

ADVOCACY

Concepts

DEFINING ADVOCACY

A process about:

- ◉ Politics and change
- ◉ Values, consciousness and knowledge
- ◉ Influencing the powerful on problems that concern people (esp. marginalized and excluded from the political process)
- ◉ Hold those in power accountable
- ◉ Expanding citizens' skills and understanding of how power operates (who gets what? How much they get? Who gets left out? How public resources are spent?)

KEY CONCEPTS

- ◉ **Legitimacy** - who an organisation represents and its relationship to them
- ◉ **Credibility** - ability to have one's statement accepted as factual or one's professed motives accepted as the true ones (reliable, sound, integrity)

CONCEPTS CONT'D

- ◉ **Accountability** - holding individuals and organisations responsible for performance (right to hold officials and institutions responsible for their actions)
- ◉ **Transparency** - aspect of public accountability (openness, accessibility) - functional and strategic
- ◉ **Power** - ability to influence, political clout (mobilize, allies, connections) - unilateral versus relational power

PEOPLE-CENTRED ADVOCACY

- ◉ A set of organised actions towards social transformation and the realisation of human rights
- ◉ Through influencing public policies, societal attitude and socio-political processes
- ◉ Enables and empowers marginalised to speak for themselves
- ◉ Advocacy is using **people's power to change and alter other forms of dominant power.**

(John Samuel, NCAS-India 2001)

PCA

- A process by which people through articulating their own needs and desires, gain the confidence and ability to influence decisions which will affect their own future (Ian Chandler, 2000)
- Policy change is seen as necessary, but not a sufficient means for social change
- PCA about rights, equity and human dignity
- Goes beyond policy change to change unjust and oppressive societal values and attitudes

PRINCIPLES OF PCA

- ⦿ Non-violent - unjust means can never be used for just ends
- ⦿ Unless one believes in a cause, one cannot advocate for that particular cause
- ⦿ Integrity and legitimacy of advocates are what provide moral force to advocacy
- ⦿ PCA is only possible if we communicate with people, participate in their struggles and earn legitimacy

PCA INVOLVES:

- ◉ **Resisting** patriarchy at every level, from the personal to public, from family to governance
- ◉ **Engaging** institutions of governance to empower the marginalised
- ◉ **Creating and using spaces** within the system to change it
- ◉ **Strategising** the use of knowledge, skills and opportunities to influence public policies
- ◉ **Bridging** micro-level activism to macro level policy initiatives

APPROACHES

- ◉ Advocacy **for** those affected by a situation
- ◉ Advocacy **with** those affected by a situation
- ◉ Advocacy **by** those affected a situation

