Policy and Advocacy Terms

DISCLAIMER: This list contains terms that are described in more detail or used more broadly in other areas of this website. Some links are provided throughout this list.

"501(c)(3): A section of the Internal Revenue Code that provides exemption from federal income tax to organizations that devote their resources to educational, religious, scientific, or other charitable activities. Contributions to a 501(c)(3) may be deductible from a donor's federal income tax. A 501(c)(3) organization is strictly forbidden from engaging in any political activity on behalf of or in opposition to a candidate for public office. 501(c)(3) organizations are divided into two categories: public charities and private foundations. Public charities may engage in a limited amount of lobbying, whereas private foundations are taxed on any money spent for lobbying. Examples: public charities include Alliance for Justice, YMCA, the Girl Scouts of America and Sierra Club Foundation; private foundations include the Ford Foundation and the Annie E. Casey Foundation." (Bolder Advocacy, 2015)

"501(c)(4): A section of the Internal Revenue Code that provides exemption from federal income tax to social welfare organizations–organizations that engage in educational, lobbying, and some limited political activities. Contributions to 501(c)(4) organizations are not tax deductible. Examples: Sierra Club and Human Rights Campaign." (Bolder Advocacy, 2015)

"501(h) Expenditure Test: An alternative method by which public charities can measure their lobbying. While the name reflects a section of the tax code, organizations do not change their 501(c)(3) status by choosing this method to measure their lobbying. This test provides clearer guidance, as it defines lobbying, provides an exact dollar-based lobbying limit, and measures lobbying based upon an organization's expenditures. An organization must affirmatively elect— through a one-time filing of Form 5768—to be covered by the 501(h) expenditure test." (Bolder Advocacy, 2015)

"Action: Rallies, picketing, and large-audience events, often with people in authority invited as guests from whom "asks" or "demands" are made. The purpose is to increase momentum, visibility, power, and "wins" (major accomplishments) for the organization. Good organizing groups use controversial tactics only when quiet diplomacy has failed to get them into relationships with authorities. If a relationship has developed, the public meeting may sometimes be "scripted" in advance. Sometimes a public meeting is used to demonstrate "people power" and at the same time build a relationship with an official." (Bolder Advocacy, 2015)

"Activate: Engage others in advocacy or community organizing activities." (Bolder Advocacy, 2015)

"Administrative Advocacy and Organizing: Efforts to influence actions of the Executive Branch, such as by commenting on rulemakings and regulations, Executive Orders, and other policies." (Bolder Advocacy, 2015)

"Administrative/Executive Order: An action, order, decree or directive by the president, governor or a mayor that directs the operations of executive offices. Some have the force of law when made in pursuance of certain Acts of Congress that give the President or a Governor discretionary power." (Bolder Advocacy, 2015)

"Advocacy: While all lobbying is advocacy, not all advocacy is lobbying. Advocacy is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. It includes public education, regulatory work, litigation, and work before administrative bodies, lobbying, voter registration, voter education, and more." (Bolder Advocacy, 2015)

- "Advocacy" on the SCRA website

 "**Advocacy:** Advocacy is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. Policy advocacy includes many different activities designed to build support for an issue or advance policy change, including educating the public and policymakers, letters
to the editor, "call to action" email alerts, visiting elected officials, testifying for a legislative committee, attending rallies, etc. Lobbying is a specific form of policy advocacy (see Lobbying).

> **Issue advocacy:** An organization communicating positions on issues of social, economic or philosophical concern. Advocacy might include education or attempting to influence the public on health, social or economic subjects. The term is commonly used to mean all policy-related activities that are not intended to intervene in an election for or against a candidate for public office.
> **Legislative advocacy:** Efforts to change policy through the legislative branch of government. This may include lobbying or other communications with the legislative branch that do not meet the definition of lobbying.
> **Media advocacy:** The process of disseminating policy-related information through the communications media, especially where the aim is to effect action, a change in policy, or to alter the public's view of issues. The strategic use of media as a resource for advancing a social or public policy initiative." (Ohio Wellness & Prevention Network, 2012)

"Advocacy Capacity: The organizational skills, resources, knowledge, and practices that lead to effective advocacy over time." (Bolder Advocacy, 2015)

"Agenda: This could be a one page description of advocacy goals such as **the Nat Assoc. of Pediatric Nurse Practitioners'** or long and more specific like **Am. Assoc. of University Women's**" (Bolder Advocacy, 2015)

