



# IPOPI XIIth Biennial Meeting NMO Advocacy and Media Workshop

***LET'S DO ADVOCACY!***

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# Contents

1. What is advocacy?
2. How do you 'do' advocacy?
3. Who does advocacy?
4. Why do you do advocacy?

# WHAT is advocacy?

- A basic skill – practised from childhood!
- A political process which normally aims to influence public policy and resource allocation.

# HOW do we 'do' advocacy?

- **We define the problem – how?**
- **We need to know what we want!**  
**Research; Consult; Involve others!**  
**Is your concern the basic cause or just a symptom?**
- **We need to know whose mind we need to change!**
- **We need to identify friends who can help.....**

# WHO does advocacy?



- **We all do ..... but we need to know who to target.**
- **Who are the targets for health issues?**
- **How do we reach out to those responsible?**
- **Know who makes the decisions**

# WHY do we do advocacy?

**SIMPLE! – to get the very best for those for whom we  
care!**

**However – the process needs careful thought and will  
take time if it is to be fruitful!**

**SO – this is the time to learn by experience and practice  
LEARN how to identify the right people; how to build  
solid relationships with your Ministry of Health; how to  
lobby and how to use the media as a tool controlled by  
you!**

**ALL THIS TAKES TIME AND COMMITMENT!**

# **ALWAYS KNOW THAT IPOPI IS THERE AS THE FRIEND AND SUPPORTER OF YOUR NMO!**

**The Global Office in Lisbon is only a Skype Call or e-mail  
away and the services are FREE to NMOs and Associate  
Members!**