

FACTSHEET

advocacy

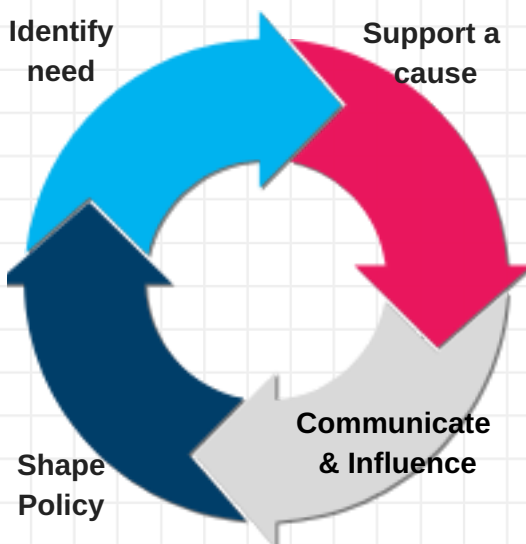
What is Advocacy?

- Organised influence to address injustice and improve services
- Supporting a cause to bring about change in policy and attitudes
- Influencing governments to shape policy

Advocacy Tools

- Current relevant government legislation & policies
- Data and statistics
- Demographic information
- Tell stories to paint a picture
- Local, national and global context
- Participate in delegations
- Write letters to influencers
- Build strategic networks
- Develop community partnerships
- Join other groups

Advocacy Cycle



Advocacy Tips

- Be clear about the issue
- Provide evidence
- Be concise & positive when expressing problems
- Stay focused on one issue
- Be respectful

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