

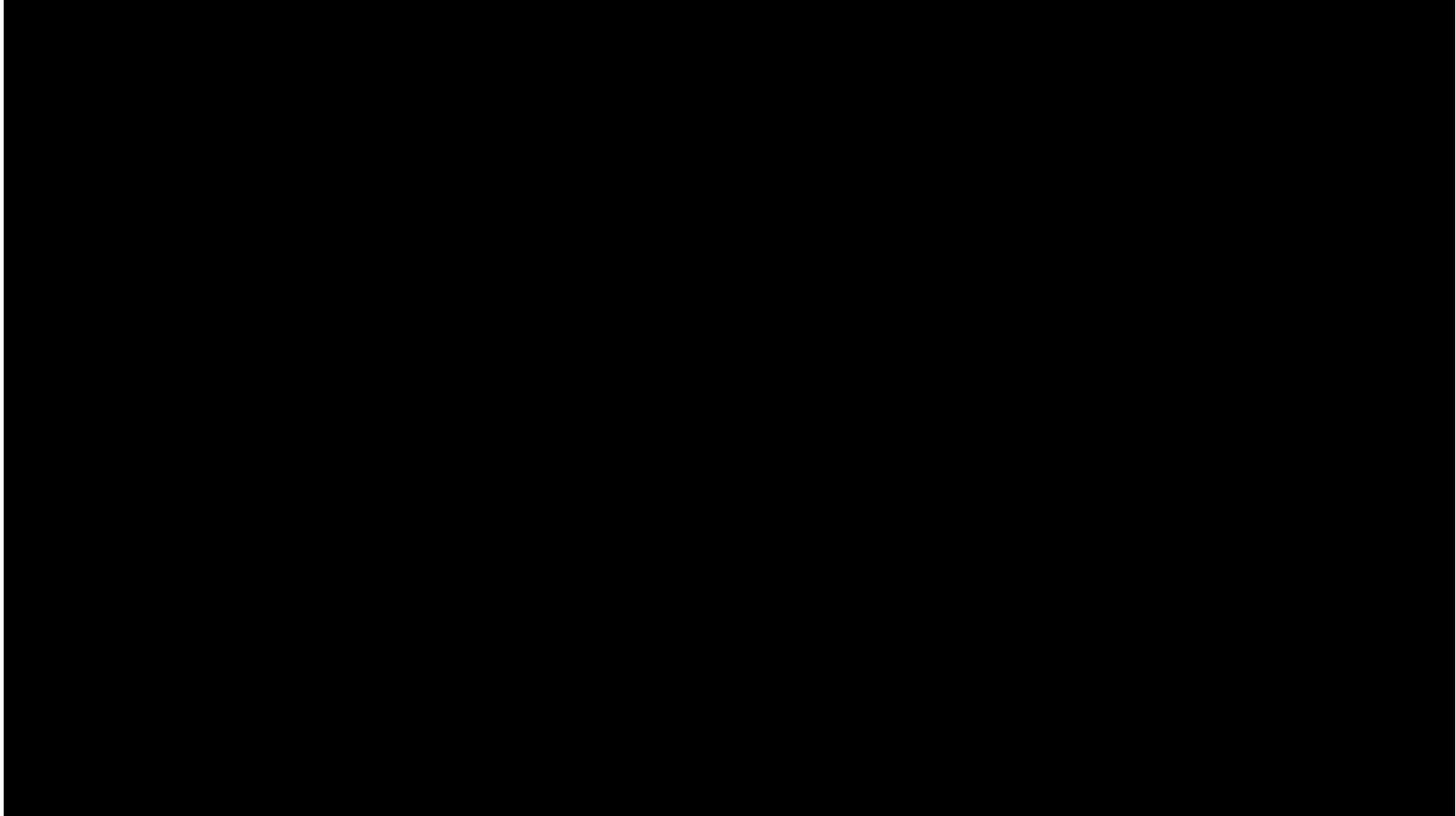
Tech-Savvy Conference
2018

ADVOCACY

THE KEY TO ADVANCEMENT

Jane Gov, MLIS
Youth Services Librarian
Pasadena Public Library

What is advocacy?



Why Advocate?

