

**American Association of Equine Practitioners**

# **Advocacy in Action: Leveraging Your Veterinary Medical Association's Voice**

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RAISING THE STANDARD  
IN HORSE HEALTH



# What is Advocacy?

- Definition
- Forms
- Why it matters
- Relevance of state and local advocacy

# Core Principles of Effective Advocacy

- Credibility and consistency
- Strong, authentic relationships
- Clear, compelling messaging
- Flexibility and responsiveness

# Building Relationships

- Identify key targets (legislators, agency staff)
- Meet regularly, not just when asking
- Be a trusted resource
- Personalize outreach based on shared priorities

# Cultivating Long-term Trust

- Be reliable and accurate
- Maintain regular, personalized communication
- Be transparent and honest
- Respect time and follow up promptly
- Involve constituents and local stakeholders
- Stay professional when disagreeing
- Express gratitude

# Crafting Effective Messages

- Problem, solution, why it matters
- Tailor to audience
- Use local data and personal stories
- Keep it concise and actionable

# Tools of Advocacy

- Communication and outreach tools
- Coalition and grassroots mobilization
- Legislative and regulatory engagement
- Public awareness and education
- Digital advocacy and technology

# Advocacy Tactics That Work

- Testimony
- In-person meetings
- Op-eds/letters to editor
- Action alerts and advocacy days



# Do's and Don'ts

- Do: Be respectful, informed, persistent
- Don't: Overwhelm, exaggerate, burn bridges
- Handle opposition professionally

# Engaging Members in Advocacy

- Mobilize your base with clear tools
- Provide templates and training
- Celebrate involvement and success

# Key Takeaways

- Advocacy is a long-term effort
- Relationships drive results
- Local voices are powerful