

An Introduction to Advocacy

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Overview

ADVOCACY
SOLUTIONS®

- Advocacy Solutions®
- Foundation of advocacy
- How to do advocacy



Providing A Voice®

Advocacy Solutions®

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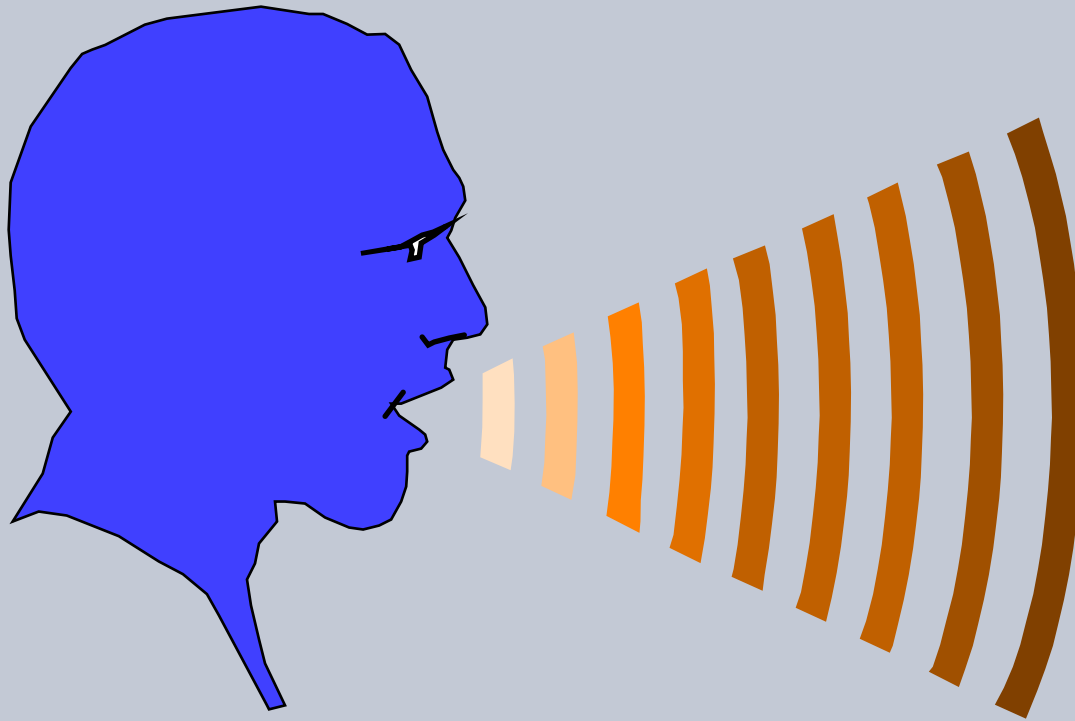
- Business committed to *providing a voice* to organizations and individuals through the development and implementation of impactful advocacy strategies
- Three core services:
 - Training and development
 - Creation of strategic plans
 - Implementation of strategies



Providing A Voice®

What is Advocacy?

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Providing A Voice®

Why is Advocacy Important?

- Key decision makers react to those credible groups or individuals who most effectively bring their issues to the forefront of the public agenda (or shape the agenda itself)
- Governments have competing interests and concerns (including their own priorities)
- If you don't engage, someone else will
- You have the power to affect change around your issues (read: voters, taxpayers)



Why is Patient Advocacy Important?

- Voters who vote in every riding in your province
- Consumers of health care
- Many groups are well organized
- Can be politically powerful
- History of leaders who will not give up
- They can bring about change



Different Kinds of Advocacy

- Personal vs. issue-based
- Personal – presenting issues to key decision-makers that are having a specific impact on you or your loved ones – tend to be narrowly focused
- Issue-based – presenting issues to key decision-makers on behalf of a larger group of affected people – tend to be broadly applicable



The Essence of Good Advocacy

- Identify and be able to explain your issues (messages) using the tools at your disposal
- Know your issues better than anyone in government (beware of the Curse of Knowledge)
- Be able to position your issues so that they fit within the government's agenda and election cycle, or be able to set a new agenda
- Build on existing relationships with policy influencers, or create new relationships



Knowing Your Issues

- You need to demonstrate that you know your issues and core facts, in order to establish credibility
- Be able to discuss your issues in the context of a story, using examples of real people (like yourselves) who are being impacted
- Ideally, if you are advocating to a politician, your examples will incorporate constituent concerns or reflect their personal interests



Build on Existing Relationships

- At the heart of effective advocacy is impeccable relationships with key people in government
- Look for people in your organization who have established relationships with the people you need to see
- Go beyond your business or professional circles to find connections, and use these links to secure introductions



Process for Developing an Effective Advocacy Plan

- Key message development
- Development of your tools
- Development of your one 'ask'



Key Message Development

Identification...

- Requires that you be able to take an array of information and distill it down to its simplest form
- Requires that you separate fact from fiction
- When advocating on behalf of a group, consensus on the issues is required



Key Message Development

Framing...

- Develop 3 key messages that explain the salient points of your issue in simple language
- Each one should be 25 words or less
- Must always be clear, compelling, concise and consistent
- Practice presenting your 3 key messages to someone who has no knowledge of your issues



Advocacy Tools

The means of delivering the messages...

- As a process, three steps must be followed regardless of the tool being utilized to get to the advocacy stage:

Educate, Demonstrate, Advocate®



Your One 'Ask'

The objective or goal of the strategy...

- **ONE** – because you are going to ask for what you need, not a list of what you want
- Requires one to make choices and potentially reach a consensus (just as it does when developing your 3 key messages)
- Sometimes opportunities will present themselves that will make the 'ask' very timely



Implementing an Effective Advocacy Strategy

- Success will depend in large part on the ability of patients, caregivers, health professionals and other supporters like you to become engaged
- There are people in your organization living in ridings throughout your region or province
- You are voters
- You are most effective at telling your stories (and the stories of those for whom you care)



Summary

- Know your core facts as organizations
- Know your key messages
- Deliver your key messages over and over, using all of your tools
- Ask for the one thing you need, not a list of what you want
- Build impeccable, long-term relationships
- Tell the personal stories of people impacted
- Government wins, when you give up...so **never give up**



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