“Unless someone like you cares
a whole awful lot, Nothing is
going to get better. It's not.”
- Dr. Seuss, The Lorax

Support

Funding



Make
something
better

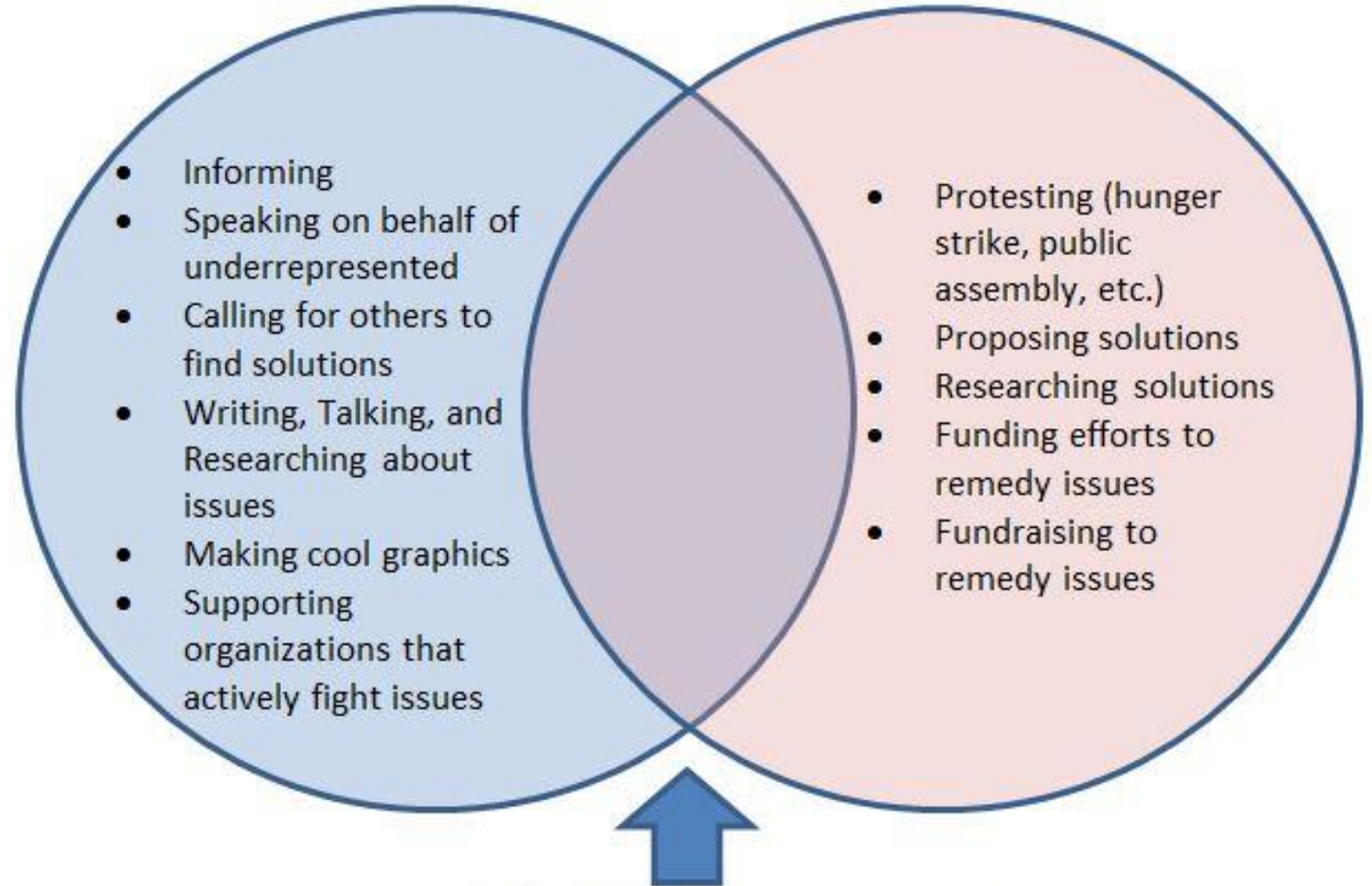
Advocacy

From Latin *vocare*, "to call."

