

Amplifying Health Advocacy Funding Opportunity - Definitions

Advocacy

The act of promoting a cause, idea or policy to influence people's opinions or actions on matters of public policy or concern. Advocacy tactics can be used to advance or protect public policies at each level (local, state and federal) and branch (legislative, executive and judicial) of government.

Civic engagement

Involves building the skills, knowledge and experiences that enable people to participate effectively in the democratic process.

Community organizing

A process of building relationships, leadership and power, typically among communities who have historically had less power and privilege, and bringing that power and collective voice to bear on the issues that affect those communities by engaging with relevant decision-makers.

Health equity

Health equity exists when there are no unnecessary, avoidable, unfair, unjust or systemically-caused differences in health status.

Power

At its core, power is defined as "the capacity to impact change."

Public policy

Laws, regulations, executive orders, court rulings and other decisions made by government entities that dictate how government institutions use their resources and/or regulate the actions of people, institutions or systems.