"Allies: A group of more than two organizations, governments, corporations or individuals that have a common advocacy or organizing goal." (Bolder Advocacy, 2015)

"Amicus briefs: Documents offered to the court by parties not directly related to the case,

which help support one side of the argument or emphasize particular issues. Advocacy groups frequently submit amicus briefs. For example: The ACLU may provide an amicus brief to a court deciding a case regarding affirmative action." (Bolder Advocacy, 2015)

"Assets: Skills, talents, and capacities, both institutional and individual, which are identified within a community and can be mobilized to strengthen the community. For example, a senior citizen who is a master gardener, a public school, and a plot of open land near the school are all assets that could be brought together to create a youth gardening program. An asset map is an inventory of community assets, sometimes but not always, represented on an actual map." (Bolder Advocacy, 2015)

"Advocacy Avenues: The four paths of advocacy. These are administrative advocacy, litigation advocacy, legislative advocacy and electoral advocacy." (Bolder Advocacy, 2015)

"Ballot measure: Ballot measures allow voters to propose and enact laws. In some cases, ballot measures are referred from the legislature. Types of ballot measures include ballot initiatives, constitutional amendments, bond measures, and referenda." (Bolder Advocacy, 2015)

"Candidate education: The process of disseminating issue-related information to candidates during election season. Candidate education could include sending briefing books, reports, etc to candidates in order to let them know where you stand on a particular issue. Candidate education encourages those running to invest in your priorities." (Bolder Advocacy, 2015)

"Capacity Building: The process of growing the ability to act effectively. Any successful social change group requires structures, resources, knowledge, skills, practices, and vision to achieve its goals, and by getting stronger in these areas over time, the group can act more effectively. The abilities to forge and strengthen relationships, create strategic alliances, manage a base, and sustain the organization are some vital capacities." (Bolder Advocacy, 2015)
- "Capacity Building" on the SCRA website
- Report on "Capacity Building" of SCRA Members

"Change Avenues: The five targets for community organizing for obtaining change. These are administrative, legislative, electoral, litigation, and corporate." (Bolder Advocacy, 2015)

"Coalition: Usually a group of two or more organizations that are working together jointly on a specific issue or cause." (Bolder Advocacy, 2015)
- "Coalition Development" on SCRA Website
- Webinar on Coalition Building (slides)

"Coalition Partners: These partners share the burden of major mobilization, strategic decisions, policy advocacy, and everything else." (Bolder Advocacy, 2015)

"Community building: The process by which community members come together to enhance their environment and create meaningful connections to one another." (Bolder Advocacy,

2015)
- [Webinar Slides on "Community Building" online for social change](#)

"Community consensus-building: The process of establishing common ground between constituents. In this process the constituents discuss the needs and problems of the community and decide on next steps of how they will address these needs and problems." (Bolder Advocacy, 2015)

"Community development: The process by which community members and/or outside groups working together to improve the quality of life in a given area. This often implies economic growth." (Bolder Advocacy, 2015)
- ["Community Development" on the SCRA website](#)

"Community organizing: The process by which individuals in a given community come together to promote a common interest or cause." (Bolder Advocacy, 2015)
- ["Community Organizing" on the SCRA Website](#)

"Constituent Base: For community organizing, this includes, but is not limited to, the numbers of members in an organizing group. The strength of the base depends upon members' and others' attendance at organizing events, the extent to which they represent the community being organized, their engagement in issue and strategy selection and their identification with the goals of the organizing group." (Bolder Advocacy, 2015)

"Constituents: The members served by an organization and/or those who will be impacted by a particular advocacy or other organizing outcome. Example: community members served by a health clinic, or a segment of the population in need of healthcare." (Bolder Advocacy, 2015)

"Corporate: Usually for-profit businesses. For example: community organizing actions to get WalMart to change its policies is work targeting the Corporate Change Avenue." (Bolder Advocacy, 2015)

"Court leanings: Exist when a court is swayed from one side or another on a particular issue. Court leanings can also imply that a given court has a vested political interest in an issue at hand." (Bolder Advocacy, 2015)

"Database: A place where information is stored. Example: names of and information on registered voters in a precinct." (Bolder Advocacy, 2015)

"Decision-makers: Individuals in positions of power to make policy related changes. E.g.: legislators and legislative staff in legislative work, agency heads and staff in administrative work, judges in litigation, elected officials, business leaders in work with corporations, or the voters themselves in elections and ballot measures." (Bolder Advocacy, 2015)