Activism

From Latin *agere*, "to do."

- Marketing
- **Advocacy**
- Activism
- Lobbying



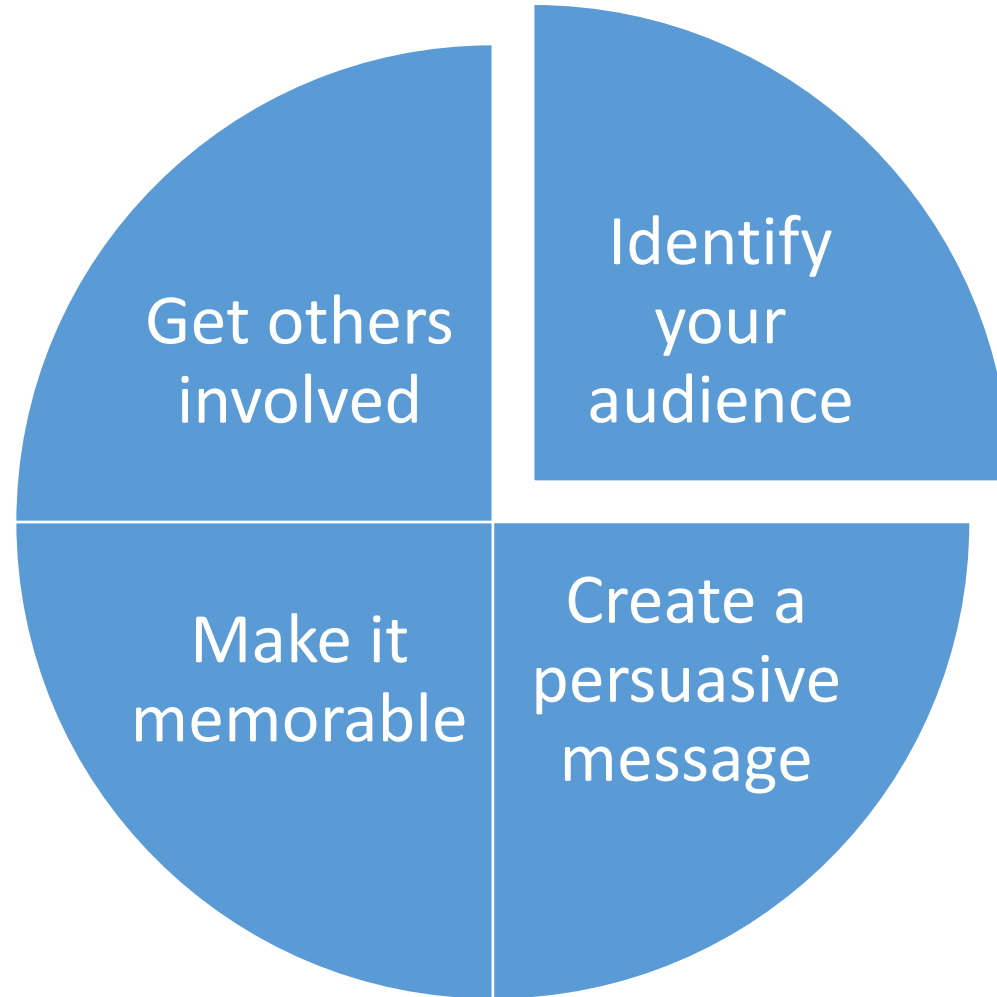
- Informing
- Speaking on behalf of underrepresented
- Calling for others to find solutions
- Writing, Talking, and Researching about issues
- Making cool graphics
- Supporting organizations that actively fight issues

- Protesting (hunger strike, public assembly, etc.)
- Proposing solutions
- Researching solutions
- Funding efforts to remedy issues
- Fundraising to remedy issues

- Sending letters to congress-people
- Making and disseminating petitions

Graphic by Natalie Millman, 2013. All Rights Reserved.

STEPS TO EFFECTIVE ADVOCACY



IDENTIFY YOUR AUDIENCE

- What is your goal?
- Who are the stakeholders?
- Whose mind do you want to change?
- Who do you want to rally behind you?
- What/who is the opposition?
- What is important to the people you're talking to?

