

The Advocacy Ambassador Role

Representation

As trusted health care practitioners, Advocacy Ambassadors represent the AAFP and the family medicine specialty by sharing our mission and values with legislators, colleagues and the broader community.

Mobilization

Advocacy Ambassadors engage with patients, policy-makers and their peers to build support for initiatives that improve patient care and public health.

Education

Advocacy Ambassadors educate their peers and the public about the latest health policy developments, providing resources and information to foster better understanding of health issues and the importance of advocacy.

Join Advocacy Ambassadors

Become an Advocacy Ambassador and contribute to the fight for family medicine by engaging with your federal and state lawmakers!

Advocacy Ambassadors are family physicians who leverage their medical expertise and respected community roles to raise awareness, engage with stakeholders and drive action on health care policies and issues critical to their practices and patients.

Ambassadors operate across the full spectrum of advocacy, recognizing the importance of continuous engagement and proactive involvement in shaping health care policy and improving patient outcomes.

Scan the QR code to become an Advocacy Ambassador today!

The 365 Advocacy Ambassador Path

Advocacy Ambassadors can participate in **four levels** of ambassadorship. Details regarding each level and their corresponding activities are below.

Green Advocacy Ambassador



- [ ] Watch the "Congress 101" training video
- [ ] Complete an AAFP Connect profile
- [ ] Join AAFP Advocacy Ambassador Community on AAFP Connect
- [ ] Participate in at least one Speak Out campaign
- [ ] Attend at least two quarterly Advocacy Ambassador meetings

Incentives

- Certificate
- Pin

Teal Advocacy Ambassador



- [ ] Complete three additional training videos
- [ ] Attend the annual Family Medicine Advocacy Summit
- [ ] Participate in at least two Speak Out campaigns
- [ ] Attend at least two quarterly Advocacy Ambassador meetings
- [ ] Watch the FamMedPAC video

Incentives

- Certificate
- Pin
- Ballcap

Orange Advocacy Ambassador



- [ ] Recruit one new Advocacy Ambassador
- [ ] Partner with the AAFP to publish a "Video Ask"
- [ ] Participate in at least three Speak Out campaigns
- [ ] Attend at least two quarterly Advocacy Ambassador meetings
- [ ] Attend the annual Family Medicine Advocacy Summit

Incentives

- Certificate
- Pin
- Padfolio

Blue Advocacy Ambassador



- [ ] Participate in Advocacy Ambassador mentorship program
- [ ] Attend in-district meeting with a member of Congress
- [ ] Attend State Advocacy Day
- [ ] Participate in at least four Speak Out campaigns
- [ ] Attend at least two quarterly Advocacy Ambassador meetings
- [ ] Attend the annual Family Medicine Advocacy Summit

Incentives

- Certificate
- Pin
- Member Spotlight in AAFP Communications

Advocacy Ambassadors can notify staff of graduating to a new level and receive their gifts by filling out a short form on the Advocacy Ambassador website hub.

For more information regarding Advocacy Ambassadors, please contact Rebecca King at rking@aafp.org