

Additional Information for:

“Advocacy and Impact: Your Power Beyond Your Current Role”

“Imagine how things would be if the voice and visibility of nursing were commensurate with the size and importance of the nursing profession.”

Seek Media Exposure:

*Actively seek exposure by going to **Featured.com**, **Help A Reporter Out (HARO)**, and **Connectively.us** to be quoted as a nurse.*

Build a focused media list by topic

Reach out with a short intro, expertise, and the kinds of stories you can comment on

Include fast contact details, credentials, and 2–3 sample talking points

For podcasts, add why you’d be a strong guest and a few episode angles

Join a Board:

Please visit our website and NOBC.org for resources and road maps to join a board! You will find everything you need. And reach out to the contact on the website for a consultation and assessment of your “board readiness”.

Join a Colorado Action Coalition Strategic Advisory Committee:

Please visit the Advocacy and Impact, Colorado Action Coalition on our website to learn about each SAC, how to join, and express interest. We welcome any and all who are passionate about the future of nursing.

Communicate with your Elected Officials:

Visit <https://www.usa.gov/elected-officials> to find out your elected officials and contact info.

Whether writing or speaking, structure your communication using this punchy, clear outline:

- The Stance: State who you are, that you are a constituent, and exactly what you want (e.g., *"I am a voter in your district, and I am asking you to vote YES on Bill 123"*).
- The Story: Explain why this matters to you or your community. Personal stories carry far more weight than copied-and-pasted scripts.
- The Ask: Restate your request and ask for a response (e.g., *"Can I count on the Senator to support this bill? I look forward to hearing your position"*).
- Be respectful: Staff members log the calls. Being polite ensures your message is recorded accurately, whereas anger or threats get dismissed.
- Stick to one issue: Do not send a laundry list of complaints. Address one specific bill or local problem per communication.
- Follow up: If you don't receive a response within a few weeks, call or email again politely referencing your previous message.