CREATE A PERSUASIVE MESSAGE

- Keep it simple
- Adapt your message to your audience
- Avoid jargon
- Don't just address your needs; address the wider needs of the community
- Don't just talk about fun; focus on the outcomes
- Focus on benefits as well as needs
- Craft your message on the priorities and within an appropriate time
- Do your research
 - Keep in mind who publishes and when
 - Use statistics judiciously

MAKE IT MEMORABLE

- Include personal stories
- Images
- Highlight the most compelling statistics
- If available, show examples from others (whether good or bad) to make your case.

Only **one in five youth** with a mental illness will receive the mental health services they need.

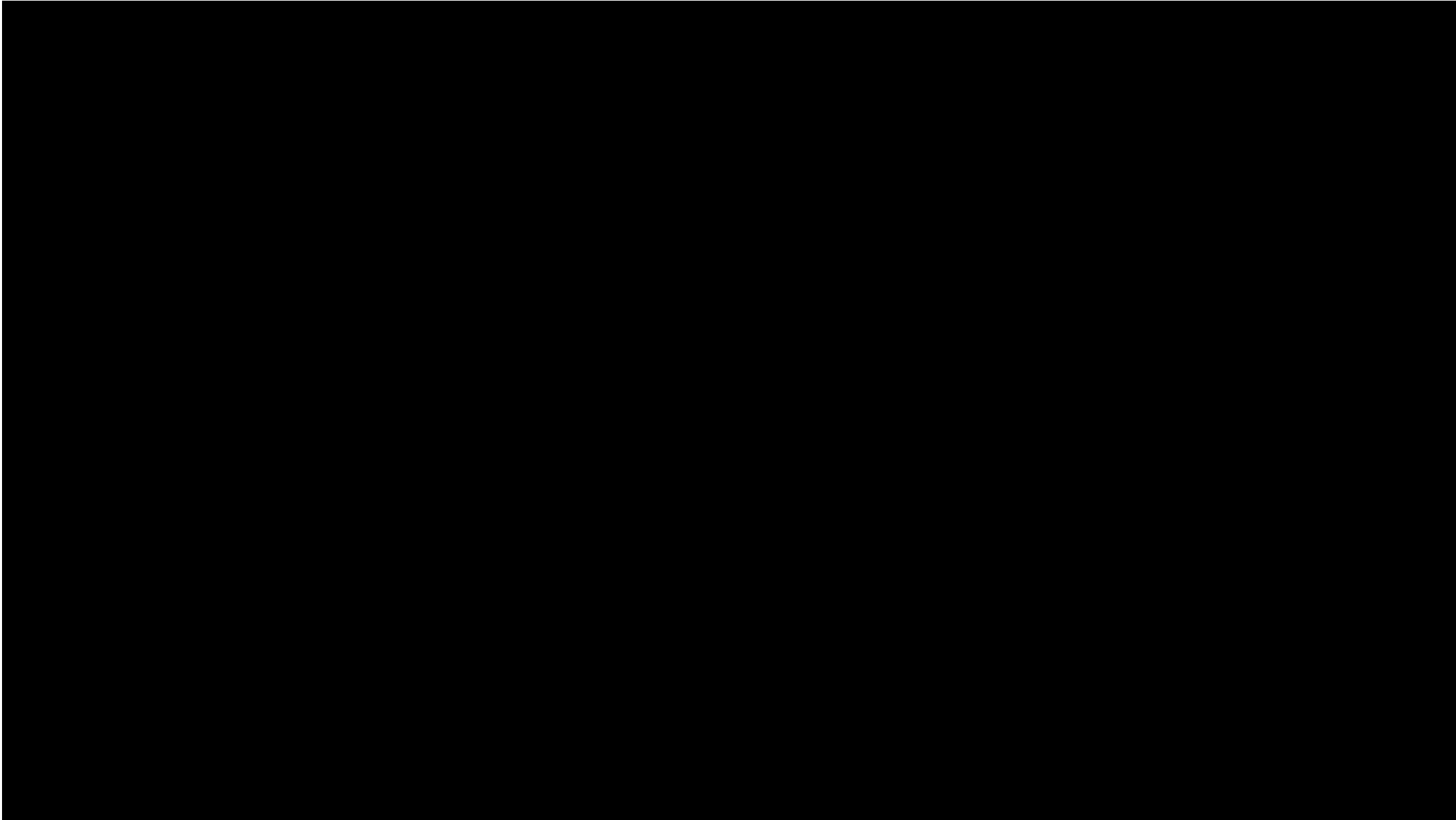


GET OTHERS INVOLVED

- Partnerships
- Create a coalition
- Build a network
- Adding others to your message (diversify the voice)
- Educating others
- Attending meetings
- Listening to others

