐ Use reliable sources
- ☐ Bring a one-page summary or briefing note
- ☐ Include real-life examples
- ☐ Be ready to share more details if asked

4 YOUR QUESTIONS

Be ready to listen and ask questions.



- ☐ Ask for clarification
- ☐ Find out next steps
- ☐ Ask about timelines
- ☐ Listen to their perspective
- ☐ Take notes

5 NEXT STEP

End the meeting with a clear plan.

☐	What happens next?
☐	Who will follow up?
☐	Is there a timeline?
☐	Can you provide additional information?
☐	When can you expect a response?

EXTRA TIPS

- ★ Be on time
- ★ Bring copies of your materials
- ★ Keep your message positive
- ★ Stay calm and respectful
- ★ Everyone may not agree, and that's okay
- ★ Thank them for their time
- ★ Follow up with a thank you email



**PREPARE TODAY
FOR A BRIGHTER TOMORROW!**

Small steps
create big change!



AT THE TABLE

Goose wants to say EVERYTHING.
Moose keeps everyone focused.



1 STAY ON TOPIC

Start with your ask and stick to your key points.

OUR KEY POINTS

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____

It's okay to be passionate — just keep it focused!

2 LET OTHERS SPEAK

Listen to their questions and perspectives.



It's a conversation, not a monologue.

3 USE YOUR NOTES

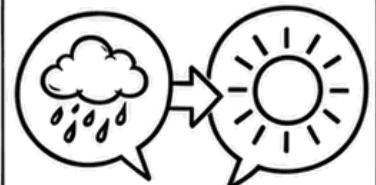
Your notes help you stay on track and make sure you don't forget anything.



It's okay to take notes during the meeting!

4 KEEP IT POSITIVE

Be honest about challenges, but focus on solutions.



Share the problem, then the path forward.

5 WATCH THE TIME

Meetings usually have a set time. Make your points clearly and leave time for questions.



Be respectful of their time.

6 TREAT EVERYONE WITH RESPECT

Even if you don't agree, be polite and professional.



You're building a relationship for future conversations.

7 END WITH A NEXT STEP

Before the meeting ends, ask about next steps.

- What happens next?
- Who will follow up?
- When can we expect a response?

A clear next step keeps momentum going!

8 YOU MAKE A DIFFERENCE

Showing up, speaking respectfully and sharing real experiences helps decision-makers understand why change matters.



Your voice help create real change!



Big ideas are great... but teamwork makes them happen!

**REAL CONVERSATIONS.
REAL SOLUTIONS.
A BRIGHTER TOMORROW.**

Stay focused.
Keep it respectful.
Keep going!



ASK QUESTIONS TOO

Asking questions helps you understand the process, get clear answers, and hold decision-makers accountable.



Good questions lead to better answers!

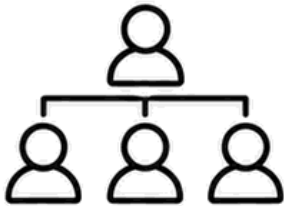


It's okay to ask questions! You're showing that you care and want to understand.



1 WHO IS RESPONSIBLE?

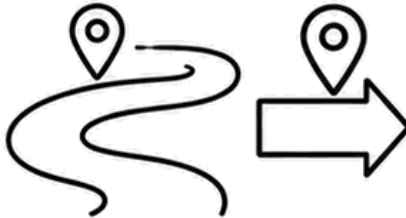
"Who is responsible for this issue?"



- Which ministry or department leads this work?
- Who else is involved?
- Is this a federal, provincial/territorial, or municipal responsibility?

2 WHAT HAPPENS NEXT?

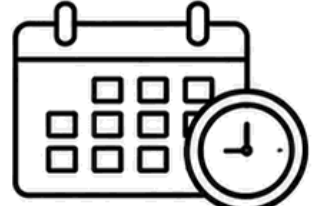
"What happens next?"



- What are the next steps?
- What is the timeline?
- Are there any upcoming reviews, reports, or consultations?
- How will we be kept informed?

3 WHEN SHOULD WE EXPECT A RESPONSE?

"When should we expect a response?"



- Can you give us an estimated timeline?
- Will the response be in writing?
- Who will follow up with us?
- If we don't hear back, who can we contact?

OTHER USEFUL QUESTIONS



- What data or information is available?
- Are there plans to address this issue?
- What challenges or barriers exist?
- How can the public support this work?
- Will there be opportunities for further input?

TIPS FOR ASKING QUESTIONS

- ☐ Be polite and respectful
- ☐ Keep your questions clear and simple
- ☐ Focus on information you don't have
- ☐ Listen to the answers
- ☐ Take notes
- ☐ Ask for clarification if needed
- ☐ Thank them for their time

GOOD QUESTIONS LEAD TO PROGRESS!



When we ask questions, we learn more, build stronger relationships, and help create real change.



Curious people create change!

QUESTIONS TODAY.
BRIGHTER TOMORROWS.



Keep asking.
Keep learning.
Keep making a difference!



WRITE IT DOWN!

Names, commitments, dates, next steps.
Good notes help you remember, follow up, and keep people accountable!



I like to write everything down!



