

Generic Advocacy Strategy

Deliberate and Strategic
Use of Information
to Influence Decision-Making

Purpose Of Advocacy

- * Change a Decision-Maker's perception or understanding of a problem/issue
- * Influence choices that will be considered in formulating decisions
- * Change decision-making behaviour

TIMING IS IMPORTANT!

First Choice: When problem/issue is being
identified... influence
definition of problem/issue

TIMING IS IMPORTANT!

Failing #1: Influence choice before
decision is finalized

Last Resort: Reversing a decision that has
already been made

Problem

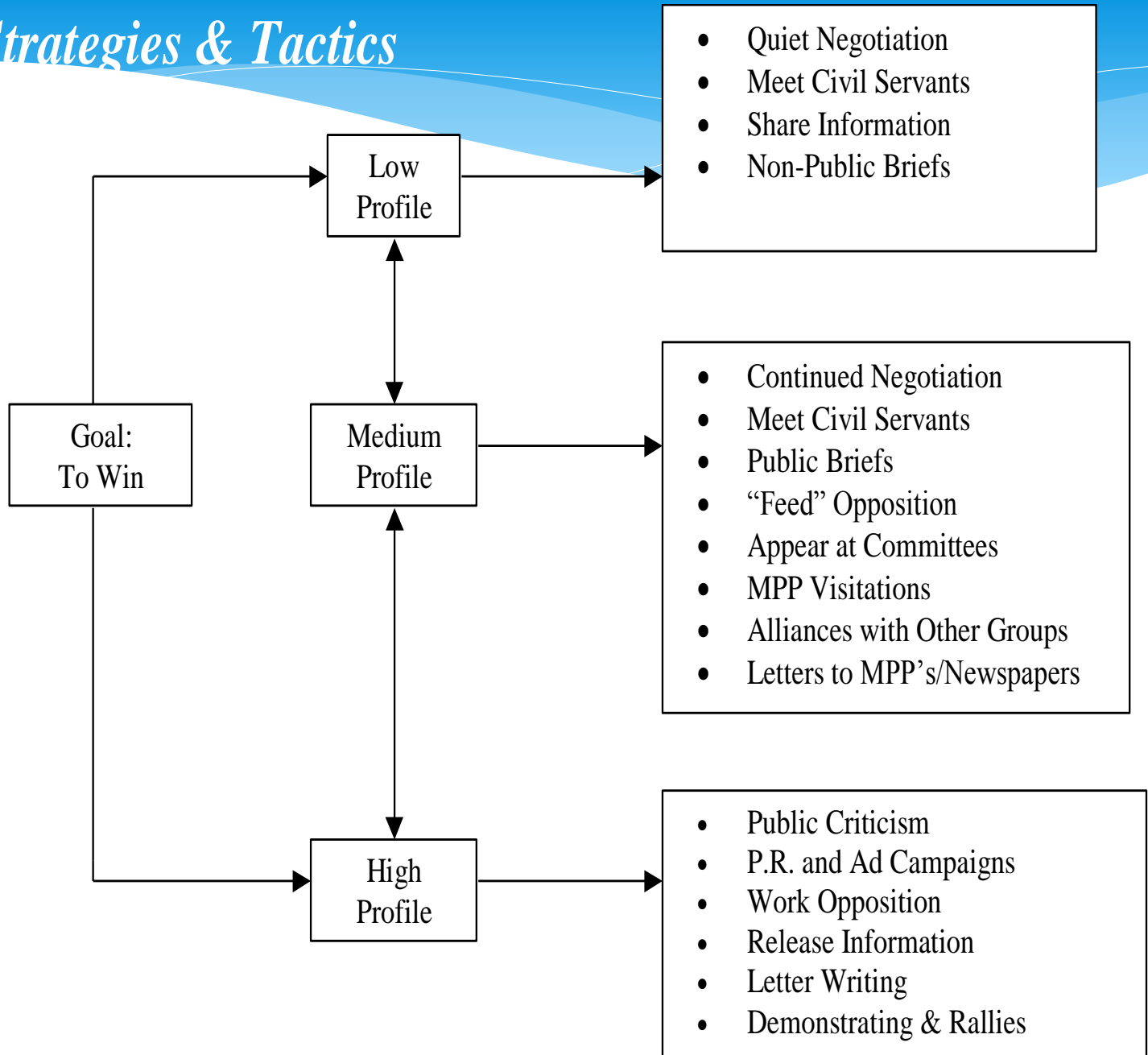
- * Any situation that creates difficulty or hardship for an individual or group.
- * A problem becomes an *issue* when brought to the attention of the public and becomes a public concern



