

What is involved in advocacy?

Advocacy involves:

- **ASKING WHY?** until you get to the root of the problem
- **ENSURING POWER IS USED WELL**, enabling those without power to gain access to it, and helping those who feel powerless to see what power they already have
- **EDUCATION** of the powerless and the powerful
- **SEEKING JUSTICE** for those who are oppressed or treated unfairly
- **BRINGING CHANGE** for individuals, through changing their personal situation and through changing systems, structures and policies
- **BEING A VOICE** for the voiceless and enabling the voiceless to find their own voice.

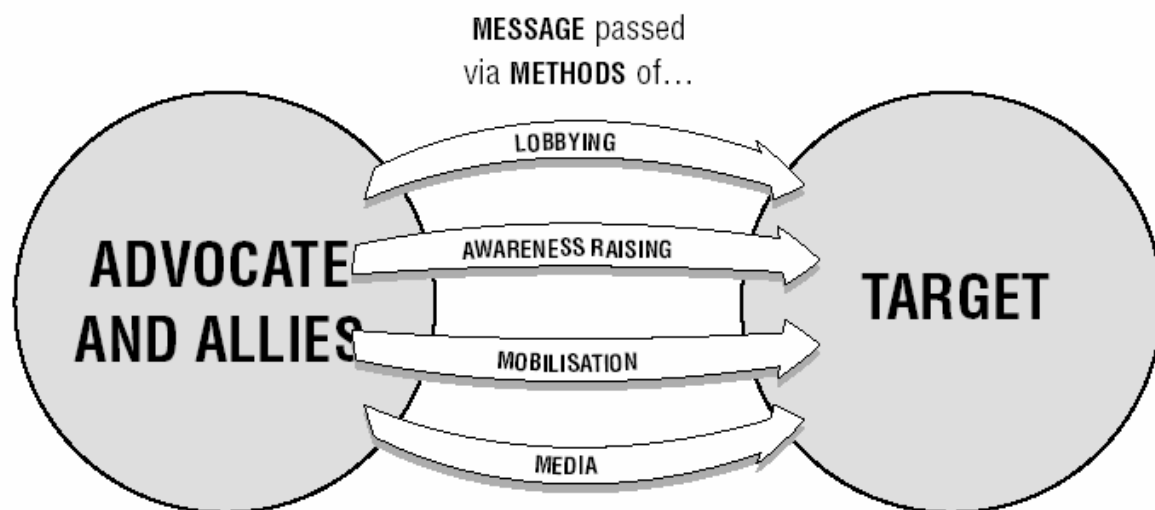
Important activities in advocacy:

- **CAPACITY BUILDING** so that the poor will become agents of change themselves
- **NETWORKING** in order to pool resources
- **PRAYER**
- **GOOD RESEARCH** so that the problem and potential solutions can be clearly identified.

Advocacy is about speaking out against injustice, and about influencing decisions-makers, whether on individual cases, such as campaigning to release those who have been wrongly imprisoned, or on specific issues, such as access to water.

The advocacy objectives are based on good research. They should be presented as a clear message directed at those who have the power to bring about change (the targets) or those that can influence them. These advocacy activities are done by those working to bring about the change (the advocate and allies and those affected by a situation) and will be communicated through a variety of methods and activities.

This will all come together to form an advocacy strategy.



The overall objective is to change the particular policies or practices of the target for the benefit of the poor.

Source: *ROOTS 1: Understanding advocacy*, Tearfund 2002, page 30