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## Beyond the Basics: The Role of Strategic Advocacy in Advancing Emergency Management

Emergency management professionals are trained to focus on the four phases of emergency management for a successful and comprehensive program. However, advocacy remains an underutilized yet powerful tool for advancing the profession, securing resources, and building crucial relationships between practitioners, communities, and decision-makers. This poster examines how IAEM Region 1 designed and implemented strategic initiatives that seek to strengthen the profession's visibility, influence, and effectiveness through advocacy activities.

This poster presentation aims to demonstrate the importance of advocacy in emergency management by showcasing successful regional initiatives that have empowered emergency management practitioners to engage with elected officials in meaningful dialogue.

These initiatives represent groundbreaking approaches specifically tailored to the unique challenges facing New England emergency manager. Each

initiative emerged from careful assessment of regional needs rather than adopting one-size-fits-all approaches. This targeted design process has created transferable advocacy frameworks that effectively navigate New England's political landscapes, 'wicked' problems, and complex community dynamics.

These advocacy initiatives have fostered greater recognition of the profession among policymakers, improved coordination between emergency management and other sectors, and enhanced community resilience.

**Presentation Theme:** Strategic advocacy has emerged as an essential competency for emergency management professionals. The regional initiatives presented offer replicable models for strengthening the profession's influence, visibility, and effectiveness. This poster provides guidance for emergency management practitioners and other professional groups seeking to develop or enhance their advocacy efforts.

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