An issue must be defined so that it:

- 1) is easily understood
- 2) mobilizes people to act

Strategies & Tactics



Advocacy Framework

1. Identify Issues/Problems
2. Identify Solutions
3. Identify “Gatekeepers”

Advocacy Framework

4. Identify Resources
5. Define Strategies & Create Action Plan
6. Implement & Monitor

1. Identify Issues/Problems

- * What is the problem or issue?
- * What makes it a problem or issue?
- * What needs to be done?

1. Identify Issues/Problems

- * What can be done about it now?
- * What will it cost to do something about it?
- * What will it cost to do nothing?

2. Identify Solutions


- * Specific/General Outcomes

OR


- * Process or Identify Outcomes

3. Identify “Gatekeeper” Decision Makers

- * Makes the decision
- * Influences the making of the decision of the decision maker
- * Understand what they can and cannot do for you.

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- * Identify what would motivate them to help or not help you...
 - * what are incentives
 - * what are disincentives

FOR THEM!

- 
- * Identify best timing for your intervention
 - * understand the timing and process for making the decision
 - * Politicians and Bureaucrats are People

4. Identify Resources

- * Human
- * Financial
- * Tools
- * Partners

5. Define Strategies and Create Action Plan

- * Target People
- * Target Dates
- * Delegate Tasks
- * Strategy Development
 - * who, how, where, when

Assess the Risks and Opportunities

6. Implement and Monitor

- * Just do it!
- * Learn as you go
- * Be fair
- * Review and adjust as necessary

Relating to Politicians

1. Learn as much as you can before initial contact:

- * review biography
- * read local papers and constituent brochures

Relating to Politicians

- ◆ Review information about information at hand
 - ◆ is politician sympathetic to issue?
 - ◆ does politician need to be won over?
- ◆ Identify politician's accomplishments and be prepared to applaud

Relating to Politicians

2. Recognize & value 'gatekeeper' roles

- * Sell gatekeeper on importance of politician meeting with you
- * Introduce yourself and record name(s) of staff
- * Fridays are usually the best days for local meeting (during session)

Relating to Politicians

3. Position yourself as a resource to staff and the politician
 - * you have timely information that will assist the politician response to queries and concerns
 - * position issue in the context of the public interest

Relating to Politicians

4. Do not assume the the Politician is knowledgeable about the issue
 - * almost impossible to be fully informed about all issues
 - * briefly provide information needed to understand issue and your concern

The Meeting

- * No more than 3 people attend
- * organize yourselves prior to the meeting
- * clarify how much time you have

Materials

- * Use prepared briefing notes
- * have copies available for staff who may attend

Post-Meeting

- * Debrief immediately afterwards
 - * identify and assign tasks arising from meeting follow
up letter
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- * prepare report of meeting

Letters to the Editor

- * Respond to *trigger* piece
- * refer to article, acknowledge what was said and add to or challenge
- * respond within 3 days of original article

Letters to the Editor

- * be brief
- * state most important point first
- * end with a reinforcement of your key argument
- * copy to legislators as appropriate

Media

- * Planned campaigns expensive
- * remain alert for opportunities to initiate or respond to media interest