



ADVOCACY



ADVOCACY is the proactive effort to champion a cause, goal or proposal - amplifying the voices of others to ensure their needs, preferences and choices are heard.



GROWTH LEVELS



Emerging

Recognizing when action is needed, communicating and taking appropriate steps while considering cultural and personal values

Evolving

Considering the impact of your actions or words and using a person directed approach to support people to advocate for themselves. Also, evaluating the outcomes and adjusting the approach as necessary.

Leading

Able to adapt the way you communicate based on your audience, engaging like minded people in the advocacy effort and effectively evaluating the outcome.

Influencing

Work to build partnerships and alliances that promote advocacy efforts, and utilize the expertise of others to influence change. Build and maintain networks and resources to support initiatives.



Complete your self assessment on Advocacy and email it to yourself and then share with your mentor or someone you trust. [Click here to do a self assessment](#)

TEAM ACTIVITY

“Advocacy Brainstorm Relay” for your staff team meeting

1. Split the group into teams (if less than 10 people, all can work together)
2. Give each team a cause or issue (e.g., medication change, helping someone get a volunteer/employment, finding healthcare providers).
3. Either verbally or on a piece of paper, each person adds one idea or action step to advocate for that cause, passing the paper to the next person until time is up.
4. The team with the most creative and actionable ideas will win the game. (consider a small prize, eg. candy for the winning team).



ACTIVITIES TO ASSIST WITH COMPETENCY DEVELOPMENT

- Pick a topic that you would like to advocate for, and determine a key message you would like to communicate. Make a list of 5 facts to support your key message.
- Meet with a self-advocates group, ask them how someone can help amplify their work.
- Try to understand a different point of view. Talk to someone who has a different opinion than you about a topic and make a list of their points.
- Interview a person who receives support and ask them what is important in the communication they receive.
- Mind map your professional network and highlight who has impact and influence in different issues that are relevant to your work.
- Participate on a committee that is focused on an area of work that you would like to support advocacy efforts in.

Learn more about the modernized core competencies:

VISIT: <https://dscorecomp.com>





8 STEPS TO GOOD ADVOCACY

1. Define Your Goals

- What needs changing?
- Long term/short term?

2. Know Your Audience

- Multi-layered: Supervisors, Families, Health Care Professionals
- Different strategies for each target – research.

3. Craft Your Message

- Be clear on what you are asking
- Keep it simple and focused

4. Identify the Messenger

- The target audience will determine the messengers.
- Champions will also become messengers.

5. Identify Delivery Methods

- Advocacy is relationship building
- Tactics change by target audience

6. Identify Resources and Gaps

- Build on existing resources and opportunities.
- Develop capacities which are lacking.

7. Plan Next Steps

- Identify achievable goals
- Set out clear steps and who will do what - be flexible.

8. Evaluate Effectiveness

- Regularly revisit each of the steps
- Re-evaluate as new opportunities and challenges emerge

Core Comp Clips! ADVOCACY

TedX Talk



The Impact of Advocacy



Understanding Advocacy & Action



Remember.....

- Communications are key!
- Build a coalition of voices
- Planning is crucial
- Positive messaging is important
- Advocacy is about relationship building



If you see it, share it!

Recognize your teammates when you see them do a core competency. Watch for cards on your home/program bulletin board for details.

