



American
Heart
Association.

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Voices
for Healthy Kids

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Voices for Healthy Kids, an initiative of the American Heart Association, works around the country to improve and advance equitable policies that make the places kids and their families, live, learn and play healthier. Voices for Healthy Kids believes that by trusting, supporting, and investing in the people and places experiencing the greatest inequities, we can help remove barriers that stand in the way of healthy, thriving children and families everywhere. Our campaign and policy change work is guided by three key questions.

- **What do you want?**
- **Why do you want it?**
- **Who has the power to give it to you?**

Everything in advocacy comes back to these key questions—and once you know your answers you are ready to plan and implement a winning campaign. *But how do you do that?* We use proven strategies to put pressure and influence on the people and institutions that have the power to give us what communities want and need using the **The Power Prism®** advocacy model as our framework.

The Power Prism®

The Power Prism® framework is a step-by-step plan that will help you recognize and act on opportunities to build momentum in a campaign for policy change. It's all about learning to make it easier for decision-makers to give you what you want. It is built on six "power tools" of advocacy that help individuals and organizations convert even the smallest event into a power-building opportunity.

The six "power tools" are Research & Data Collection, Coalition Building & Maintenance, Fundraising & Development, Grassroots & Key Contacts, Media Advocacy, Decision-Maker Advocacy. The way a campaign chooses to use each of the power tools can either advance equity and racial justice or uphold the status quo and structural racism. Equity, racial justice, and power transfer must be guiding elements in each power tool.

Unlike other advocacy frameworks, the Power Prism® sees these six strategic power tools as necessarily interconnected, rather than operating in isolation. Regardless of one's experience, this framework has been proven to be a valuable tool for planning, executing and evaluating an advocacy campaign.



It's simple: This common-sense framework prompts advocates stop and think about expanding their power through activating any or all of the 6 advocacy tools, rather than working in a linear fashion. Too often, campaigns move from Point A to Point B without considering other opportunities to build power and "squeeze more juice" out of an event. Each of the "power tools" can apply pressure on decision-makers in order to reach our policy goals and successful campaign plans integrate the six power tools continuously.

It builds power, advances campaigns and leaves individuals and organizations who use it better able to manage their next campaign.

Voices for Healthy Kids offers training and supports to campaigns working to make the places kids and families live, learn and play healthier. We offer trainings, toolkits, resources, consultation and other needed technical assistance to campaigns across the country. Find us [voicesforhealthykids.org](https://www.voicesforhealthykids.org) or voicesforhealthykids@heart.org.