"Electoral Advocacy/Election-related work: Efforts to educate voters on the importance of an issue through educational materials directed to the electorate (such as legislative scorecards), or to register or encourage them to vote. Electoral advocacy also includes any advocacy efforts related to an election. These activities may be partisan or non-partisan but 501(c)(3) organizations may *only* engage in non-partisan activity. " (Bolder Advocacy, 2015)

"Empowerment: The process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. Central to this process are actions, which both build individual and collective assets, and improve the efficiency and fairness of the organizational and institutional context which govern the use of these assets." (Bolder Advocacy, 2015)

- [Empowerment on the SCRA website](#)

"Entity: An individual, group, organization, coalition, or company that organizers either address in their organizing efforts or partner with in order to gain more power." (Bolder Advocacy, 2015)

"Environmental change: Physical or material changes to the economic, social, or physical environment (such as water fluoridation, removing lead from paint, and improving the built environment with sidewalks and bike lanes)." (Ohio Wellness & Prevention Network, 2012)

"Executive branch: The branch of government with administrative authority. For instance, at the federal level the executive branch consists of the president and agencies and on the state level the governor and state agencies among others." (Bolder Advocacy, 2015)

"Facilitate: The process of guiding a group through conversation and problem solving. Facilitation is different from leading because it allows the group to take charge of the direction in which the conversation will go." (Bolder Advocacy, 2015)

"Focus groups: A method of qualitative research in which a small group of individuals are asked about their beliefs and opinions regarding an advocacy agenda item." (Bolder Advocacy, 2015)

- [Use of focus groups](#)

"Funders/donors: Foundations, organizations, individuals and governments that provide financial support to organizations that may engage in advocacy and/or community organizing." (Bolder Advocacy, 2015)

"Governing Structure: Generally the board of directors/trustees with fiduciary responsibility for a non-profit organization. In some cases nonprofits may implement other structures for governing." (Bolder Advocacy, 2015)

"Health: A state of complete physical, social, and mental wellbeing, and not merely the absence of disease or infirmity." (Ohio Wellness & Prevention Network, 2012).

"Health equity: Equal opportunity for members of all populations to disease prevention, healthy outcomes, or access to health care, regardless of race, gender, nationality, age, ethnicity, religion, sexual orientation, immigration status, language skills, healthy status, or socioeconomic status." (Ohio Wellness & Prevention Network, 2012)

"Health Impact Pyramid: Introduced by Thomas Frieden in 2010, the Health Impact Pyramid describes the impact of different types of public health strategies and provides a framework for identifying activities with the greatest potential for improving population health. The pyramid has five levels: 1) Socioeconomic factors, 2) Changing the context to make individuals' default decisions healthy, 3) Long-lasting protective factors, 4) Clinical interventions, and 5) Counseling and education. Activities toward the base of the pyramid require minimal individual effort and have the greatest leverage for improving population health, while activities toward the top of the pyramid require increased individual effort and reach smaller segments of the population." (Ohio Wellness & Prevention Network, 2012)

"Health promotion: The process of enabling people to increase control over, and to improve their health." (Ohio Wellness & Prevention Network, 2012)

"Indicators: In Alliance for Justice's capacity tools, indicators are broad capacities. In the Advocacy Capacity Tool, each contain 4 basic measures and 1-3 advanced measures. In the Community Organizing Capacity Assessment Tool, each contain 4-6 basic measures and 1-3 advanced measures." (Bolder Advocacy, 2015)

"Investment for health: Resources which are explicitly dedicated to the production of health and improved health outcomes. They may be invested by public and private agencies as well as by people as individuals and groups. Investment for health strategies are based on knowledge about the determinants of health and seek to gain political commitment to health public policies."(Ohio Wellness & Prevention Network, 2012)

"IRS (Internal Revenue Service): The administrative agency that implements and enforces the Internal Revenue Code (IRC), the federal law that governs the taxation of individuals and organizations, and regulates the activity of tax-exempt organizations."

