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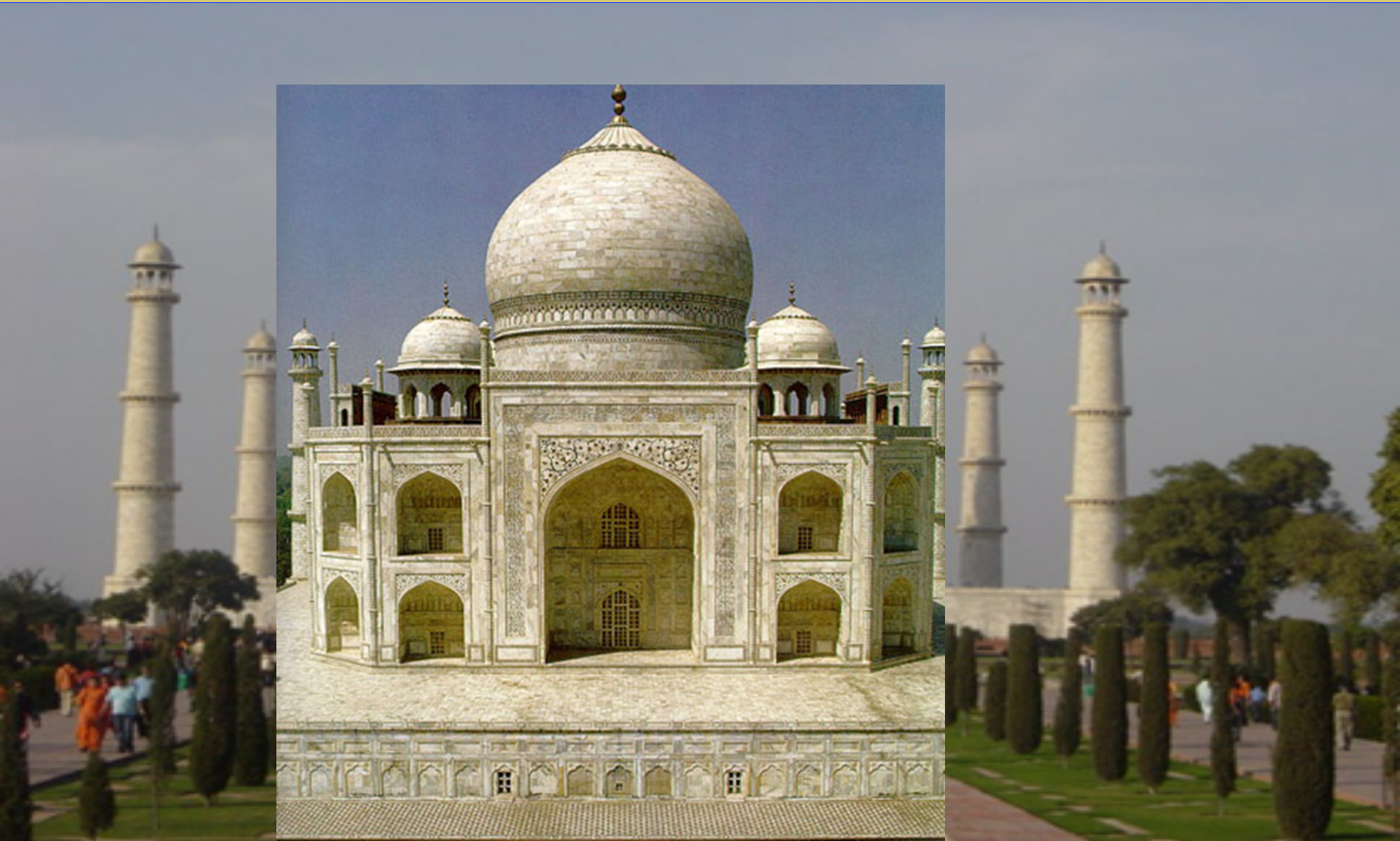
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# **2015 WCN Advocacy Training Workshop**

**What is Advocacy and Why is it  
Important?**





# Disclaimer

**No conflict of Interest**

## Plan of My Talk

- What is Advocacy and its need?
- Brief Video clips of grass root advocacy

# Overview

- **What is advocacy?**
- **Why is it needed?**
- **Importance of Advocacy**
- **Key components**

# What is Advocacy?

**Advocacy is the pursuit of influencing outcomes — including public-policy and resource allocation decisions within political, economic, and social systems and institutions — that directly affect people’s current lives.  
(Cohen, 2001)**

**Therefore, advocacy can be seen as a deliberate process of speaking out on issues of concern in order to exert some influence on behalf of ideas or persons. Based on this definition, Cohen (2001) states that “ideologues of all persuasions advocate” to bring a change in people’s lives. However, advocacy has many interpretations depending on the issue at stake, which can be different from this initial value-neutral definition.**

