



**ADVOCACY
AMBASSADOR
CERTIFICATION**

BE THE CHANGE

advocacy noun

ad·vo·ca·cy | /'advəkəsē/

a range of activities that seek to bring about social change.



ADVOCACY AMBASSADOR CERTIFICATION

Advocacy Ambassador Certification

The Advocacy Ambassador Certification is intended for those interested in substance abuse prevention, suicide prevention, and mental health promotion advocacy. This certification will prepare and empower youth to engage in advocacy at the local, state, and national levels.

Qualifications:

- Applicants must be 12 years of age or older
- Complete 8 hours of advocacy training provided by V4P
- Complete 4 hours of Substance abuse prevention, suicide prevention or mental health-specific training
- Complete Application
- Provide one Letter of Recommendation
- Complete 30 hours of advocacy engagement including a capstone project that will involve creating an advocacy plan including an awareness campaign for your area of interest. (Must be verified by a team leader, teacher, mentor, or advisor)
- Submit a 30 -90 second video explaining “what does advocacy mean to you?”

Steps:

- o Download Certification Checklist at www.v4pga.org
- o Complete Application
- o Request Letter of Recommendation from a teacher, youth group leader, or adult mentor
- o Complete training hours
- o Download tracking form for advocacy engagement
- o Complete advocacy engagement hours including capstone project
- o Submit application package online at www.v4pga.org
- o Or email application package to voices4preventionga@gmail.com

**SUBMIT APPLICATION ONLINE AT
WWW.V4PGA.ORG OR EMAIL
VOICES4PREVENTIONGA@GMAIL.COM**



ADVOCACY AMBASSADOR CERTIFICATION

NAME:

DATE:

CHECKLIST

- 1. Complete 8 hours of advocacy training provided by V4P
- 2. Complete 4 hours of Substance abuse prevention, suicide prevention or mental health-specific training
- 3. Complete Application Form
- 4. Provide one Letter of Recommendation from a team leader, teacher, mentor, or advisor)
- 5. Complete 30 hours of advocacy engagement including a capstone project that will involve creating an advocacy plan including an awareness campaign for your area of interest. (Must be verified by a team leader, teacher, mentor, or advisor)
- 6. Submit a 30 -90 second video explaining “what does advocacy mean to you?”
- 7. Submit application package online at www.v4pga.org or email application package to voices4preventionga@gmail.com

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Training Content

Advocacy Content Training: 8 hours required

What is Advocacy? (2 hours)

- Basic advocacy terminology
- Difference between advocacy (policy education and lobbying) (30 min)
- How advocacy impacts policy change (30 min)
- Examples of effective advocacy in history. Youth advocacy examples.
- How to build your advocacy community (1 hour)
 - Know your allies at all levels (state, local, community, school, etc.)
 - How to energize people and bring awareness around the issue
 - Build consistent engagement

Discover your WHY? (1 hour)

- What is the problem that needs to change?
- Why do you care about this issue?
- Who else should care about this issue?
- What is your vision?
- Research the issue and know the facts
- Become a resource for your community and elected officials

Bills and Legislation (1 hour)

- GA legislation basics.
- Who are your elected officials (how to find them and what their platform is)?
- Understanding how bills are created
- Difference between bill and policy
- Who to contact for your issue to gain awareness (local, state, federal)?

Building Your Toolkit (2 hours)

- Elevator speech
- How to create a 1-pager/flyer
- Tools for how to create these resources/documents
- Communication Professionalism (1 hour)

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Training Content (Continued)

Building Your Toolkit (Continued)

- Public speaking
- Drafting emails
- How to communicate to leaders
- How to present yourself

Branding and Marketing (2 hour)

- Develop a social marketing plan
- Plan an advocacy awareness campaign
- Social media presence (personal and the issue)
- How to create an advocacy brand for your issue
- Importance of appropriate messaging and marketing
 - Make your brand, your messaging, your action, and your allies align around the issue.

Capstone Project (Included in the 30 hours of engagement): The advocacy plan for your issue.

Additional Training: 4 hours required

General Prevention Topics: (1 hour each)

- Prevention Basics - Upstream prevention
- Risk and Protective factors
- Careers in Prevention

Suicide Prevention/ Mental Health Promotion: (1 hour each)

- Question, Persuade, Refer (QPR)
- Mental Health and Wellbeing
- Mental Health Stigma and how to address it
- Mental Health Access - why it matter

Substance Abuse Prevention (1 hour each)

- How drugs affect the brain
- Environmental change with policy education
- Environmental scans of your community (4 Ps)



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Application Form

1. Name: _____
2. Mailing Address: _____
3. County: _____
4. Phone number: _____
5. Email: _____
6. Social media: _____
7. Age: _____
8. Grade (if applicable): _____
9. School (if applicable): _____
10. Youth Action Team / Youth Group (if applicable): _____
11. Parent / Guardian contact:
Name: _____
Phone number: _____

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