

- **ad·vo·ca·cy**

- is the pursuit of influencing outcomes — including public-policy and resource allocation decisions within political, economic, and social systems and institutions — that directly affect people’s lives. (Cohen, 2001) Wikipedia
- n. The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support. American Heritage Dictionary of the English Language, 4<sup>th</sup> edition
- The act of pleading for or supporting; work of advocating; intercession. Webster's Revised Unabridged Dictionary

**What is Advocacy?**

- Self-advocacy (to advocate for oneself)
- Individual advocacy (to advocate for another)
- System advocacy (to change the system)
- Legal advocacy (to change the law)

## Types of Advocacy?



- To change for the better
- Improve conditions
- To be heard



**Why Advocate?**

Assertiveness

Accountability

Attitude

Action



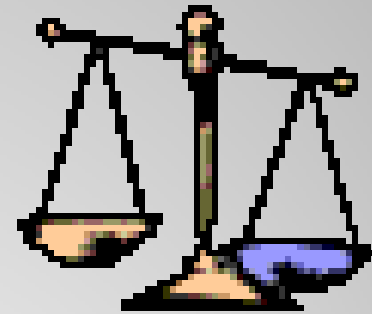
**What Makes an Advocate?**

Believe

Basics

Balance

Builder



**What Makes an Advocate?**

Confidence

Credibility



Communication

Correspondence

Confidentiality

**What Makes an Advocate?**

- Substituting your beliefs as the advocate for the beliefs of others
- Creating conflict for conflict sake
- A chance to get even for past wrongs done to you
- An opportunity to make yourself feel powerful at the expense of others

**Advocacy is Not!**

# The reputation of advocacy, and advocates will suffer or improve depending on our advocacy approach.

- Remember:
  - Be assertive, not adversarial
  - Research, be prepared and knowledgeable
  - Believe in the cause, and for whom you are advocating for