

LGBT Initiative

Advocacy



Advocacy: Definitions

Advocacy is used to promote an issue in order to influence policy-makers and encourage social change.

Media Advocacy Manual, American Public Health Association

The act of supporting or promoting a cause.
Speaking out.


Understanding Disabilities, Creating Opportunities (NGO website)

Pleading for, speaking on behalf of or recommending something or someone.

United Nations Development Program (website)

NPHP NGO Advocacy Mtg

Lessons Learned

- More than one way to skin a cat
 - Don't recreate the wheel
 - Fact is stronger than fiction
 - An ounce of prevention is worth a pound of cure
 - Look for strange bed fellows
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Some additional ideas....

- Using project management as a key component of strategic planning/advocacy
- Walking the thin line: relationship with the government
- NGO role in monitoring
- Building a relationship with the press
- Cascade Principle: International Org to National to Local


Entry Points

- Community
 - Health Providers
 - Local Government
 - National Government
 - International Actors
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Community

- Media campaigns (TV spots, radio, internet, newspapers, etc.)
- Brochures/Information pamphlets
- Non-traditional mediums (plays, contests, etc.)
- Public forums (round table discussions, conferences, etc.)
- Targeted articles (journals, magazines...)
- Research

Health Providers

- Training (university level and on-site)
 - Mediators
 - Conferences
 - Articles (to targeted journals)
 - Partnerships
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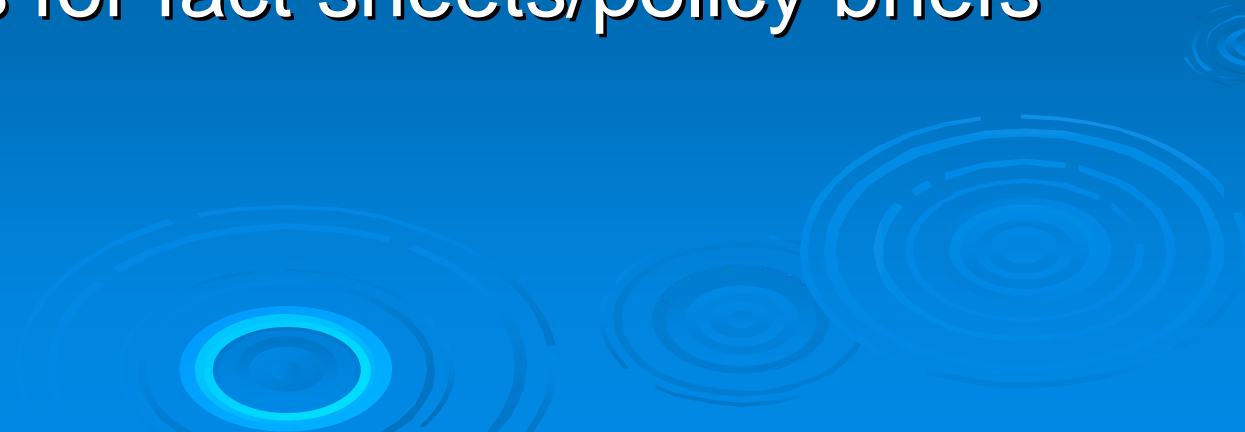
Government

- Emails
 - Letters
 - Face-to-Face
 - Invitations to conferences/seminars
 - Policy briefs
 - Protesting
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Allies

- Policy Centers
- Public Health Professionals/Academics
- Press/Journalists
- Local and National Government officials
- Professional Associations (human rights organizations, legal associations, health care associations, etc.)
- Insurance providers

Tools

- Website: Simple but interactive
 - Email List Serves
 - Contact list for press releases/policy briefs/invitations
 - Telephone trees
 - Templates for fact sheets/policy briefs
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Obstacles

Discrimination



Leads to ...

- Gaps in health research or non-representational research
- Hidden and/or fractured community
- Limited knowledge or misunderstandings among health professionals
- Difficult alliance building

Strategize

- Strategy based on socio-economic-political analysis
 - Multi-dimensional
 - Clear message tailored to appropriate audience
 - Build coalitions
 - Evaluate and adapt
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