

# 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

# 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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