



# Flex Your Power

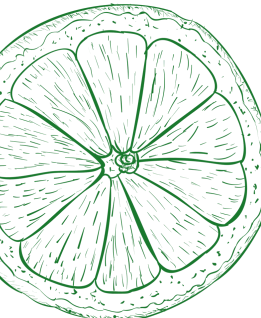
## Fight Food Insecurity in Your Community

Hunger should never be used as a tool to seize power. Use these steps to create advocacy strategies to fight food crises in your community.



### 6 Steps to Effective Advocacy

1. Figure out the goal of your advocacy.
2. Develop a plan or strategy.
3. Consider the viewpoint of the person(s) you are advocating to.
4. Understand the level of power that the person(s) you are advocating to have and determine who you really need to move your efforts forward.
5. Share your message virtually or in person.
6. Consider possible solutions that might be acceptable for all involved.



### Example: 2025 SNAP Crisis

**Step 1: Goal** - Ensure families in New York always have enough money for food, even when there are delays or problems with the SNAP program.

**Step 2: Plan** - Team up with food pantries and community groups, research how many families are affected, spread the word through posters and social media, meet with state leaders, and gather petition signatures.

**Step 3: Viewpoint** - Legislators might agree SNAP is important but have other priorities or concerns about federal penalties, so help them understand that fed families create healthier, stronger communities.

**Step 4: Power** - Focus on state legislators and senators who can change SNAP policies or provide emergency funding.

**Step 5: Share** - Present your research and stories at town halls, through social media, or in meetings with legislators.

**Step 6: Solutions** - Propose emergency food funds, faster SNAP processing, or partnerships with food banks that address both family needs and legislative concerns.



Learn more at  
[RocFoodPolicy.org](https://RocFoodPolicy.org)