I keep track so we can follow up and see progress!



1 TAKE NOTES DURING THE MEETING

Write down the important details as you go.

NOTES:

- Who said it?
- Key points
- Commitments made
- Questions answered
- New information
- Any concerns

2 INCLUDE KEY INFORMATION

Make sure to capture:



Names and titles



Contact information



Commitments made



Important dates and timelines



Next steps



Any materials shared

3 BE CLEAR AND ORGANIZED

Use simple, easy-to-read notes so you can find the information later.

EXAMPLE:

Name: _____

Title: _____

Date: _____

Commitment: _____

Next Step: _____

Follow Up By: _____

4 FOLLOW UP

After the meeting:

- ☐ Review and organize your notes
- ☐ Send a thank you email
- ☐ Confirm any commitments in writing
- ☐ Track deadlines
- ☐ Follow up if you don't hear back



5 KEEP EVERYTHING IN ONE PLACE

Use a notebook, folder, or digital file to keep all your meeting notes together.



- ☐ Notes
- ☐ Emails
- ☐ Documents
- ☐ Timelines
- ☐ Follow-Ups

6 TURN NOTES INTO ACTION

Your notes help you:

- ☐ Hold people accountable
- ☐ Track progress
- ☐ Plan next steps
- ☐ Keep the conversation going
- ☐ Make real change happen!



GOOD NOTES.
BRIGHTER TOMORROWS.



Write it down today...

A plan today leads to progress tomorrow!



FOLLOW UP

Advocacy rarely ends after one conversation.
Following up shows you are serious, informed, and committed to change.



Don't just make the ask...
check back!



Real change takes time.
Following up helps keep momentum going!



1 SEND A THANK YOU

Within a few days, send a short and polite thank you message.



- ☐ Show appreciation for their time
- ☐ Reiterate your key points
- ☐ Offer to provide any additional information
- ☐ Keep it short and friendly

2 CHECK ON COMMITMENTS

If they agreed to take an action, follow up on it.



- ☐ Ask for an update
- ☐ Be specific about what was promised
- ☐ Keep track of timelines
- ☐ Be patient but persistent

3 SHARE NEW INFORMATION

If you find new evidence, stories or resources, send them along.



- ☐ Keep it relevant and concise
- ☐ Explain why it's important
- ☐ Include credible sources
- ☐ Reference your past conversation

4 BE POLITE AND PERSISTENT

It's okay to follow up more than once.



Kind messages make a big difference!

- ☐ Use a respectful and professional tone
- ☐ Give reasonable time between follow-ups
- ☐ Stay solution-focused
- ☐ Keep showing that this issue matters

5 TRACK EVERYTHING

Keep a record of all your communications and responses.



- ☐ Dates of emails and meetings
- ☐ Who you spoke with
- ☐ What was discussed
- ☐ Any commitments made
- ☐ Next steps and follow-up dates

6 KEEP GOING

Change takes time, but your voice matters. Every follow-up helps move things forward!



- ☐ Stay informed
- ☐ Stay involved
- ☐ Keep building relationships
- ☐ Celebrate small wins
- ☐ Never give up!



Follow up today for a brighter tomorrow!

PERSISTENCE CREATES CHANGE!



Same mission... keep going!



WHEN THEY SAY NO

Find out why before deciding what to do next.
A "no" can be a setback, not a stop.



1 STAY CALM

Take a breath and keep the conversation respectful.



- ☐ Be polite and professional
- ☐ Thank them for their time
- ☐ Listen to their explanation
- ☐ Avoid getting defensive

2 FIND OUT WHY

Ask questions to better understand the decision.



- ☐ What are the main barriers?
- ☐ Is it a timing or budget issue?
- ☐ What information is missing?
- ☐ Is there another contact or process to try?

3 LOOK FOR OPTIONS

There may be other ways forward.



- ☐ Can we provide more evidence?
- ☐ Is there a smaller first step?
- ☐ Is there a pilot or alternative option?
- ☐ Can we bring in partners or other stakeholders?

4 DECIDE YOUR NEXT STEP

Use what you've learned to make a plan.



- ☐ Update your strategy
- ☐ Gather additional information
- ☐ Re-engage at a later date
- ☐ Explore other decision-makers
- ☐ Keep the issue on the radar

5 TURN A SETBACK INTO A STRONGER PLAN

A "no" can help you improve your approach.



- ☐ Look for lessons learned
- ☐ Adjust your messaging
- ☐ Strengthen your evidence
- ☐ Build more support
- ☐ Keep moving forward

6 DON'T DO IT ALONE

Talk to others in your network.



- ☐ Share the feedback
- ☐ Get advice from trusted allies
- ☐ Find new supporters
- ☐ Work together on next steps
- ☐ Remember: you're not alone!

7 KEEP GOING

Advocacy takes time. Persistence matters!



- ☐ Stay positive
- ☐ Celebrate small wins
- ☐ Keep building momentum
- ☐ Remember your "why"
- ☐ A different answer may come later

8 YOU MAKE A DIFFERENCE

Every conversation helps raise awareness and move things forward.



