



ADVOCACY 101

What is Advocacy?

Tips and tricks to becoming a
successful advocate



Overview

- Introduction
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- Are you an advocate?
- Advocacy and Lupus
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- Questions

Introduction

- I'm Thomas Simpson
- Chair of the Advocacy Committee of Lupus Canada
- I am a passionate advocate for creating a more equitable society
- Favourite quote: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."



What is Advocacy?

- What do you think advocacy is?
- Share in the comments section.



What is Advocacy?

- As we have seen, there are many different definitions of advocacy.
- Advocacy is not a science.
- You don't have to know influential decision-makers or high-powered executives.
- Advocacy is all about raising awareness (**influence**) to an issue and working together to make a positive **change**.



What is Advocacy?

- Example 1: A corporation is educating the public on the importance of having more women in leadership roles. Is this advocacy?
- Example 2: A grassroot organization is seeking changes to a government support program to change the eligibility criteria. Is this advocacy?
- Example 3: Jill is not happy with her lupus care from her doctor. She is asking for a second opinion. Is this advocacy?
- Which one of these examples are advocacy? Comment in the chat.

What is Advocacy?

- The answer: **they are all different types of advocacy!**
- There are several types of advocacy:
 - Third Party
 - Systemic
 - Individual or self-advocacy
- Today we will focus on **self-advocacy**.



Are you an Advocate?

- Do you consider yourself an advocate?
- Without realizing, you probably are a good advocate for yourself and you don't even realize.
- You probably advocate for yourself everyday – asking for more information, seeking accommodations, making requests to fit your needs.



Advocacy and Lupus

- The unpredictable “flares” of lupus can severely affect many aspects of daily life.
- While you might rely on family, friends, the medical system or government for help, this can be frustrating.
- Advocacy is all about **self-empowerment!**
- It is the conviction that every person has the right to be heard, the right to understand, the right to decide, the right to that “level playing field”.



Advocacy and Lupus

- Why might a person with lupus need to advocate?
- Share in the comments section.



Advocacy and Lupus

- More flexibility and support at work.
- Better help and attention from your doctor or specialist.
- Need support from government programs (EI, CPP-D, ODSP).
- The list goes on.



The Advocacy Plan

- It's always important to have a plan in place, to make sure you've got your ducks in a row.
- Remember, advocacy is about influencing others to make a positive change.
- Advocacy is not complaining.
- Advocacy is solution-oriented.



The Advocacy Plan

1. Define the problem – simply and specifically
2. List possible solutions
3. Collect information for each option
4. Consider the options and decide
5. Consider further action
6. Take action

Tip #1: Keep details of everything you do and every conversation you have. These notes will come in handy. Stay organized!

The Advocacy Plan

- **Define the problem – simply and specifically.**
- Sometimes the problem you have might be clear to you.
- Often, the problems or challenges that individuals are advocating to change are complex and multifaceted.
- By clarifying the problem, you make your argument easier and more time can be used to discuss solutions rather than explaining the problem.

Tip #2: Stay away from jargon and principles. Assume that the person who you are speaking too has never heard of your issue before.



The Advocacy Plan

- **List possible solutions.**
- It is easiest to advocate for yourself when you are armed with potential solutions.
- Collaborating and working together with governments and organizations can produce solutions, but this takes time.
- Often those advocating need changes made quickly. Coming to the table with possible solutions indicates that you are ready to work now.

Tip #3: Try to come up with multiple solutions. Most options to resolve your issue will enable a more timely resolution and collaboration, than one stubborn solution.



The Advocacy Plan

- **Collect information for each option.**
- Remember, the more you know, the better you can advocate.
- By having all the information ready at your arsenal, you can challenge institutions that may not want to help.
- Often, government may not see your problem as their problem. By having information at hand, it is easier to persuade people to your cause.

Tip #4: While your problem may be close to your chest and personal, your solutions should be built on solid research and evidence.



The Advocacy Plan

- **Consider the options and decide.**
- After listing all your solutions and gathering the relevant information, you may find that one of your solutions is not feasible.
- This is okay.
- By having several possible solutions, you can pick the best ones that will help you achieve your goal.

Tip #5: It is okay to go back to the drawing board. Bounce your ideas off a family member or friend, who doesn't know much about the issue.

The Advocacy Plan

- Consider further action.
- This is the tricky part.
- How do you take your issue and solutions and where do you go? Who do you talk to? What is the best approach?
- This can be stressful and cause anxiety.
- With some practice and determination, you'll be successful in no time.

Tip #6: Remember, Lupus Canada is here to help! If you are stuck and have no idea where to go next, we can provide advice and guidance.



The Advocacy Plan

- **Consider further action.**
- Start by finding the proper audience.
- Governments are becoming much more accountable and transparent.
- If you don't know where to go, checking out a government website. Often, they will have a directory where you can find a chain of command within the government.
- Unfortunately for private corporations and services you may have to call a generic number and be bounced around before you find the appropriate authority for your problem.

The Advocacy Plan

- **Consider further action with Government.**
- Government is big, hairy and complex – regardless of what level.
- Each level of government administers a different responsibility, as defined by Canada's Constitution.
- Check out Lupus Canada's simple guide to Where to Go and Divisions of Power
[\(https://lupuscanada.org/get-involved/advocate/where-to-go-division-of-power-in-canada/\)](https://lupuscanada.org/get-involved/advocate/where-to-go-division-of-power-in-canada/)

The Advocacy Plan

- **Government of Canada Electronic Directory**
- **Google: GEDS**

The screenshot shows the homepage of the Government of Canada Electronic Directory (GEDS). The top navigation bar includes links to various news sites like CNIB Today, CBC News, and National Newswatch. The main header features the Canadian flag and the text "Government of Canada" and "Gouvernement du Canada". A search bar is prominently displayed. Below the header, there are three main menu categories: "Search/Browse", "Quick Links", and "Resources". The "Search/Browse" section contains a search input field and a "Search" button. The "Welcome" section features a search bar with placeholder text "Search in : Canada" and "Enter value to search for :". It also includes a "Search Examples" section with a list of items: "(1) Smith (2) Smith, John (3) John Smith (4) 613-999-0101 (5) "Da Vinci" (6) minister". At the bottom, there is a link "Click here for more help...".

The Advocacy Plan

Provincial Government Directories

- BC Government Directory (<https://dir.gov.bc.ca/>)
- Alberta: Government Staff Directory (<https://www.alberta.ca/staff-directory.cfm>)
- Saskatchewan Government Directory (<https://www.saskatchewan.ca/government/directory>)
- Manitoba: Contact Government (<https://www.gov.mb.ca/contact/index.html>)
- Ontario: Employee and Organization Info Directory InfoGo (<http://www.infogo.gov.on.ca/infogo/home.html>)
- Quebec (<http://www.gouv.qc.ca/portail/quebec/pgs/commun/?lang=en>)
- New Brunswick: Contacts Directory (<https://www2.gnb.ca/content/gnb/en/contacts.html>)
- Nova Scotia: Employee Contact Directory Search (<https://novascotia.ca/psc/geds/>)
- Prince Edward Island: Employee Directory (<https://www.princeedwardisland.ca/en/phone>)
- Newfoundland and Labrador: Telephone Directory (<https://telephonedirectory.gov.nl.ca/>)

The Advocacy Plan

- LinkedIn is your best friend!**

linkedin.com/company/tim-hortons/people/

Tim Hortons

Food & Beverages · Toronto, ON · 122,213 followers

15 people from your school work here · 5,762 employees

+ Follow Visit website More

Home About Posts Jobs **People** Videos

5,762 employees

Search employees by title, keyword or school

Ad ...
Thomas, unlock your full potential with LinkedIn Premium

See who's viewed your profile in the last 90 days

Try for Free

Affiliated pages

rbi Restaurant Brands...
Food & Beverages
Parent

+ Follow

Messaging

The Advocacy Plan

- **Consider further action.**
- Once you've found the right person to go to, next you'll want to determine your approach.
- Determine the following:
 - What should I say to ensure that my problem is simple and specific and capture all the relevant information?
 - What is my best argument?
 - Should you request a meeting with the relevant authority?
 - Should you write a letter to an organization?
 - Should I involve a political figure to move this forward?

Tip #7: Keep it simple! Explain the issue. Explain why it is important. Explain what can be done.

The Advocacy Plan

- **Take action!**
- You've considered the steps you need to take, now go forth and make it so.
- It can be daunting to get to this point and go forward.
- Hit send on that email. Make that call.
- You are ready to advocate!



Summary

- Any one can advocate when they feel empowered.
- Take it step-by-step and stay organized.
- Remember, advocating without solutions is just complaining.
- Keep it simple.
- It's okay to take a break. Self-advocacy can be tiring. It's okay if you don't have a spoon to advocate today.
- Lupus Canada is here to help.

Questions?

- You have questions? I have answers!
- Reach out at info@lupuscanada.org with the subject line “**Advocacy Question**”.