CHOOSE A FORMAT

- Speech
- Graphics
 - Infographics
 - Pictures
 - Posters
- Media
 - Videos
 - Podcasts
- Social media
 - Blogs
 - Social networking sites
 - YouTube
- Letters
 - Email blasts
 - Snail mail

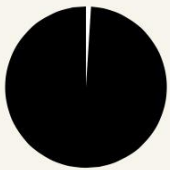


<https://youtu.be/NUCiFfcAXUk>

GETTING GIRLS INTO CODING

THERE IS NOT ENOUGH INTEREST

Less than 1% of high school girls express interest in majoring in computer science.



Today only 4% of female college freshmen plan to major in computer science.

All facts on this infographic were found at:
 Works cited: Chang, Andrea, "Google Launches made with Code to Help Girls Learn to Build Technology," The Los Angeles Times, June 2014. Web.
 "Made w/ Code: Why Coding is Kind of a Big Deal," Web.



WHY SO FEW?



Computer scientists have the reputation of being "nerdy." Young girls don't want that.



Only about 10% of high schools offer computer science courses, and in 28 out of 50 states, computer science doesn't count toward graduation requirements: if it is not encouraged or valued, no one will be interested.



Coding is not relevant or exciting for young girls; there are not enough women in computer science for them to look up to or be mentored by.



Provide mentorship opportunities for girls interested in computer science.



Change school curriculums to teach computer science and coding and its value



Bring awareness to the rising need of computer scientists and the benefits of becoming one.



Remind girls that computer scientists aren't just nerds who code; anyone can do it, and can change the world

YALSA Retweeted

Advocates For Youth @AdvocatesTweets · 12h

Today! Make sure you're tuned into our #NYHAADChat where we'll discuss youth advocacy, activism and the #NYHAAD Bill of Rights.

HIV+AIDS AWARENESS DAY RIGHTS

This NYHAAD, youth and youth allies working to end the AIDS epidemic declare this Bill of Rights:

- ARTICLE 1 THE RIGHT TO LIVE FREE FROM OPPRESSION**
 Poverty, racism, homophobia, and other forms of oppression all contribute to HIV risk and to quality of treatment and care.
- ARTICLE 2 THE RIGHT TO EDUCATION**
 Young people have a right to the education and skills they need to protect themselves from HIV.
- ARTICLE 3 THE RIGHT TO PREVENTION**
 Young people have the right to condoms, HIV testing, and medication needed to help prevent HIV, and have the right to confidential, affordable, accessible services.
- ARTICLE 4 THE RIGHT TO TREATMENT AND CARE**
 Young people are at risk of not receiving medication regularly enough to have their viral load suppressed. We must ensure that all youth have access to accessible and affordable HIV treatment.
- ARTICLE 5 THE RIGHT TO LIVE WITHOUT CRIMINALIZATION, DISCRIMINATION AND STIGMA**
 Young people living with HIV have the right to freedom and dignity. Laws which criminalize HIV are founded in

9 retweets, 13 likes

Infographic source: <https://womenandtechnologyproject.com/category/girls-education-and-technology/>

