

OAVT Member Resources

Advocacy Tips

The OAVT will support member advocacy by providing resources, such as key messages, draft social media posts, and letter templates, that you can use when engaging with MPPs and other government decision-makers.

To ensure that members of the OAVT are bringing an aligned message to the government, you should contact the OAVT if you plan to arrange a meeting or undertake significant correspondence with your MPP or another government decision-maker. Our message will be most effective if it is consistent and coordinated.

Below are some tips and best practices to assist you in being an effective advocate for the OAVT and RVTs in Ontario.

- ✓ **Do your research:** Research your audience (in this case, an MPP, cabinet minister, or group of government decision-makers) in order to understand their interests and concerns, and to form an understanding of where your issue fits into the bigger picture. Think about your issue and proposed solution from your audience's point of view, and consider how acting on this issue could benefit your audience.
- ✓ **Stay on message:** When communicating with your audience, use key messages and other resources provided by the OAVT to explain the key points of your issue in simple language. It is important to position these messages in a way that speaks to the audience's interests and concerns, presenting your proposed solution to the issue as a "win" for both you and your audience.
- ✓ **Tell your story:** The current government is keenly interested in hearing from Ontarians in order to understand the potential impact of decisions on ordinary people. Incorporating your experience as an RVT to explain how this issue impacts you and your fellow RVTs can be a powerful tool when looking to influence government decisions. No matter who you are engaging with, telling your personal story and the impact that change will have makes the issue real and is the key to effective advocacy.
- ✓ **Follow-up:** If you meet with, or receive correspondence back from, your MPP or another government decision-maker, it is important to thank them for their time by sending a thank you email or letter. This note should reinforce the key messages you brought up in your previous engagement. If your audience had any questions, or requested additional information, this can also be provided in the follow-up letter.
- ✓ **Build a relationship:** Change takes time, and strong ongoing relationships with key MPPs and government decision-makers are an important piece of shifting the way the government views an issue. Some ways that you can build upon your relationship with an MPP or other government decision-maker include engaging on social media and/or re-introducing yourself at events where they are in attendance.



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