Every day, policymakers at the local, state, and federal level make decisions that could impact the veterinary community, pets and the people that love them. It’s vital that we monitor and respond to these policies by sharing our feedback and experiences. That’s why NAVC is thrilled to introduce our new advocacy initiative, Embrace!

As an Embrace advocate, you’ll receive emails with updates on proposed legislation, rules, and regulations impacting pet health. Often these emails include a call-to-action like signing a petition, emailing policymakers, tweeting representatives, making phone calls, and more. Advocates also have exclusive access to advocacy podcasts, trainings, and in-person meetings with government officials.

It’s NAVC’s mission to advance our profession and support our pet-loving community. Government plays an important role in enabling technologies and impacting access to animal health services. As issues like telemedicine, taxes on veterinary services, and staff shortages continue to be debated in states across the country, NAVC won’t sit on the sidelines.

The concerns and priorities of constituents are a top priority for elected officials. That’s why influential organizations create grassroots advocacy programs that empower their communities to use their voices for change. As an advocate, you can make a lasting difference lending your voice to our profession and our patients by signing up.

GET INVOLVED

Thank you for your interest in the NAVC advocacy initiative. We’re excited to work together advocating for policies that improve the lives of our pets. If you’re ready to get started, here are some ways to get involved.

- **Register**: If you haven’t already, register as an advocate to start receiving alerts and updates. This is the best way to stay informed on our efforts.
- **Recruit Your Friends**: Help increase our reach by sharing the registration page with your friends on Facebook and Twitter.
- **Follow Your Legislators**: Search for your elected officials, and familiarize yourself with their positions, committee assignments and co-sponsorships, and more. Subscribe to their newsletter and follow them on social media.
- **Visit NAVC.com/Advocacy**: Learn about our latest efforts and action opportunities by visiting and bookmarking our website.
ADVOCA CY HANDBOOK

DO'S

- **Stay Informed:** NAVC will email advocates about issues arising in Congress or your state that impact our community. Read these and take action when asked. Find your legislators online to subscribe to their newsletter and follow them on social media.
- **Be Patient:** Policies often take a winding road to becoming law. But your voice is just as valuable during the second or third vote as it was during the first. When asked, please take action every time to ensure processes don’t inhibit progress.
- **Share Your Experiences:** Nothing is more powerful than an illustrative example of your work and experience. We can support and oppose policies, but it’s real examples that add context to our positions. When contacting legislators, always personalize your message with examples.
- **Say Thanks:** Legislators are inundated with emails, phone calls, tweets, letters and more asking them for something. It’s important to say “thank you” when our voices are heard on an issue. A simple thank you strengthens our relationships.
- **Focus on the Facts:** In the current partisan environment, sometimes it’s tempting to attack a legislator personally for taking a position. Our job is to stay focused on the issue at hand and emphasize the facts or impacts of a policy.

DON'TS

- **Speak on Behalf of NAVC:** When talking to your legislator, you’re always representing yourself. Feel free to mention that you’re part of the NAVC community and share our materials, but you are always advocating your views.
- **Waste the Legislators’ Time:** Legislators and their staff are very busy, meeting with dozens of voters every day. Our objective is to be concise and direct. Keep your communications short and emphasize your “ask” as early as possible.
- **Discuss Other Matters:** If a particular issue unrelated to our community is on your mind, save that thought for another time. We want our efforts to be focused and targeted for the greatest impact.
- **Be Afraid:** You’re an expert and a vote. Feel confident discussing your experience and position. While it can be intimidating talking to legislators and their staff, this is an opportunity to educate them and establish yourself as a reliable source of information on the topic.
- **Forget to Have Fun:** Advocate for policies can be serious business, but legislators are human too. Building relationships with them can include sharing funny or interesting stories or attending meetings with a buddy. In the midst of such serious work, a friendly face goes a long way.