Advocacy and Lobbying

Fiji 2011
What is advocacy?

Advocacy is a combination of individual and social actions designed to gain political and community support for a particular health goal or program with a view to effecting change.
Why advocate?
To achieve a goal: to effect change

Who should advocate?
Each one of us
Characteristics of an advocate

• Personal leadership skills
• Interpersonal skills
• Communication skills
• Knowledge about the issue
• Passion energy and commitment
• Brave and courageous
The principles of advocacy

BE FOCUSED AND RELEVANT

• Be clear about what you are advocating for
• Know what you want to achieve
• Establish common themes and messages
• Do not stray from your message
• Make it local and keep in relevant
The principles of advocacy

WORK IN PARTNERSHIP

• Target individuals and organisations that can help get your message across
• Get involved in other people’s forums and use them for your own message
• Recruit allies
• Develop media contacts
The principles of advocacy

BE CREDIBLE AND APPEALING

• Do your homework: know the facts and the numbers
• Find ‘attractive’ spokespeople and icons who have credibility
• Use interesting stories
The principles of advocacy

BE TACTICAL

• Do not take ‘no’ for an answer
• Be passionate and persistent
• Set realistic goals and plan for small wins
• Take principled positions but be willing to compromise
• Be opportunistic and creative and employ multiple strategies
The key steps in advocacy

Defining the problem or issue

- What is the present situation?
- What is it you want to change?
- Do you have a clear vision of what the change will look like?
The key steps in advocacy

Analysing the problem or issue

- SWOT analysis - what are your strengths, weaknesses, opportunities and threats
- Force field analysis - what are the forces in favour of change; what are the forces against change
- Stakeholder analysis
The key steps in advocacy

Gathering the evidence

* Data bases
* Journals, reports
* Research
* Observation
* Interviews
* Library
* Experts

* Surveys
* Focus groups
* Guidelines and standards
* Resource people
* Policies
* Internet
* Professional associations
The key steps in advocacy

Identifying the stakeholders

- May be individuals, groups or institutions
- Who will be affected by the proposed change?
- Who will be in favour?
- Who will be opposed?
- Who can influence the process or outcomes?
- Assess their interest, influence and importance
The key steps in advocacy

Building your network

- Formal, informal, internal, external
- List key contacts
- Develop and maintain your network
- Establish coalitions
- Engage the community
- Work with the media
- Keep business cards current
The key steps in advocacy

Understanding the environment

- Values
- Ethics
- Culture and tradition
- Gender
- Risk
The key steps in advocacy

Communicate effectively

• Oral
• Written
• Non verbal
• Electronic
• Know your style and personality
• Stay in touch
The key steps in advocacy

Monitoring and evaluating

- What should be monitored and evaluated?
- How should it be monitored and evaluated?
- How should the monitoring and evaluation be reported?
- To whom should the report be sent?
NEGOTIATION SKILLS
Achieving shared objectives
Achieving Shared Objectives

Know what you want to achieve
Achieving Shared Objectives

Establish the ground rules
Achieving Shared Objectives

Expect and accept difference
Achieving Shared Objectives

Have meaningful communication
Achieving Shared Objectives

Think laterally and be flexible and creative
Achieving Shared Objectives

Always keep sight of your ultimate objective
Achieving Shared Objectives

Be inclusive, not exclusive
Achieving Shared Objectives

Stay calm and be courageous
Achieving Shared Objectives

Keep things in perspective
Achieving Shared Objectives

Maintain your sense of humour
Achieving Shared Objectives

Work together
Leadership Workshop
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NETWORKING
Networking

Assess your skills
Networking

Believe in yourself
Networking

Have clear goals
Networking

Know your style and personality
Networking

List your personal and professional goals
Networking

List key contacts
Identify professional organisations
Networking

Demonstrate your expertise
Networking

Keep business card current
Networking

Set goals to contact and meet new people
Networking

Keep in contact often
Networking

Give as well as receive
Networking

Show appreciation