
Choosing approaches and Tools for Advocacy

Introduction

- There is a range of approaches that can be employed in advocacy – some are confrontational while others involve working alongside advocacy targets to achieve the desired change.
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EXAMPLES OF APPROACHES

- *co-operation*
 - *education*
 - *persuasion*
 - *litigation*
 - *contestation*
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- Advocacy may involve more than one of these approaches at any one time, or over time, particularly if it is being carried out by an alliance or group of organisations.
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- The approaches used in advocacy will depend not only on the character of the organisations involved, but also in the nature of the advocacy targets.
 - Different targets may respond more effectively to different approaches, and this needs to be taken into account in your advocacy plan.
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- The approaches and activities you select will be based on a number of factors:
 - your analysis of the issue and the target
 - your analysis of what/who influences the target
 - your resources (financial, staff, time, contacts and networks, relationships etc.)
 - your aims
 - your organisation's ways of working
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Selecting advocacy tools

■ Some of the most common advocacy tools are as follows:

- Lobbying
 - Meetings
 - Negotiation
 - Project and other visits
 - Reports
 - Letter writing
 - Petitions
 - Video and audio cassettes
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- ❑ Leaflets, information packs and press kits,
 - ❑ newsletters and posters
 - ❑ Drama/theatre
 - ❑ Artists, entertainers and celebrities
 - ❑ Events
 - ❑ Speeches/presentations
 - ❑ Slides
 - ❑ Email/internet
 - ❑ Mass media:TV, radio, press
 - ❑ Press conferences, media briefings
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- Each method or tool has advantages and disadvantages in terms of its potential to reach a wide number of people and to involve others, and its cost-effectiveness.
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■ *Group work*