- ☐ You are informed
- ☐ You are prepared
- ☐ You are persistent
- ☐ You are creating change
- ☐ Keep going!



CHANGE THE STRATEGY — NOT THE GOAL

Different route, same destination.



1 TAKE A STEP BACK

Reflect on what worked, what didn't, and what you learned.

REFLECT:

- What worked?
- What didn't?
- What can we learn?

2 EXPLORE NEW OPTIONS

There are often many ways to reach the same goal.



3 ASK FOR INPUT

Talk to other parents, advocates, and experts. New perspectives can open new doors.



4 BE FLEXIBLE

Adjust your plan based on new information, timing, or opportunities.



5 STAY FOCUSED ON THE GOAL

The methods may change, but the mission stays the same.



6 KEEP TRACK OF PROGRESS

Celebrate small wins and adjust as needed.



7 DON'T BE AFRAID TO TRY AGAIN

Setbacks are part of the process. Persistence leads to progress!



8 SAME MISSION. BRIGHTER TOMORROWS.

A different path today can still lead to the change we want tomorrow.



BUILD ALLIES

Effective advocacy doesn't have to be done alone.
Stronger voices create bigger change!



1 FIND PEOPLE WHO CARE

Look for others who share your goals and values.



- ☐ Other parents and families
- ☐ Community members
- ☐ Advocacy groups
- ☐ Professional experts
- ☐ Local organizations

2 WORK TOGETHER

Combine your knowledge, experiences, and strengths.



- ☐ Share information
- ☐ Divide tasks
- ☐ Support each other
- ☐ Be open to new ideas
- ☐ Celebrate progress

3 INCLUDE DIFFERENT VOICES

A strong movement reflects many perspectives.



- ☐ People with lived experience
- ☐ Culturally diverse communities
- ☐ Indigenous partners
- ☐ Experts and professionals
- ☐ Youth and self-advocates

4 BUILD RELATIONSHIPS

Take time to connect and be a trusted partner.



- ☐ Be respectful and reliable
- ☐ Communicate clearly
- ☐ Listen and learn
- ☐ Find common goals
- ☐ Keep in touch

5 USE EXISTING NETWORKS

Many organizations and systems already have connections and resources.



- ☐ Community organizations
- ☐ Schools and service providers
- ☐ Professional associations
- ☐ Faith and cultural groups
- ☐ Government and advisory committees

6 AMPLIFY EACH OTHER

Share each other's messages, events, and successes.



- ☐ Share on social media
- ☐ Attend each other's events
- ☐ Cross-promote campaigns
- ☐ Highlight partner work
- ☐ Give credit and appreciation

7 KEEP GROWING

New allies can bring new opportunities and ideas.



- ☐ Stay open to new partnerships
- ☐ Revisit and strengthen alliances
- ☐ Be inclusive and welcoming
- ☐ Look for unexpected allies
- ☐ Keep the mission at the centre

8 TOGETHER WE GO FURTHER

A bigger, stronger network helps create real and lasting change.



- ☐ More voices
- ☐ Greater awareness
- ☐ Stronger influence
- ☐ Bigger impact
- ☐ A brighter future



WORKING WITH MEDIA

Clear facts + short message + clear ask.
Media helps spread your message and raise awareness!



1 BE PREPARED

Know your key message and stick to it.



- ☐ Know the facts
- ☐ Keep it simple
- ☐ Practise what you want to say
- ☐ Be ready to answer common questions

2 SHARE REAL STORIES

Personal experiences help people understand why this matters.



- ☐ Respect privacy
- ☐ Focus on the bigger issue
- ☐ Use stories to show impact
- ☐ Keep it respectful and factual

3 CLEAR FACTS

Use accurate, up-to-date information.



- ☐ Use reliable sources
- ☐ Follow up with written info
- ☐ Correct misinformation politely
- ☐ Be specific and honest

4 SHORT MESSAGE

Keep it brief and memorable.



- ☐ What's the problem?
- ☐ Why does it matter?
- ☐ What needs to change?
- ☐ Keep it to a few key points

5 CLEAR ASK

Tell people exactly what you want.



- ☐ Be specific about the action
- ☐ Make it realistic
- ☐ Use positive, solution-focused language
- ☐ Repeat your ask

6 DURING THE INTERVIEW

Stay calm, be yourself, and keep to your key points.



- ☐ Speak clearly and slowly
- ☐ Answer the question asked
- ☐ If you don't know, it's okay to say so
- ☐ Bring it back to your key message

7 AFTER THE INTERVIEW

Keep the conversation going.



- ☐ Send a thank you email
- ☐ Provide additional information
- ☐ Share the link when it's published
- ☐ Correct any inaccuracies
- ☐ Stay available for follow-up

8 HELP SPREAD THE MESSAGE

Media coverage can reach far beyond your community.