PRACTICE

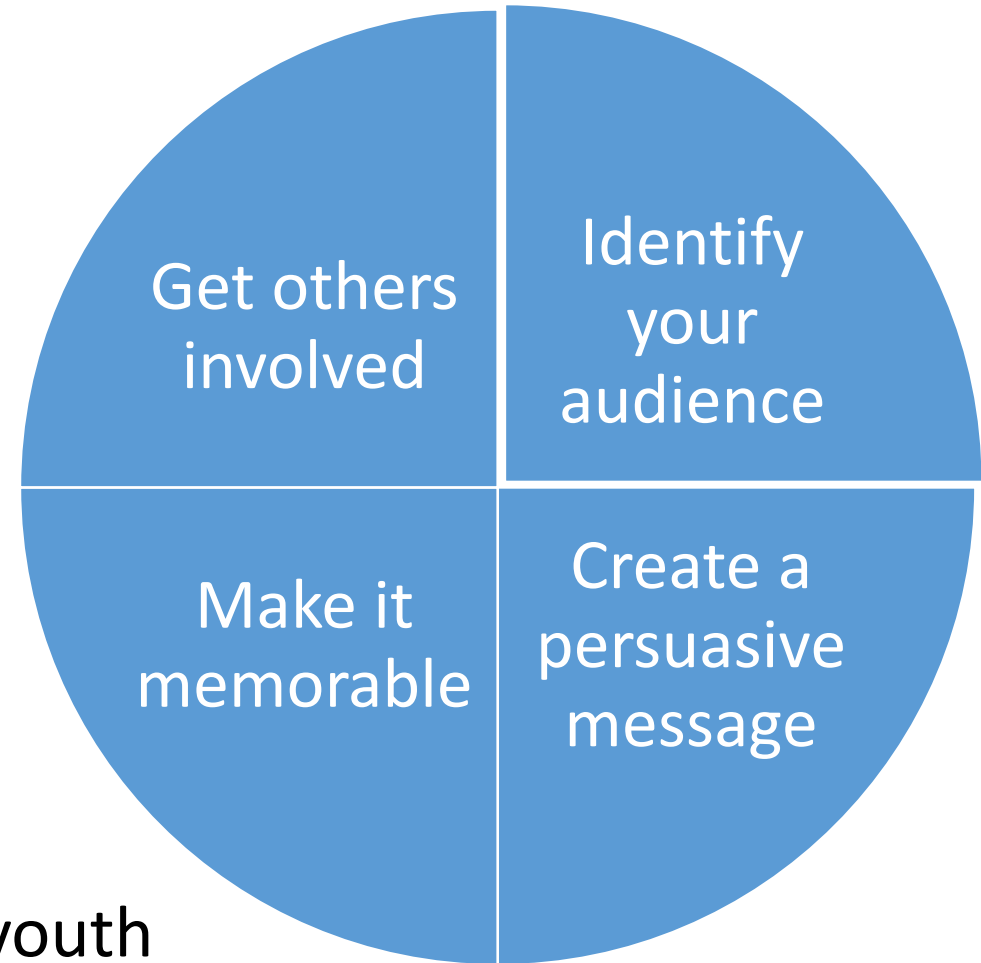
- Test your message on friends/family/classmates
- Practice in front of mirror
- Record yourself
- Revise and repeat

