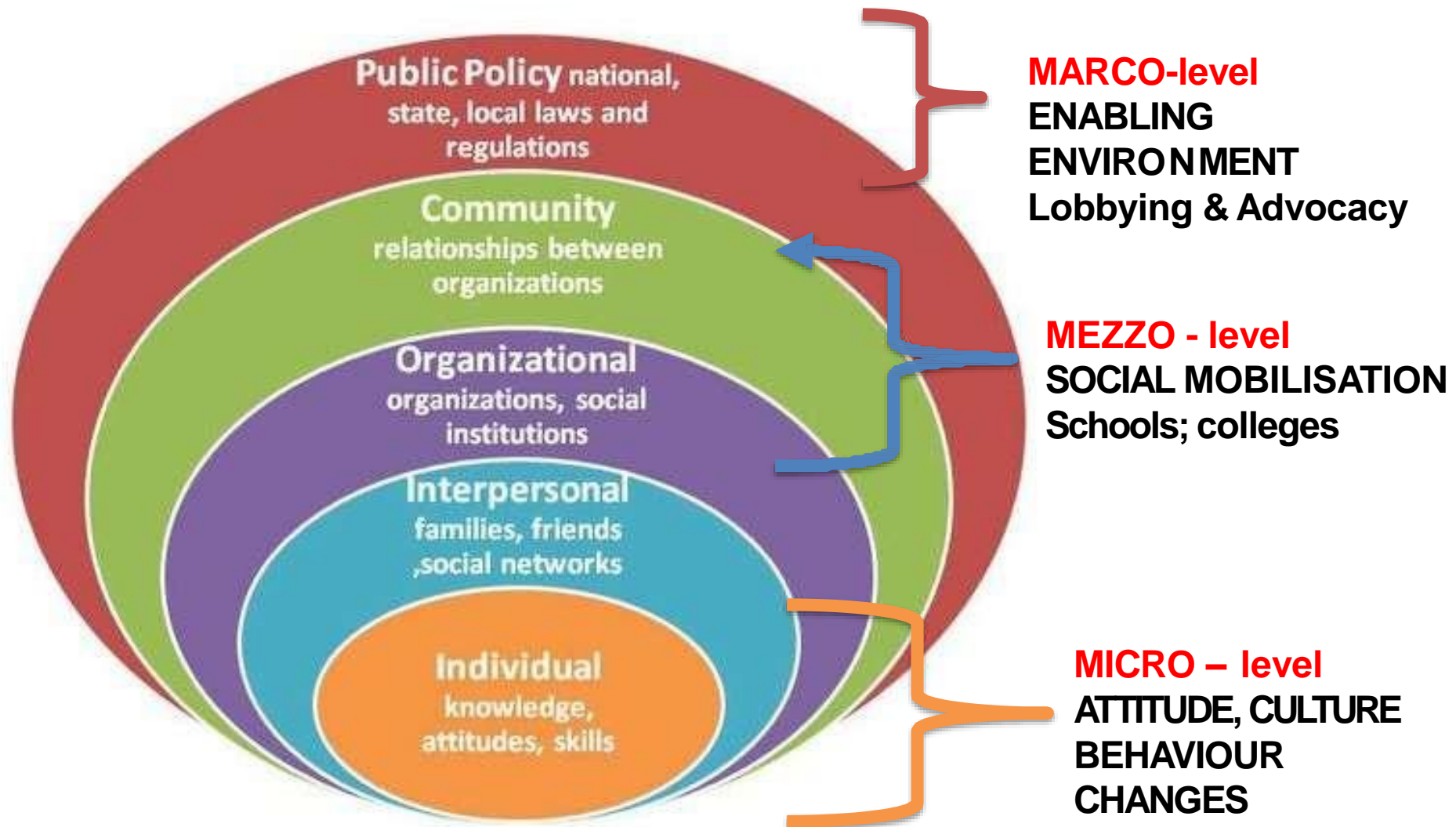
