# How to Deliver Effective Testimony Tips from Public Health Advocacy Experts

Testifying before policymakers is a critical advocacy skill that you can expect to use at some point in your career. Your testimony can establish you as objective, credible, and trustworthy, which can position you as a valuable expert for the future. Here are our best tips for providing effective and memorable testimony.

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As a public health champion, be prepared with solutions to the issues you're presenting.



### Know your audience.

Always have an "ask".

You need to have a deep understanding of the decision makers you're trying to reach - what has shaped their beliefs, opinions, and actions.



#### Know your message.

Stay focused on a few key points, and don't bury your message in too much data.



#### Be concise.

Take your time, be deliberate, and stay focused on your key points.



Approach written and oral testimony differently. Oral testimony should be more concise, engaging, and dynamic.







## Try not to read your testimony.

Use the text as a reference for all the practice and preparation you did. If you need to, read your text and glance back up.



## Be prepared and practice.

Be prepard for difficult questions and possible misinformation. You'll need to redirect the conversation back to your message.



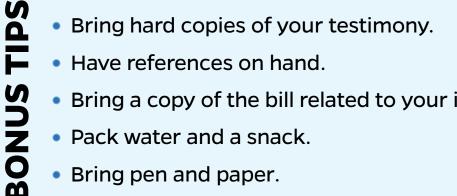
## Handle emotional challenges with grace.

Aim to be polite and composed, even when receiving negative questions or comments.



## Be intentional in your presentation.

How you represent yourself and your issues affect how your message is received.



- Bring a copy of the bill related to your issue.
- Pack water and a snack.
- Bring pen and paper.