EXAMPLES

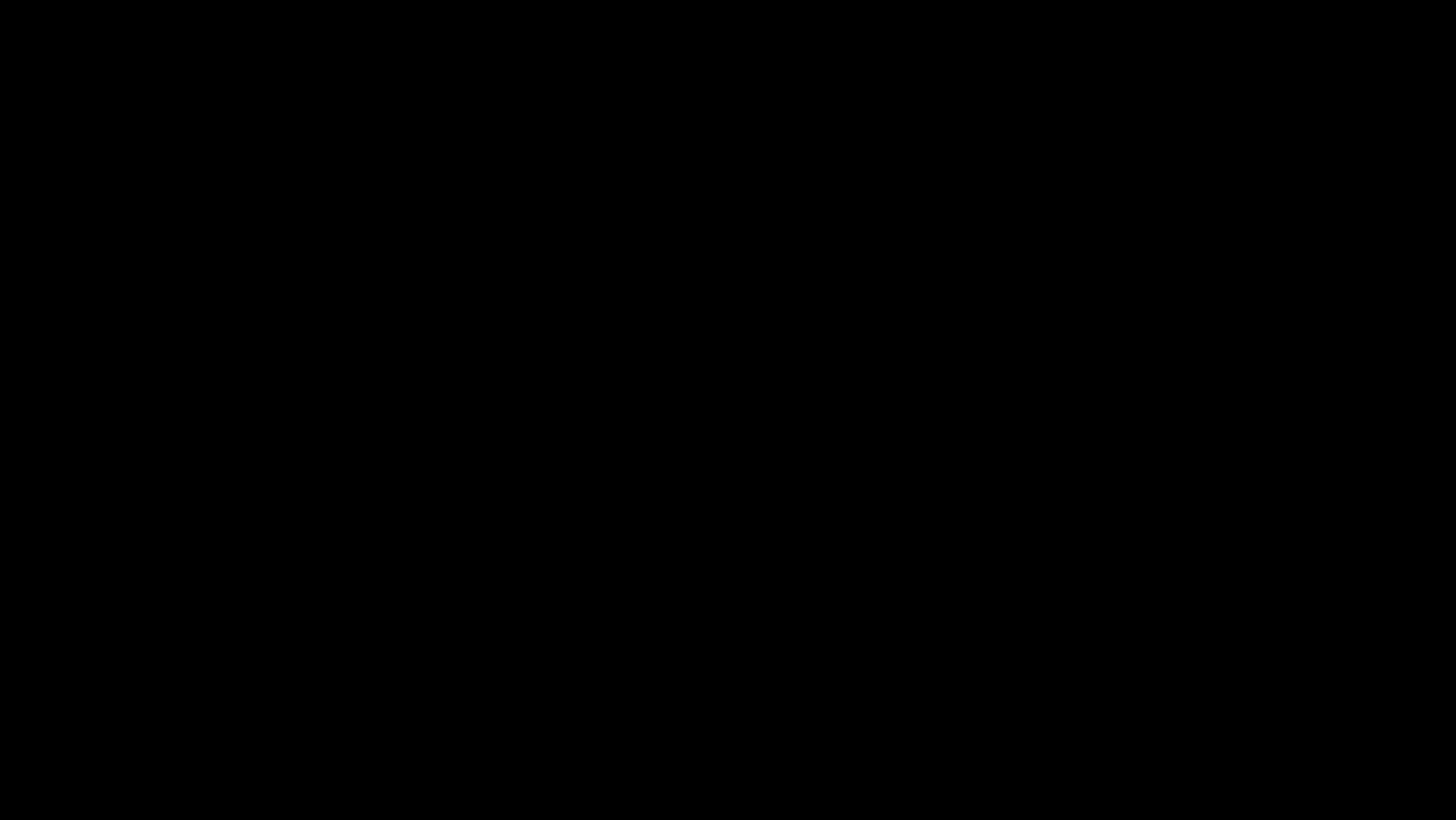
TRY IT

Some example topics—

- STEAM careers
- Healthy environments
- Bullying and safe schools
- Community safety
- Community support
- Access to transportation
- Life skills & career opportunities for youth
- More access to opportunities for youth



Advocacy to activism



<https://www.youtube.com/watch?v=w0BYMqONzgM>

Questions?



Jane Gov

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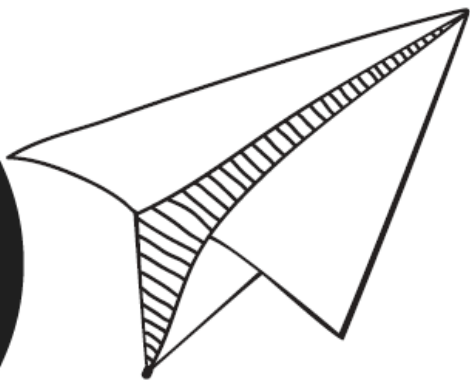
Phone: (626) 744-4246



Pasadena Public Library

<http://www.pasadenapubliclibrary.net>

Youth Leadership Network
Presents:



levelUP2

Two Day Youth Leadership Conference
@Pasadena Central Library
285 E. Walnut St. Pasadena, 91101
Wright Auditorium
July 26th and 27th 9:30 am-4:00 pm
workshops • resource fair • connections

Registration open March 1-July 13
<https://levelup2.eventbrite.com>
Lunch and Snacks provided both days

Resources

- YALSA Advocacy Toolkit 2017
<http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/2017%20Advocacy%20Toolkit.pdf>