## Definition

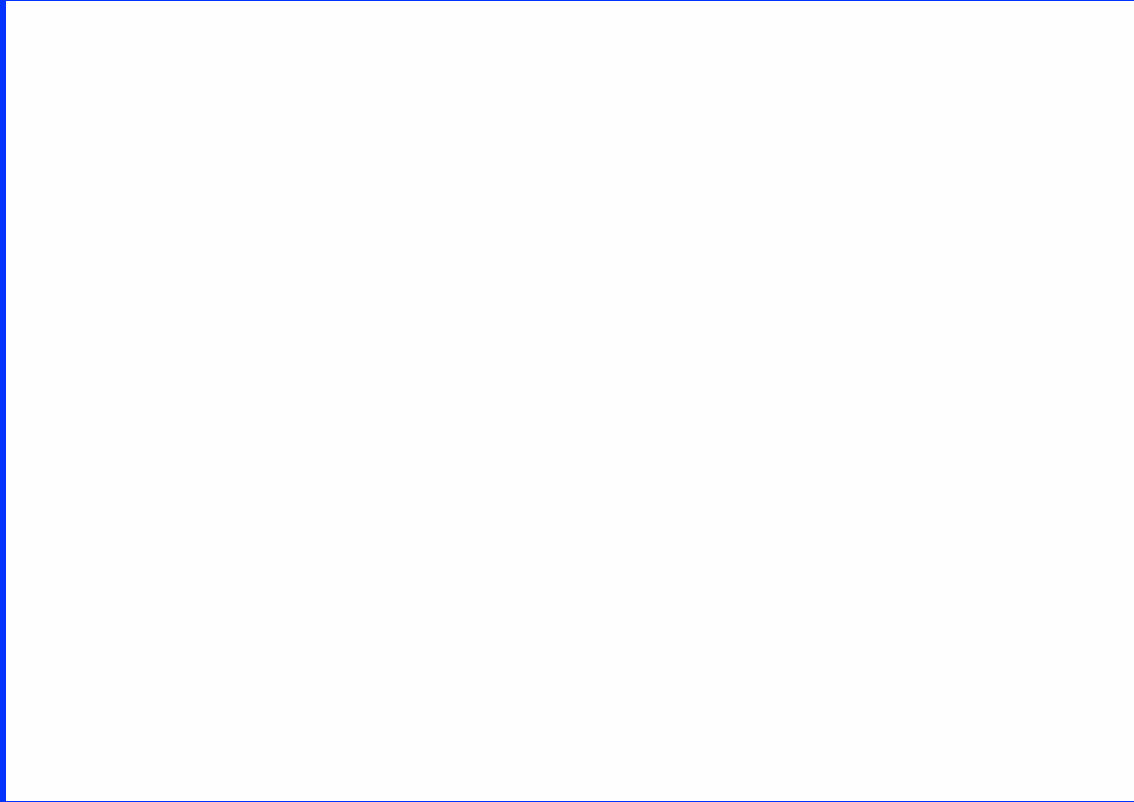
- Support for or recommendation of a particular cause or policy
- The act of pleading or arguing in favor of something
- Advocacy is a political process by an individual or a large group which normally aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions



# Types

- Self Advocacy –an individual advocating on his or her own behalf
- Individual Advocacy –one person works with and/or “represents” the interests of another
- Collective Advocacy –the involvement and action by a voluntary group/network/coalition to promote its needs and rights
- System Advocacy – the process of advocates promoting policy and system change to address systemic causes of problems

# Gandhi's Non-Violence and Non-cooperation Advocacy.wmv



## Need

- **Formal advocacy support can make a real difference to the lives of disabled and disadvantaged people**
- **Advocacy brings your perspective to the attention of policy makers, funders, and stakeholders**

- **Advocacy is necessary at a national level to promote improvement of health care delivery at all levels**
- **Advocacy is important on an individual level to enable us to provide the best possible care for our patients**
- **Grassroots advocacy is the most powerful way of influencing important decision makers**

## Campaign Survey of IBE Members – Conclusions

- The survey reports on responses from 39 organisations, (35% of IBE's total of 110 members).
- 'Using the Press', 'working with other organisations' and 'advocacy' are the most common campaign methods.
- The general public, people with epilepsy, the families of people with epilepsy and journalists are the most common campaign targets.



# Resources

- **What are the components of advocacy?**
  - **Strategy, planning**
  - **Stakeholders**
  - **Resources**
  - **Channels**

# Strategy Development

- **What is the problem?**
- **What is the solution?**
- **Who has the power to make change?**
  - **Stakeholders**
- **Who/What is needed to apply pressure for change?**
  - **Resources**
- **What message would convince others to act?**
  - **Key Message**

**Thank you!**

Questions/Discussion