"Leaders: For community organizing, leaders are key people who emerge from an organization's membership, distinct from paid organizers and staff. Leaders usually get recognized by showing that others will follow them — for example, by demonstrating that they can turn out 10 people for a meeting or event. Once identified, they may get training in techniques, such as data analysis or public speaking, that build effectiveness and confidence." (Bolder Advocacy, 2015)

"Leadership: Those responsible for the primary decision-making within an organization. The leadership of an organization also plays a significant role in the direction of the organization. Leadership will look different depending on the size and scope of the organization, but may include executive directors and/or other staff, as well as board members." (Bolder Advocacy,

2015)

"**Legislation:** Action by a legislative body, including the "introduction, amendment, enactment, defeat or repeal of Acts, bills, resolutions, or similar items." It includes actions by Congress, a state legislature, a similar local legislative body, or any actions by the general public in a referendum question, initiative petition, or proposed constitutional amendment. Note that judicial, executive, and administrative bodies, including special purpose bodies like school and zoning boards, are not legislative bodies." (Ohio Wellness & Prevention Network, 2012)

"**Legislative Advocacy and Organizing:** Efforts to change policy through the legislative branch of government such as Congress, state Houses of Delegates or City Councils. This may include lobbying in support or opposition to a bill, the crafting of new legislative language, writing amendments to existing bills, or encouraging others to contact their legislators. Not all legislative advocacy is lobbying." (Bolder Advocacy, 2015)

"**Legislative process:** The rules, ethics and customs that constitute the decision making process. The process is the journey of a bill from introduction into the house or senate, through mark-ups, until a vote before the full legislature." (Bolder Advocacy, 2015)

"**Litigation:** A lawsuit, judicial contest, or any dispute brought to court to enforce a particular right." (Bolder Advocacy, 2015)

"**Lobbying:** Lobbying is an attempt to influence specific legislation by communicating views to legislators or asking people to contact their legislators. See also direct lobbying and grassroots lobbying.

> **Direct lobbying:** Occurs when an organization communicates with a legislator or legislative staff member (or any other government employee who may participate in the formulation of the legislation, but only if the principal purpose of the communication is to influence legislation) about a specific piece of legislation and reflects a view on that legislation. Direct Lobbying also encompasses any communication with the general public expressing a view about a ballot initiative, referendum, bond measure, or similar procedure.

> **Grassroots lobbying:** A communication with the general public that reflects a view on specific legislation and includes a call to action that encourages people to contact their legislative representatives or staff in order influence that legislation." (Ohio Wellness & Prevention Network, 2012)

Note: the definition of lobbying varies by state or other jurisdiction (city, locality) and may require registration of individuals or groups engaging in such activities. Failure to abide by such regulations can result in substantial fines or other consequences. Individuals and groups are strongly encouraged to obtain and comply with all applicable regulations. Also, members of any organization (for profit, government and nonprofit including universities) may be subject to

additional restrictions or regulations that should be obtained and complied with prior to engaging in such activities.

"Measures: In Alliance for Justice's capacity tools, there are 4-6 basic descriptors of capacity or measures for each of the indicators and 1-3 advanced descriptors. Tool users fill in the degree to which their organization possesses or engages in each of the measures." (Bolder Advocacy, 2015)

"Media: A person, organization or corporation whose main goal is to share information with the public. This includes traditional media and social networking sites." (Bolder Advocacy, 2015)

"Media framing: The process of selecting and organizing information in order to present relevant events and suggest what is at issue in a manner than makes sense to media producers and audiences."(Ohio Wellness & Prevention Network, 2012)

"Members/Membership: Individuals or organizations belonging to a group. Membership can be informal or formal. Some groups have dues or participation requirements for membership, while others do not. Note: There is a separate and different IRS definition for membership related to the lobbying rules." (Bolder Advocacy, 2015)

"Message/messaging: A clear concise definition of an advocacy or community organizing goal. Audiences include segments of the public, decision makers, and constituents." (Bolder Advocacy, 2015)

"Message framing: The way a story is told – its selective use of particular symbols, metaphors, and messengers, for example – and to the way these cues, in turn, trigger the shared and durable cultural models that people use to make sense of their world. *Reframing* changes the lens through which a person can think about an issue, so that different interpretations and outcomes become visible to them." (Ohio Wellness & Prevention Network, 2012)

"Mobilize: To engage others in activity to obtain a solution. Community mobilizing is categorized as issue oriented, its process is driven by action, and it can be a confrontational process." (Bolder Advocacy, 2015)

"Network: A group of organizations, and individuals including organizational members and constituents with a shared interest. Individual organizations usually have their own networks that also include allies and supporters. Networks may be formal, tightly knit groups, or they could be more loose and informal affiliations. For community organizing, there are several networks of large associations of affiliated organizations. Some networks raise dues from member organizations, such as groups based in religious congregations or neighborhoods. Others have been formed by intermediary organizations around a common interest or identity, such as human rights. Networks often hold training workshops for members and leaders, where they share information, strategies, and campaign progress." (Bolder Advocacy, 2015)

