



# Public Advocacy

Public advocacy means taking action to promote ideas or changes that are in the best interest of the general public. Public advocacy can take many different forms. Some groups form specifically in order to advocate for something that they believe in. The goal of public interest advocacy is for these ideals and favorable changes to become permanent through law, regulation, market practices, and cultural norms. The two main forms of public advocacy are “grassroots” advocacy that consolidates the support of individuals, and national-level advocacy that appeals directly to the federal government.

**DIRECTIONS:** Imagine that you have purchased a product which turned out to be harmful to you in some way. You have tried to work with the business from which you purchased this product, but not only will they not help you with the hard their product caused, they will neither refund the money that you paid for the harmful product, nor will they admit any wrongdoing. Identify three different public advocacy groups you could potentially contact to help you.

	Public Advocacy Group	Why can this group help?
1.		
2.		
3.		