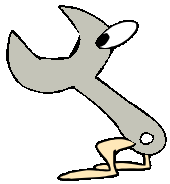


WHAT IS THE TOOL KIT?

The Tool Kit for Advocacy is a handy manual modeled on JPAC's successful leadership training Institute. It provides a step-by-step guide for initiating a training program and for enhancing advocacy skills, including material on: How to Run an Effective Meeting, Social Action, Public Speaking, Persuasive Writing, Conflict Resolution, the Legislative Process and much more.

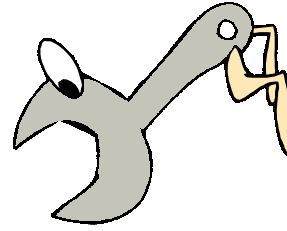
Whether you are involved with a community group or you, yourself, are a community activist, JPAC's Tool Kit has something for you!



CONTENTS

- **The Master Plan**—How to start training
- **Organizing for Social Change**
- **Reclaiming Government**
- **Writing for Social Change**
- **Public Speaking with Confidence**
- **Grabbing Media Attention**
- **Appendix/Resources**

JPAC for OLDER ADULTS
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For 25 years the **Joint Public Affairs Committee (JPAC)** has been organizing older adults throughout Metropolitan New York to become active advocates working effectively for senior and community needs.

In the spring of 1994, JPAC established a unique 10 week leadership training program called the **Institute for Senior Action**. The course sharpens the skills of longtime activists and also serves as a vehicle for recent retirees and others to become more involved in civic affairs and social action. To date, 409 diverse participants from 227 community based organizations have completed the training.

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