- ☐ Share articles and interviews
- ☐ Post on social media
- ☐ Tag and thank the media
- ☐ Keep building relationships
- ☐ Use coverage to create momentum

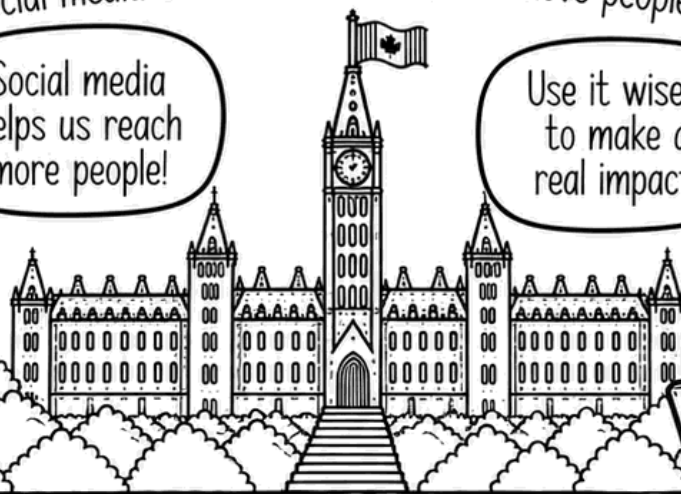


SOCIAL MEDIA IS A TOOL

Attention is useful—but attention itself isn't policy change.
Use social media to inform, connect, and move people to action!



Social media helps us reach more people!



Use it wisely to make a real impact!



1 SHARE ACCURATE INFORMATION

Use trusted sources and check your facts.



- ☐ Verify information
- ☐ Cite your sources
- ☐ Avoid sharing unverified claims
- ☐ Correct misinformation

2 KEEP IT SIMPLE

Short, clear messages are more effective.



- ☐ Use plain language
- ☐ Focus on key points
- ☐ Use visuals when possible
- ☐ Keep it brief

3 TELL REAL STORIES

Lived experiences help people understand why this matters.



- ☐ Share (with permission)
- ☐ Keep it respectful
- ☐ Focus on impact
- ☐ Show the human side

4 ENGAGE RESPECTFULLY

Build a positive and supportive community.



- ☐ Be kind and respectful
- ☐ Listen to different views
- ☐ Avoid online arguments
- ☐ Moderate when needed

5 USE A CALL TO ACTION

Turn awareness into action.



- ☐ Tell people what they can do
- ☐ Share links (e.g., petition, letter, event, contact info)
- ☐ Make it easy to get involved
- ☐ Celebrate when people take action

6 BE CONSISTENT

Keep the conversation going over time.



- ☐ Post regularly
- ☐ Share updates
- ☐ Highlight progress
- ☐ Keep the issue visible

7 KNOW THE LIMITS

Likes and shares are helpful, but they aren't the same as policy change.



- ☐ Use social media as one tool
- ☐ Also engage directly with decision-makers
- ☐ Follow up offline
- ☐ Turn attention into action

8 KEEP THE BIGGER PICTURE IN MIND

Social media is a starting point—not the finish line.



- ☐ Stay focused on your goal
- ☐ Use momentum wisely
- ☐ Combine online and offline efforts
- ☐ Keep going!



Post with purpose!

**REAL PEOPLE.
REAL CONVERSATIONS.
REAL CHANGE.**

Use your voice for a brighter tomorrow!



KNOW YOUR AUDIENCE

A minister, reporter, parent, researcher and the general public need different explanations.



1 MINISTER

Focus on solutions, impact and alignment with priorities.



- ☐ Be concise and respectful
- ☐ Use facts and data
- ☐ Explain the benefits
- ☐ Clearly state what you're asking
- ☐ Show how it fits their mandate

2 REPORTER

Focus on the key facts, human impact and why it matters.



- ☐ Keep it clear and simple
- ☐ Share real stories (with consent)
- ☐ Be honest and credible
- ☐ Stick to key messages
- ☐ Be ready for follow-up questions

3 PARENT

Use clear, supportive and practical information.



- ☐ Be empathetic and relatable
- ☐ Use everyday language
- ☐ Share resources and options
- ☐ Acknowledge their experience
- ☐ Offer hope and support

4 RESEARCHER

Provide detailed evidence and be open to discussion.



- ☐ Share detailed information
- ☐ Cite credible sources
- ☐ Be open to their input
- ☐ Discuss strengths and gaps
- ☐ Explore opportunities to collaborate

5 THE GENERAL PUBLIC

Keep it simple, clear and relatable.



- ☐ Use plain language
- ☐ Explain why it matters
- ☐ Keep it positive and hopeful
- ☐ Use real-life examples
- ☐ Make it easy to get involved

6 KEY MESSAGES

Adjust the details, but stay consistent.



- ☐ Stay on topic
- ☐ Use language that fits the audience
- ☐ Be clear and consistent
- ☐ Avoid jargon when possible
- ☐ Keep the goal the same

7 LISTEN TOO

Every audience can teach you something.



Listen.
Learn.
Adapt.

- ☐ Be open to different perspectives
- ☐ Ask questions
- ☐ Take feedback seriously
- ☐ Look for common ground
- ☐ Use what you learn to improve your message

8 BIGGER IMPACT

When we communicate in the right way, we build understanding and support.



- ☐ More awareness
- ☐ Stronger relationships
- ☐ Greater support
- ☐ Real progress
- ☐ A brighter tomorrow



UNDERSTANDING TODAY.
A STRONGER TOMORROW.



