



EuTEACH
European Training in Effective Adolescent
Care and Health

Advocacy

1



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So far we have covered...

2

OBJECTIVES

- Discuss key strategies used by successful youth advocates
- Educate and inform key decision makers about youth health issues
- Identify and use multiple approaches for using the media as a tool for youth health advocacy

3

A few concepts

- Advocacy involves attempts to influence the political climate, public perceptions, policy decisions and funding determinations in order to improve health.
- Advocates work not only to promote a defined solution, but also to defeat unacceptable proposals.
- The only prerequisite to being an advocate is being committed to the issue at hand.

4

General tips for advocacy

- Be gracious
- Be professional
- Be focused
- Do your homework

5

How to identify key stakeholders

- Stakeholders are defined as those who make and implement decisions, those who are affected by the decisions made, and those who have the ability to assist or impede the implementation of the decisions.
- They are people and organizations that have a stake in the outcome of the plan.
- Key stakeholders also include those who can contribute resources and assistance to the planning effort and those who are working on similar programs that can be integrated in a larger effort.

6

How to identify key stakeholders (2)

- Identify the 'key players' or main stakeholders and invite them to be part of the project.
- Find out where each stakeholder stands in relation to the issue and review Step 1 in light of this information.
- Make stakeholders your allies. Try and set up your project in partnership with key stakeholders. (If you can't set up your project in partnership with other stakeholders, at least set up a process that will ensure stakeholders are kept informed and given the opportunity to comment.)

7

How to identify key stakeholders (3)

Tips

- Stakeholders may include community groups, industry or business or professional associations, environment groups, local councils, government departments, schools, tertiary education institutions, youth/senior citizens' groups, politicians, local residents.
- Ensure at least one stakeholder is from your target group. Try to identify and enlist the assistance of a community 'opinion leader' for your stakeholder network.

8

How to identify key stakeholders (4)

Tips

- Work out each stakeholder's main concerns about the issue; acknowledge their differences, then concentrate on identifying the common ground and benefits for each.
- You can involve stakeholders through working groups, surveys, newsletters, as members of a steering or advisory committee and through personal meetings

9

How to influence politicians

- Make a personal connection
- Consider yourself an information source
- Tell the truth
- Know who else is on your side
- Know the opposition
- Don't be afraid to admit you don't know something

10

How to influence politicians (2)

- Be specific on what you ask for
- Follow up
- Stay informed
- Don't burn bridges
- Remember, you're the boss

11

The message triangle

1. Identify your purpose
2. Identify your audience
3. Identify your main message
4. Identify your supporting points
5. Identify a story or example or evidence for each of the 3 points

12

The message triangle (2)

Supporting point #1:

Main message:

Supporting point #2:

Supporting point #3:
