

Appendix 6 – Which advocacy method should you use?

/ Are you concerned about an issue that isn't already part of a political debate?

- Identify the most appropriate governmental department
- Write to & setup meetings with them
- Conduct a literature based review of the problem, write up a report and disseminate via media routes
- Once you have the attention of policymakers you can move on

/ Are you concerned about an existing political debate?

- Identify other stakeholders who are already active in this area
- Set up meetings with stakeholders and policy makers in this area
- Consider coalition work e.g. producing a position statement
- Keep on top of consultations and respond accordingly
- Conduct research to support further work and publish using media

/ Are you concerned about behaviour change at the consumer level?

- Produce consumer friendly campaigns
- Hold a consumer event, day or week
- Use lay language media such as facebook and twitter

/ Do you want industry practices/policies to change?

- Hold meetings with the relevant organisations to discuss with them directly
- Identify like-minded stakeholders, form coalitions
- Conduct surveys, benchmark and publish report – publicise these in the media

/ Do you want government policies to change?

- Hold meetings with relevant MPs
- Identify like-minded stakeholders, form coalitions
- Conduct surveys, find case studies, produce best practice guides and report – publicise these in the media
- Feed into appropriate consultations
- Generate consumer support/raise awareness, petition, lobby

/ Do you want a change to be made within your own organisation?

- Identify the most appropriate person to speak to, hold meetings
- Carry out a survey on the issue you are interested in, petition with like-minded colleagues
- Gather evidence and present a report on problems and solutions

Which advocacy methods should you use?

Target

Policy maker

Corporation

Consumer

Goal

Introduce a new policy

Policy amendment

Influence a policy being discussed

Change practice

Introduce policy

Align with guidelines

Change behaviour

Raise awareness / educate

Encourage lobby for change

Advocacy options

- Produce report on the problem/ need for change

- Best practice guidelines
- Form a coalition
- Information sharing
- Letters/meetings
- Policy briefings / position statements / draft guidelines
- Generate wider support e.g. voters
- Academic research / evidence base
- Hold a conference / meeting
- Advisory role

- Monitor activities
- Consultation response

- surveys/benchmarking
- targeted media
- naming & shaming
- letters / meetings
- social media e.g. twitter, FB, YouTube
- conference
- Monitor activities

- social media e.g. twitter, FB, YouTube
- community events, open meetings
- press release with "shocking" headlines
- newsletters / website
- campaign/awareness activities

- Lay language resources

- petition