BE ACCURATE

Credibility takes time to build and seconds to damage.



1 USE RELIABLE SOURCES

Get your information from trusted and credible sources.



- ☐ Check the source
- ☐ Look for current information
- ☐ Avoid unverified sources
- ☐ When in doubt, ask an expert

2 DOUBLE-CHECK BEFORE YOU SHARE

Take a moment to verify the facts.



- ☐ Read beyond the headline
- ☐ Confirm dates and context
- ☐ Check with multiple sources
- ☐ Correct errors if you find them

3 BE CLEAR ABOUT WHAT YOU KNOW

Share facts, not assumptions.



- ☐ State what is confirmed
- ☐ Be honest about what is unknown
- ☐ Avoid speculation
- ☐ Keep opinion separate from fact

4 USE CLEAR AND SIMPLE LANGUAGE

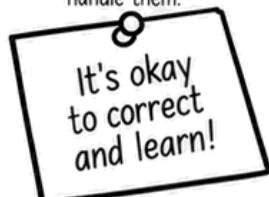
Accurate information should be easy to understand.

SIMPLE FACTS GO FURTHER!

- ☐ Avoid jargon
- ☐ Use plain language
- ☐ Keep it concise
- ☐ Make sure your message is clear

5 CORRECT MISTAKES QUICKLY

We all make mistakes — what matters is how we handle them.



- ☐ Acknowledge the mistake
- ☐ Share the correct information
- ☐ Be transparent
- ☐ Keep moving forward

6 GIVE CREDIT

Respect the work of others and share where your information comes from.



- ☐ Cite your sources
- ☐ Recognize experts and advocates
- ☐ Avoid taking others' work as your own
- ☐ Build a culture of respect

7 KEEP YOUR CREDIBILITY

Being accurate helps you be taken seriously and opens doors for future opportunities.



- ☐ Be consistent
- ☐ Be honest
- ☐ Build trust over time
- ☐ Your reputation matters

8 ACCURATE TODAY. BIGGER IMPACT TOMORROW.

Truth builds trust, and trust helps create real change.



- ☐ Get it right
- ☐ Keep learning
- ☐ Stay accountable
- ☐ Help move the issue forward



CORRECT MISTAKES

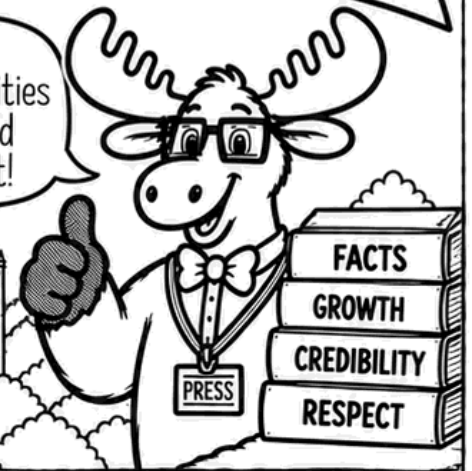
Strong advocates can say: "I got that wrong.
Here is the correct information."



It's okay
to be human!



Mistakes
are opportunities
to learn and
build trust!



1 BE HONEST

If you made a mistake,
own it.



I got
that wrong.
Thank you
for letting me
know!

- ☐ Be upfront
- ☐ Use clear and direct language
- ☐ Don't make excuses
- ☐ Show appreciation

2 SHARE THE CORRECT INFORMATION

Once you know the facts,
share them.



- ☐ Provide accurate details
- ☐ Share your sources
- ☐ Keep it simple
- ☐ Make it easy to understand

3 THANK THE PERSON WHO HELPED

People who point out mistakes
are allies, not enemies.



- ☐ Be gracious and respectful
- ☐ Listen with an open mind
- ☐ Value different perspectives
- ☐ Keep the focus on the issue

4 UPDATE YOUR MATERIALS

Make sure your posts,
handouts or presentations
are corrected.



- ☐ Edit and correct quickly
- ☐ Note what changed
- ☐ Remove or clarify old info
- ☐ Double-check other materials

5 BE TRANSPARENT

Show the update so people
see you're committed
to the truth.



- ☐ Clearly state the correction
- ☐ Explain what was wrong
- ☐ Show the new information
- ☐ Keep it public and visible

6 KEEP LEARNING

Use mistakes as a chance
to grow.



- ☐ Ask questions
- ☐ Seek out reliable sources
- ☐ Be open to new information
- ☐ See feedback as a gift

7 MAINTAIN CREDIBILITY

People respect advocates
who correct mistakes.



- ☐ Be consistent
- ☐ Follow through
- ☐ Keep your word
- ☐ Let your actions show that you care about the facts

8 FOCUS ON THE BIGGER PICTURE

A mistake doesn't erase
your work — what matters
is that you correct it and
keep moving forward.



- ☐ Stay positive
- ☐ Keep the conversation going
- ☐ Continue advocating
- ☐ Turn the setback into momentum



Mistakes happen.
What matters is
what we do next!

**TRUTH. GROWTH.
STRONGER ADVOCACY.**



Learn.
Correct.
Keep going!



