

Advocacies

In 1977, at the age of 14, Maris Sidenstecker sparked an interest that resulted in the founding of the *Save the Whales* organization whose sole purpose focuses on educating the public, especially children, about marine mammals. Now worldwide and nationwide, this organization continues to disseminate information by email, website, Adopt-A-Whale kits, newsletters, media appearances, and events. One person summed up her reason for involvement in the organization as, "Someone has to speak for those who have no voice."

- 1) What do you think prompted this advocacy?
- 2) Why was/is it important that someone advocate for this cause?
- 3) What are the results of this advocacy?

Candice Lightner was the organizer and founding president of this organization that began in 1980 when her 13-year-old daughter, Cari, was killed by a drunken hit-and-run driver as she walked down a suburban street in California. "I promised myself on the day of Cari's death that I would fight to make this needless homicide count for something positive in the years ahead," Cari's mom vowed. The organization MADD (Mothers Against Drunk Driving) was born. Since its inception, thousands of anti-drunk driving laws have been passed.

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- 2) Why was it important that someone advocate for this cause?
- 3) What are the results of this advocacy?

In January, 1996, Amber Hagerman was abducted and murdered. Citizens of her community learned that local law enforcement had information that might have helped locate her shortly after she was abducted, but had no means to distribute this information. The Child Alert Foundation helped to create a fully automated Alert Notification System (ANS) known as the **Amber Alert** to notify surrounding communities when a child was reported missing or abducted. Alerts are now being sent to radio stations, television stations, surrounding law enforcement agencies, newspapers and cell phones and an immediate posting on the Internet for the general public to view.

- 1) What do you think prompted this advocacy?
- 2) Why was it important that someone advocate for this cause?
- 3) What are the results of this advocacy?

