

## **What is the Role of Advocacy in Public Policy? Video Transcript**

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[Jesse Price, senior advisor of federal government affairs, Lilly USA, LLC.]

Advocacy groups are very important. Advocacy groups are typically on the ground, so when we talk about grassroots, we're talking about folks who are usually leaving the door open for the average citizen to walk in and participate in that debate or discussion. Both at the state level and the federal level, sometimes the advocacy groups have a greater ability to influence public policy than even those of us who are full-time advocates for interests that are more in the corporate space. That's what we think is so important about helping the average citizen understand that their voice matters, that their opinion counts.