DISAGREEMENT ≠ FAILURE

You can challenge a decision without attacking a person.



1 FOCUS ON THE ISSUE
Disagree with the decision, not the person.

- ☐ Keep it respectful
- ☐ Stick to the facts
- ☐ Focus on the issue
- ☐ Avoid personal attacks

2 LISTEN FIRST
Understand their perspective even if you don't agree.

- ☐ Let them finish
- ☐ Ask questions
- ☐ Look for common ground
- ☐ Show that you're listening

3 KEEP IT CALM
A respectful tone helps keep the conversation open.

- ☐ Stay calm
- ☐ Use clear, kind language
- ☐ Take a break if needed
- ☐ Don't let emotions take over

4 SHARE YOUR WHY
Explain your position with clear reasons.

- ☐ Be clear and concise
- ☐ Use evidence and examples
- ☐ Share real-life impact
- ☐ Keep your message focused

5 FIND COMMON GROUND
You may not agree on everything—and that's okay.

- ☐ Look for shared goals
- ☐ Find areas of agreement
- ☐ Build on what you both want
- ☐ Keep the conversation positive

6 STAY SOLUTION-FOCUSED
Disagreement can be the start of a better idea.

- ☐ Offer constructive ideas
- ☐ Ask "What could work?"
- ☐ Be open to different options
- ☐ Keep moving the conversation forward

7 RESPECT DIFFERENT ROLES
People have different responsibilities and constraints.

- ☐ Recognize their perspective
- ☐ Understand their role
- ☐ Be patient with their process
- ☐ Keep it collaborative

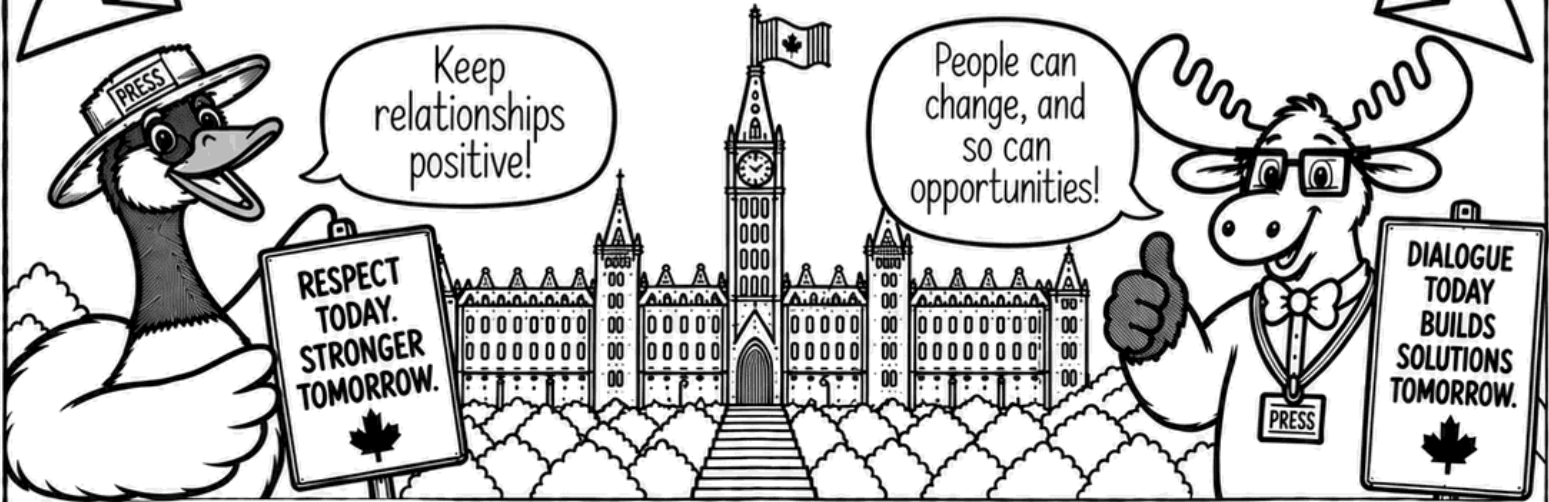
8 KEEP ADVOCATING
Disagreement isn't the end. It's part of the process.

- ☐ Follow up
- ☐ Keep relationships respectful
- ☐ Continue to share information
- ☐ Stay committed to your goals



KEEP THE DOOR OPEN

Today's opponent may be tomorrow's partner.



1 BE RESPECTFUL

Disagree with ideas, not people.



- ☐ Use a respectful tone
- ☐ Avoid personal attacks
- ☐ Focus on shared goals
- ☐ Keep it professional

2 LISTEN AND UNDERSTAND

Try to see their perspective.



- ☐ Ask questions
- ☐ Let them explain
- ☐ Look for common ground
- ☐ Show you're open to their point of view

3 KEEP COMMUNICATION OPEN

Don't burn bridges.



- ☐ Be polite and courteous
- ☐ Follow up when appropriate
- ☐ Keep the conversation going
- ☐ Leave the door open for future discussions

4 FOCUS ON SOLUTIONS

Different approaches can still lead to the same goal.