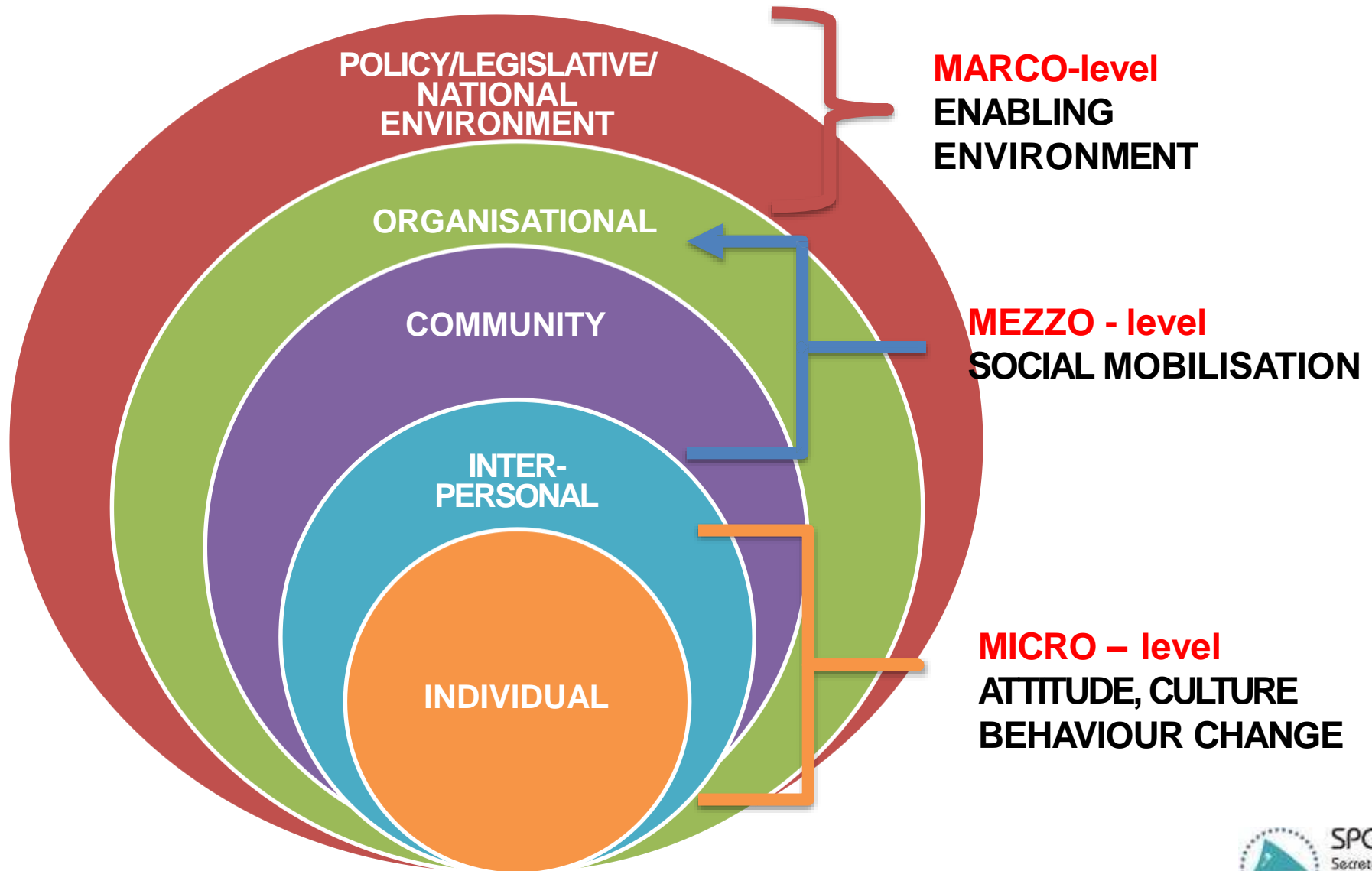


