



ADVOCACY-Recap

- ★ Advocacy is planned action to support an issue, interest, cause, or idea
 - Actions may include speaking, persuading, organizing to bring lawsuit, mass media campaign, collective action, & other confrontations
- ★ Advocacy occurs on behalf of the powerless in society
- ★ Advocacy is about justice & equality for the dispossessed



INDIVIDUAL ADVOCACY

- ✦ The focus of action is a single person's plight & circumstances
- ✦ The person may have come forward seeking help – giving legitimacy to an advocate's actions
- ✦ Advocacy is focused on changing the conditions of an individual's life to get justice
- ✦ Connecting the problem/s of the individual to a collective instigates social change

ACTIONS OF ADVOCACY

- ✦ Provide direct services to end crisis
- ✦ Crisis management *cannot* be the sum of an advocate's work
- ✦ To advocate:
 - ✦ Understand & analyze needs & gaps
 - ✦ Set goal/s
 - ✦ Plan, organize, & strategize to bring about change
 - ✦ Implement plan, observe results, assess, & modify
 - ✦ If necessary, revise & go through all the previous steps until goal is achieved



ANALYZE NEEDS & GAPS

- ✦ Understand the issue/s from the affected
- ✦ Is this a unique problem?
- ✦ Is this an injustice?
- ✦ How many are affected by this problem?
- ✦ What factors are involved in the problem?
- ✦ What are the gaps in systemic responses to this problem?
- ✦ What do the affected need and want?



SETTING GOALS

- ✦ What must change to make justice happen?
- ✦ Who will be positively affected by this change?
- ✦ How deep will be the change?
- ✦ Is this change achievable & *sustainable*?
- ✦ How many will be positively affected by this change?
- ✦ What are its negative consequences?
- ✦ Do the pros outweigh the cons?

PLAN, ORGANIZE, & STRATEGIZE

- ✦ Plan to conscientize & link the affected
- ✦ Who else can help to bring about the change?
- ✦ Do we have current knowledge of the system to be changed?
- ✦ What action/s will be necessary?
- ✦ Segment the action/s into feasible steps & substeps – short-term & long-term

IMPLEMENT, ASSESS, REVISE

- ☀ Carry out the action/s according to plan
- ☀ Assess what worked & what did not
 - What worked & why?
 - What did not work & why?
 - What should have happened for it to work?
 - What went wrong?
- ☀ Would small modification/s make the plan successful now?
- ☀ Try again?



CRITITCAL REFLECTION

- ✦ Should happen in the beginning & at every step of advocacy
- ✦ A wide scale analysis of success or failure must happen at the end
- ✦ Often failures teach us more than success
- ✦ Document each step & both success & failure in details