



IPOPI XIIth Biennial Meeting NMO Advocacy and Media Workshop

LET'S DO ADVOCACY!

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Thursday 4 October 2012
Hall E, Firenze Fiera, Fortezza da Basso
Florence, Italy



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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!**