- ☐ Look for areas of agreement
- ☐ Find creative solutions
- ☐ Be flexible
- ☐ Remember you're on the same team for a stronger community

5 BE PATIENT

People and systems take time.



- ☐ Understand that opinions can evolve
- ☐ Stay consistent and positive
- ☐ Keep showing up
- ☐ Progress may be slow, but it still counts

6 TREAT EVERY MEETING AS AN OPPORTUNITY

Today's difficult conversation may lead to future collaboration.



- ☐ Be prepared
- ☐ Stay calm
- ☐ Look for learning opportunities
- ☐ End on a positive note
- ☐ Build relationships, not roadblocks

7 SHOW GRATITUDE

Recognize when people listen, ask questions or take action.



- ☐ Acknowledge their time
- ☐ Appreciate their efforts
- ☐ Say thank you
- ☐ People are more likely to work with you when they feel respected

8 BUILD A STRONGER TOMORROW

Keep the door open—because partnerships create real change.



- ☐ Stay positive
- ☐ Keep relationships strong
- ☐ Be open to new opportunities
- ☐ Remember: we all want stronger communities



HOW CHANGE ACTUALLY HAPPENS

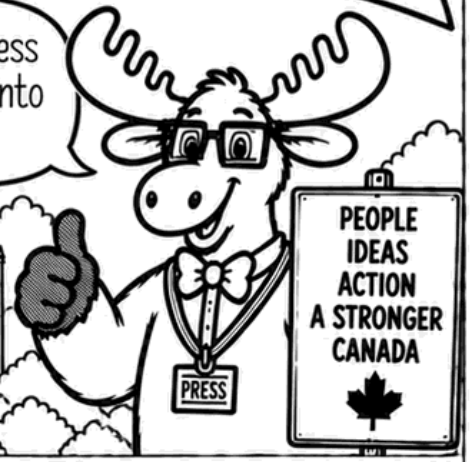
PROBLEM → RESEARCH → SOLUTION → DECISION-MAKER → ASK → ACTION → FOLLOW-UP



Big change starts with small steps!



A clear process turns ideas into action!



1 PROBLEM
Identify the issue and why it matters.

- ☐ See a need
- ☐ Hear from those affected
- ☐ Understand the impact
- ☐ Be clear about the problem

2 RESEARCH
Gather facts, evidence and real-life experiences.

- ☐ Use credible sources
- ☐ Include lived experience
- ☐ Look at what works elsewhere
- ☐ Understand the full picture

3 SOLUTION
Develop practical, realistic options.

- ☐ Be clear and specific
- ☐ Use evidence to support it
- ☐ Consider different options
- ☐ Show the benefits

4 DECISION-MAKER
Bring it to the right people at the right level.

- ☐ Identify who can make change
- ☐ Use the right channels
- ☐ Be prepared and professional
- ☐ Build relationships

5 ASK
Clearly state what you are asking for.

- ☐ Be direct and specific
- ☐ Keep it simple
- ☐ Explain the impact
- ☐ Make it easy to say yes

6 ACTION
Turn the ask into real steps.

- ☐ Get a commitment
- ☐ Move from words to actions
- ☐ Track progress
- ☐ Keep the momentum going

7 FOLLOW-UP
Stay engaged until change happens.

- ☐ Ask for updates
- ☐ Celebrate progress
- ☐ Keep providing information
- ☐ Be ready for next steps



Same process. Brighter tomorrows!



Keep going! Change is possible!

BUILD YOUR OWN ADVOCACY PLAN

Turn your ideas into action! Fill in each box to plan your advocacy.



You've got this!



Plan it.
Share it.
Make a difference!



1

MY ISSUE

What is the problem?



2

WHO IS AFFECTED?

Who does this impact?



3

EVIDENCE

What facts, research or real-life stories support this?



4

SOLUTION

What change would you like to see?



5

DECISION-MAKER

Who can make change happen?



6

MY ASK

What are you asking them to do?

BE CLEAR.
BE REALISTIC.
BE SPECIFIC.



Small plans
can lead to big change!

YOUR VOICE MATTERS.
BRIGHTER TOMORROWS ARE POSSIBLE.



Ideas today.
Stronger communities
tomorrow!



GOOSE HAS A PROBLEM!

What should Goose do first?

Look at the story below. Then colour the answer you think is the best first step!



Goose notices that there is no sensory-friendly space at the local community event. Many kids, including some with disabilities, are finding it overwhelming and leaving early.



1 LEARN MORE

Find out the facts. Talk to the event organizers and ask questions.



2 POST ON SOCIAL MEDIA

Share how you feel right away so everyone knows about it.



3 CONTACT THE RIGHT PEOPLE

Talk to the event organizers or the municipality to ask for change.



4 IGNORE IT

Hope it gets better next time.



5 GET OTHERS INVOLVED

Talk to other parents, advocacy groups or community members.



6 WRITE A MEAN COMMENT

Blame the organizers online so they feel bad.



SMALL STEPS
CAN LEAD TO BIG CHANGES!



Be informed.
Be respectful.
Be a solution finder!