INTRODUCTION TO ADVOCACY & LOBBYING

ADVOCACY: Social-Ecological Model



ACTION for CHANGEat various levels



What is LOBBYING?



What is LOBBYING?

Lobbying is ...

- an organised attempt to influence **DECISION-MAKERS**
- persuading people who have a say in decision-making (**POWER**) to do what we want



LOBBYING

METHODS

- Face to face Meetings
- Factsheets
- Submissions (verbal)
- Submissions (written)
- Position Papers
- Policy Briefs
- Letter Writing
- Petitions

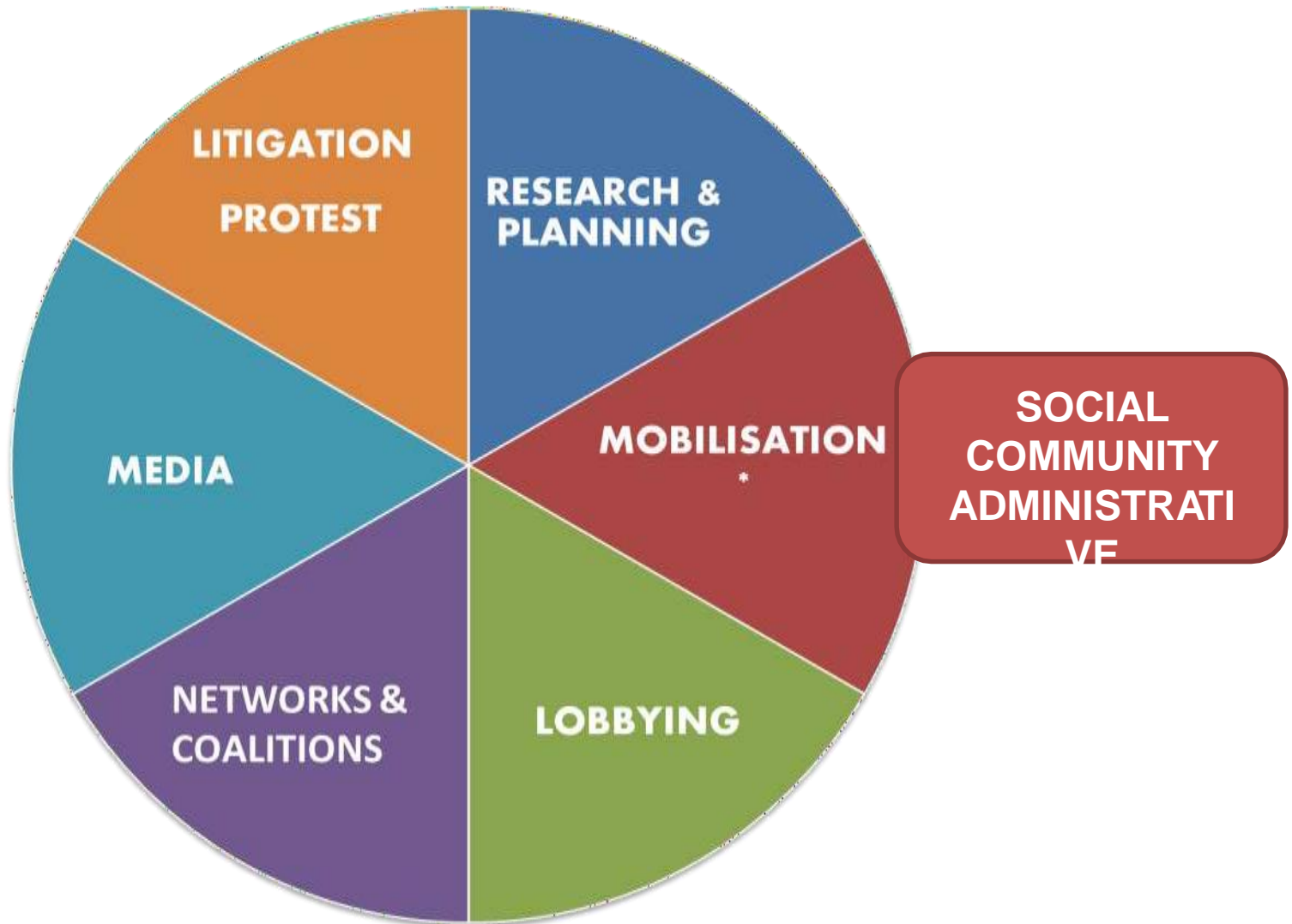
TARGETS

- **Ministerial advisers and staff**
- **Legislative drafters**
- **Members of Parliament**
- **Parliamentary committees**
- **Experts and consultants**
- **Local Government officials**
- **Police Commissioners**
- **Hospital directors**
- **Ministers Finance**
- **Law Reform Commissions**
- **Attorney Generals**

ADVOCACY TOOLBOX

- List **15** different ways (activities) you can use to **mobilise** support for your issue and to **influence** decision-makers to act.
- newspaper articles
- caps & t-shirts
- radio talk back/call-in shows
- Marches & demonstrations
-

