



## Member, *C. diff* Advocates Council

The Peggy Lillis Foundation's Advocates Council is a nationwide network of individuals whose lives have been impacted by a *Clostridium difficile* (*C. diff*) infection, whether directly or through a loved one. Comprised of volunteer leaders, the Council is the nucleus for our national movement to raise *C. diff* awareness. Supported by PLF, Advocates engage in a wide range of activities to educate the public, support and empower CDI sufferers and caregivers, lobby for CDI-related laws and regulations at the state and federal level, and help build a powerful and sustainable movement. Members are selected by PLF to serve renewable one-year terms.

**Objective:** To harness your personal experience and passion by engaging in regular advocacy to build a nationwide *C. diff* awareness movement.

**Responsibilities:** Select one or more areas (education, awareness raising, policy and legislative work, supporting current *C. diff* sufferers, and/or fundraising) to focus their time and energy, including:

- **Educate & Raise Awareness:** Educate diverse audiences by sharing your (or your loved one's) story in a variety of mediums (e.g. PLF's website, social media, letters to the editor), promote PLF's public serve announcement, fact sheets, tips, infographics; and by presenting at continuing medical education meetings, quality improvement organization conferences, and grand rounds at local hospitals
- **Shape Policy:** Work at the state and federal level to influence laws and regulations related to CDIs and other HAIs, including transparent public reporting of infection and death rates, increased public funding for research, access to new and emerging treatments, and penalties for institutions with lax sanitation and hygiene standards; Educate legislators and policymakers through personal storytelling and sharing of national and local *C. diff* statistics
- **Support CDI Sufferers:** Support CDI sufferers and caregivers by sharing experiences and wisdom; provide current and accurate information about diagnosis, treatments, and support options; refer CDI sufferers to top-notch healthcare providers, centers of excellence and clinical trials; and host in-person and online gatherings of CDIs sufferers and caregivers
- **Fundraise:** Raise money to build a nationwide *C. diff* awareness movement, including host cocktail receptions, organize picnics and game tournaments, and create online fundraising pages for birthdays, cure dates, anniversaries and in memory of or in honor of a loved one; and allow PLF to use their stories in fundraising activities, such as grant proposals, online campaigns, and direct mail appeals

In addition, Advocates observe PLF's policies, guidelines and procedures; attend Council meetings and conference calls; and serves as ambassadors for PLF and the *C. diff* Awareness movement.

**Average Time Commitment:** 4-8 hours per month.

**Support from PLF:** To enable Advocates to have a powerful impact, PLF provides an array of tools, resources and educational opportunities, including a robust online archive of *C. diff* stories, media training to help Advocates tell their stories; guidance and templates for letters to the editors; current CDI statistics, brochures, fact sheets, infographics, and presentation outlines; guidance and recommendations on current and proposed policies; coaching on meeting with legislators; current information on legal and regulatory landscape; accurate and up-to-date information on diagnostic and treatment options; online directory of physicians, treatment centers and clinical trials; materials for in-person meetings and technical assistance for online gatherings; and an array of event fundraising kits and guidance, advice on fundraising best practices and infrastructure for online fundraising.