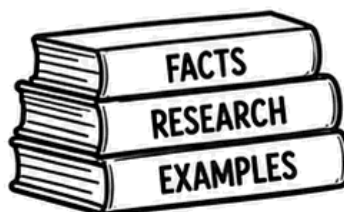


MOOSE HAS A PLAN!

Put the advocacy steps in order.



Directions: Look at the boxes below. They show the steps in an advocacy process, but they are mixed up! Write the correct number (1-7) in the circle for each step. Then colour the pictures. Finally, write the steps in order in the seven boxes at the bottom.

☐ SOLUTION Develop realistic and practical options. 	☐ ASK Clearly state what you are asking for. 	☐ FOLLOW-UP Stay engaged, ask for updates and keep going. 	☐ RESEARCH Gather facts, evidence and real-life stories. 
☐ DECISION-MAKER Bring it to the right people at the right level. 	☐ DURING THE INTERVIEW Stay calm, be yourself, and keep to your key points. 	☐ PROBLEM Identify the issue and why it matters. 	



Small steps.
Big change!

ADVOCACY WORKS!



Plan today.
A brighter tomorrow!



ADVOCACY MYTH OR FACT

Check MYTH or FACT for each scenario below.

Let's separate fact from fiction!

Accurate information leads to stronger advocacy!

KNOW THE FACTS
MAKE A DIFFERENCE!

1 Advocacy only works if you are an expert.



☐ MYTH
☐ FACT

2 It's better to stay quiet than to make a mistake.



☐ MYTH
☐ FACT

3 Advocacy is only complaining.



☐ MYTH
☐ FACT

4 One person can make a difference.



☐ MYTH
☐ FACT

5 You have to be confrontational to create change.



☐ MYTH
☐ FACT

6 Facts, research and real stories make your advocacy stronger.



☐ MYTH
☐ FACT

7 If you disagree with a decision, you are being negative.



☐ MYTH
☐ FACT

8 Change happens quickly.



☐ MYTH
☐ FACT

9 Working together with others makes advocacy more effective.



☐ MYTH
☐ FACT

Question.
Learn. Share.
Create change!

REAL INFORMATION.
STRONGER COMMUNITIES.

Facts build
brighter tomorrows!

WHAT WOULD YOU DO?

Read each scenario. What would you do? Colour the best choice!



1 You see a social media post about your issue, but it has incorrect information.



- ☐ Ignore it.
- ☐ Comment with the correct information and a reliable source.
- ☐ Get angry and argue with the person.
- ☐ Share it so more people see it.

2 You've asked for a meeting with a decision-maker, but they say no right now.



- ☐ Give up.
- ☐ Send a polite follow-up and ask when you can try again.
- ☐ Post a negative comment online.
- ☐ Find another way to share your ideas in the meantime.

3 You hear a friend say, "Advocacy doesn't work. It's a waste of time."



- ☐ Agree with them.
- ☐ Share a real-life example of change that happened.
- ☐ Tell them they're wrong and walk away.
- ☐ Ignore the conversation.

4 A local event is being planned, but it isn't accessible for people with disabilities.



- ☐ Say nothing.
- ☐ Politely contact the organizers to share your concerns and suggest solutions.
- ☐ Complain online without giving solutions.
- ☐ Skip the event and don't get involved.

5 You made a mistake in a presentation and shared the wrong information.



- ☐ Pretend it didn't happen.
- ☐ Correct it and share the right information.
- ☐ Blame someone else.
- ☐ Feel embarrassed and stop speaking up in the future.

6 You have a great idea, but it's a big change and might take a long time.



- ☐ Give up because it will take too long.
- ☐ Break it into smaller steps and make a plan.
- ☐ Keep it to yourself.
- ☐ Start by learning more and finding supporters.



YOUR VOICE MATTERS

Ideas, questions, and stories can make a real difference!



ASK QUESTIONS

It's okay to want to know more.



SHARE IDEAS

New ideas can lead to new solutions.



TELL YOUR STORY

Your experience matters.



CONTACT DECISION-MAKERS

Let them know what you think.



GET OTHERS INVOLVED

Stronger together!



KEEP GOING

Every voice brings us closer to a better tomorrow.



SPEAK UP. FACT FIND. MAKE CHANGE.

IDEAS
PEOPLE
SOLUTIONS
CHANGE



Questions
lead to
answers!

A BRIGHTER
TOMORROW
TOGETHER!

- ☒ LISTEN
- ☒ LEARN
- ☒ INCLUDE
- ☒ TAKE ACTION

Facts
build a
brighter
tomorrow!

RESEARCH
IDEAS
PLANS
ACTION

EVIDENCE
SOLUTIONS
REAL CHANGE

KINDER
COMMUNITIES
STRONGER
TOMORROWS

DIFFERENT VOICES
STRONGER SOLUTIONS



Thank you

for learning, colouring
and making a difference!



Curious kids, informed communities
and strong voices help build
a brighter Canada.

Keep asking questions.
Keep learning.
Keep speaking up!

Real
Knowledge.
Real People.
A Stronger
Canada.



KIDS
LEARN
TODAY.

A BRIGHTER
TOMORROW.



SAME COMMUNITIES.
BRIGHTER TOMORROWS.