ADVOCACY TOOLBOX

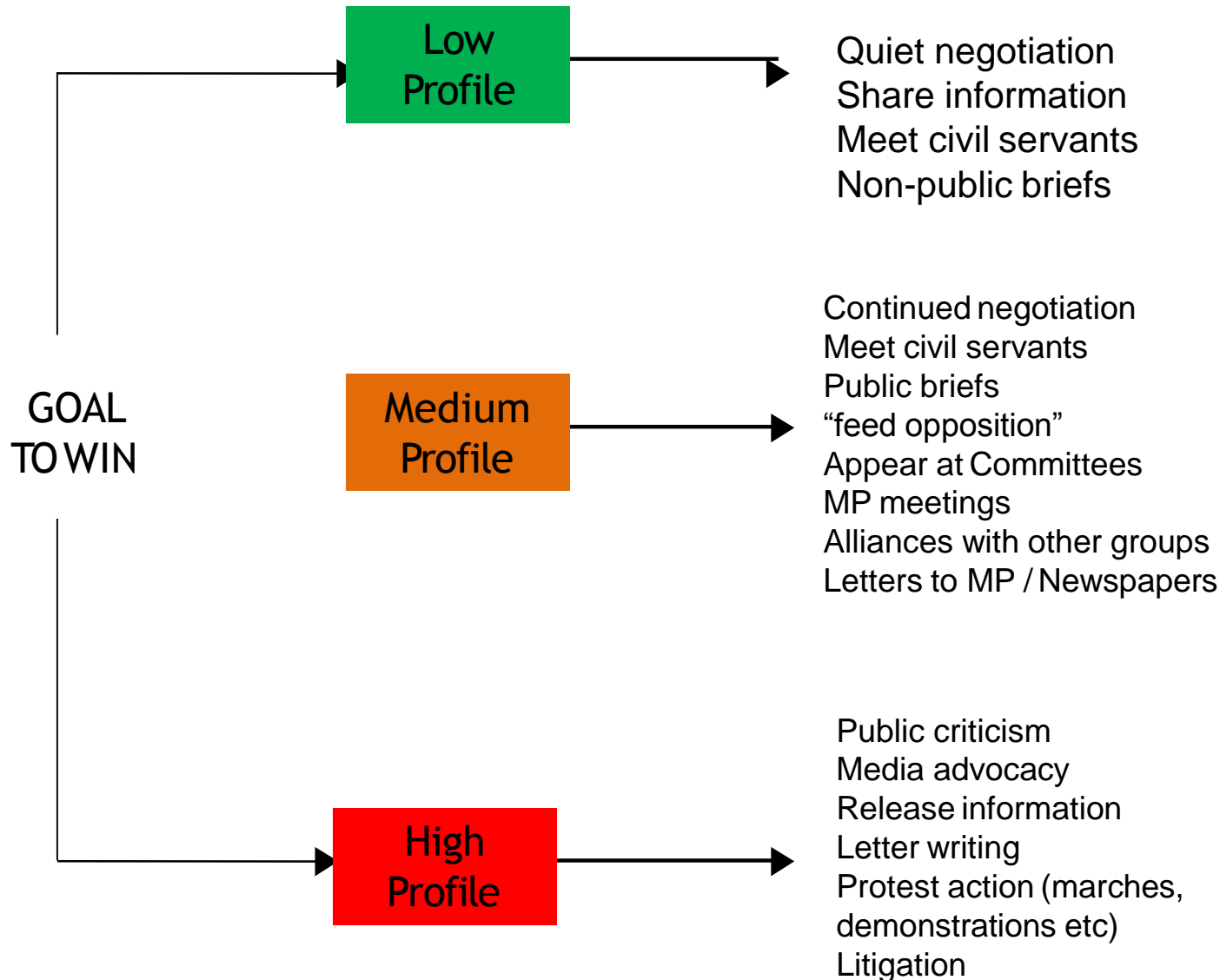


ADVOCACY STRATEGY MIX

- *Just as humans seek a dignity that says not by bread alone, so we as **social advocates** must work to effect change not by **elections** alone, not by mass **mobilisation** alone, not by **lobbying** alone, not by information alone, not by **coalition** alone and not by anything else alone.*



Advocacy APPROACHES



TAKE AWAY MESSAGES

- Lobbying is one of many tools used in advocacy.
- Lobbying alone is seldom sufficient to sustain action for change. Effective advocacy uses a mix of strategies.
- Lobbying does not have to have a bad name! Lobbying can be done ethically & effectively?

- **What is Pacific-Style lobbying & advocacy?**