



American Society for Nutrition
Excellence in Nutrition Research and Practice

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One-Pagers: A Critical Tool to Sell Your Point to Policy Makers

You are an expert in nutrition science and practice- and policy makers want to hear from you! However, Congressional staffers and members are extremely busy with limited time. Lengthy documents can be overwhelming. To effectively communicate your message, it should align with their interests and be concise. You have *one chance* to highlight your request to capture their attention. Achieve this by creating a focused, impactful “one-pager” on your issue.

What are the Standard One-Pager Components?

- **Organization Overview:** Briefly introduce your organization (if applicable) and its mission.
- **Problem Statement:** Summarize the issue you need assistance with, using data and references to support your position.
- **Proposed Solution:** Outline the solution, such as proposed legislation, and explain its benefits for your community.
- **Call to Action:** Clearly state what you need from the legislator (e.g., cosponsor H.R.1, sign a support letter).

The Call to Action, or “ask” should be concise, specific, and the focal point of your one-pager

- **List of Supporters:** Provide a list of supporting organizations, legislative cosponsors, or signatories.
- **Contact Information:** Ensure your contact details are included for follow-up questions.

ASN’s Committee on Advocacy and Science Policy (CASP) and Chief science Policy Officer are resources you can utilize as you develop your policy advocacy materials!

ASN One-Pagers

ASN has developed one-pagers on topics relevant to much of our membership to support the scientific foundation for policy, called Information Briefs. These briefs include policy statements, regulations, standards, and guides for further research and related funding.

Find ASN Information Briefs at this link: <https://nutrition.org/public-affairs/asn-advocacy/>

NUTRITION MATTERS for your constituents and ASN can help!

ASN is the authoritative voice informing Congress on the latest nutrition advances, issues, and value for supporting nutrition research. Since 1928, ASN has served as the premier scientific professional society made up of the world’s top nutrition researchers and experts. ASN’s experts are creating the future of nutrition!