"Non-traditional allies: A group of two or more organizations or individuals that work together for a common advocacy goal who may not share a similar mission or service-provision agenda. Example: A pro-life, Catholic organization teams up with a woman's health clinic to pass a bill that will allocate more money for public assistance benefits." (Bolder Advocacy, 2015)

"Opponents: Organizations, corporations, governments and individuals that work against each other's advocacy or organizing goals. Example: The private insurance companies who advocated against the passage of the healthcare reform bill and the physicians' networks who advocated on its behalf." (Bolder Advocacy, 2015)

"Organizing Staff: A paid employee of the organization who serves as a convener, listener, motivator, and coach. Organizers pull people together, urge them to question their ideas, and support them as they produce and carry out a plan of action." (Bolder Advocacy, 2015)

"Participatory Process: In its simplest terms, a participatory approach is one in which everyone who has a stake in the intervention has a voice, either in person or by representation. Staff of the organization that will run it, members of the target population, community officials, interested citizens, and people from involved agencies, schools, and other institutions all should be invited to the table. Everyone's participation should be welcomed and respected, and the process shouldn't be dominated by any individual or group, or by a single point of view." (Bolder Advocacy, 2015)

 "Policy: Laws, regulations, rules, protocols, mandates, resolutions, and ordinances designed to guide or influence behavior. *Public* policy refers to legislative (laws, ballot measures), legal (court decisions), fiscal (government budgets), and regulatory actions (including administrative rules and executive orders). *Organizational* policy refers to internal standards and protocols established by public or private organizations, such as workplace or school wellness policies. " (Ohio Wellness & Prevention Network, 2012)
- [Getting involved in policy](#)
- [Policy related resources](#)

"Policy agenda: A set of policies or issues to be addressed or pursued by an individual, group, or organization. Agenda setting refers to the process of placing issues on the policy agenda for public consideration and intervention." (Ohio Wellness & Prevention Network, 2012)

"Policy analysis: The use of reason and evidence to select the best policy among a number of alternatives to address a particular policy problem." (Ohio Wellness & Prevention Network, 2012)

"Policymaker: A person with power to influence or determine policies and practices at a national, state, regional, or local level. Public policymakers include elected and appointed officials and leaders of public agencies. State-level public policymakers include legislators, the governor, state agency leaders, and state boards. Local level public policymakers include

mayors, county commissioners, city council members, public boards and commissions, and school superintendents." (Ohio Wellness & Prevention Network, 2012)

"Policy, system and environmental change (PSEC): Policy, system and environmental change is a way to modify the environment to make healthy choices practical and available to all community members." (Ohio Wellness & Prevention Network, 2012)

"Population health — The health outcomes of a group of individuals, including the distribution of such outcomes within the group. The field of population health focuses on the determinants of health (including medical care, public health interventions, social environment, physical environment, genetics, and individual behavior) and the policies and programs that influence those determinants and reduce health disparities among population groups." (Ohio Wellness & Prevention Network, 2012)

"Power: The ability to act, especially the ability to act collectively to achieve purpose. Community organizers often define power in terms of organized people and organized money." (Bolder Advocacy, 2015)

"Power Analysis: A process for creating a "map" showing who has authority in a particular area and must be converted in order to make an improvement, along with strategies on how to get to them. It also shows where the organizing group stands and where its influence and alliances can promote change." (Bolder Advocacy, 2015)

"Prevention: A systematic process that promotes healthy behaviors and reduces the likelihood or frequency of an incident, condition, or illness. Ideally, prevention addresses health problems before they occur, rather than after people have shown signs of disease or injury.
> There are two commonly used systems for classifying levels of prevention. The first is based on the timing of prevention activity relative to the onset of the health problem: Primary, Secondary, and Tertiary. The second classification was developed in the field of substance abuse prevention and refers to the level of risk in the population addressed: Universal, Selected, and Indicated." (Ohio Wellness & Prevention Network, 2012)

- [Prevention on the SCRA website](#)

"Prevention organization: Any organization that is working to promote health and prevent illness and disability. This includes government public health agencies, community-based organizations, trade associations, coalitions, health care providers, employers, philanthropies, grass-roots groups, and others who are working in the areas of prevention, wellness, population health, or health promotion." (Ohio Wellness & Prevention Network, 2012)

"Public: All persons who are not members of the organization in question. The public may also be a segment of the population represented by an organization. Example: the elderly, residents of the state of Texas." (Bolder Advocacy, 2015)

"Public health: The science and art of promoting health, preventing disease, and prolonging life through the organized efforts of society. Public health organizations include government agencies at the federal, state, and local levels, as well as nongovernmental organizations that are working to promote health and prevent disease and injury within entire communities or population groups." (Ohio Wellness & Prevention Network, 2012)

"Public policy: Public policy is a series of governmental decisions and actions that are intended to address a perceived public problem. They can be expressed as local, state, or federal governmental action, such as legislation, appropriations, administrative practices, and court decisions." (Ohio Wellness & Prevention Network, 2012)
- [Public Policy Committee on SCRA Website](#)
- [Public Policy on the SCRA Website](#)

"Regulation: A rule or order that has the force of law that originates from the executive branch (usually from an agency), and deals with the specifics of a program. Congress, for example, may instruct EPA to reduce automotive emissions by 5%, but the EPA must develop regulations to reach this goal." (Bolder Advocacy, 2015)

"Regulation — A rule or order that has the force of law that originates from the executive branch (usually from an agency), and deals with the specifics of a program." (Ohio Wellness & Prevention Network, 2012)

"Sections: In Alliance for Justice's capacity tools there are 4-5 major sections or categories of capacities, under which indicators (capacities) are listed." (Bolder Advocacy, 2015)

"Social determinants of health: Conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. In addition to the social, economic, and physical conditions of a person's environment, social determinants also include patterns of social engagement and sense of security and well-being. Examples of resources that can influence (or, "determine") health outcomes include safe and affordable housing, access to education, public safety, availability of healthy foods, local emergency/health services, and environments free of life-threatening toxins." (Ohio Wellness & Prevention Network, 2012)

"Spectrum of prevention: A framework for developing effective and sustainable primary prevention programs. The spectrum consists of six levels of prevention activities that are most effective when implemented together as part of a comprehensive prevention strategy: 1) Strengthening individual knowledge and skills, 2) Promoting community education, 3) Educating providers, 4) Fostering coalitions and networks, 5) Changing organizational practices, 6) Influencing policy and legislation." (Ohio Wellness & Prevention Network, 2012)

"Spokespeople: Individuals who speak on behalf of a group when addressing media or outside groups." (Bolder Advocacy, 2015)

"Stakeholders: A person, group, organization, or system who affects or can be affected by an advocacy or organizing action." (Bolder Advocacy, 2015)

"Strategic Plan: For community organizing, a campaign plan that describes the goals, organizational considerations, support and opposition, targets and tactics to achieve one or more specific goals." (Bolder Advocacy, 2015)

"System change: System change involves change made to rules and practices within an organization, institution, or system (such as school, transportation, park, food distribution, or health care systems)." (Ohio Wellness & Prevention Network, 2012)

- [System Change on the SCRA Website](#)

"Targets/Target audience: The person or people to whom an organization is advocating or trying to address through their organizing campaign. This may include legislators, administrative officials, the courts, voters, candidates for public office, corporations, segments of the public, etc." (Bolder Advocacy, 2015)

"Track: The process of monitoring progress through data collection." (Bolder Advocacy, 2015)

"Voter education: The process of informing the public of their right to vote, and sometimes providing voters with information about candidates and issues." (Bolder Advocacy, 2015)

"Wellness: Wellness is the optimal state of health of individuals and groups. There are two focal concerns: the realization of the full potential of the individual physically, psychologically, socially, spiritually, and economically, and the fulfillment of one's role expectations in the family, community, place of worship, workplace and other settings." (Ohio Wellness & Prevention Network, 2012)

"Win: A major accomplishment of the organization. An organization achieves a win when one of its demands is met by a decision-maker." (Bolder Advocacy, 2015)

"Working relationships: These exist when targeted decision makers, administrative officials and legislative staff accept and return the organization's calls, engage in policy-related discussions with the organization, share information with the organization about upcoming events related to the legislative, administrative, legal, and electoral processes, or is willing to take action on behalf of the organization. A politician outspoken in an area of advocacy is sometimes referred to as an issue "champion." (Bolder Advocacy, 2015)

We would like to thank Bolder Advocacy and Ohio Wellness & Prevention Network for developing the content covered in the policy and advocacy terms.

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