

ADVOCACY ON
**HUMAN
RIGHTS**
WORK



Humanity | Activism | Knowledge | Integrity

What is Advocacy?

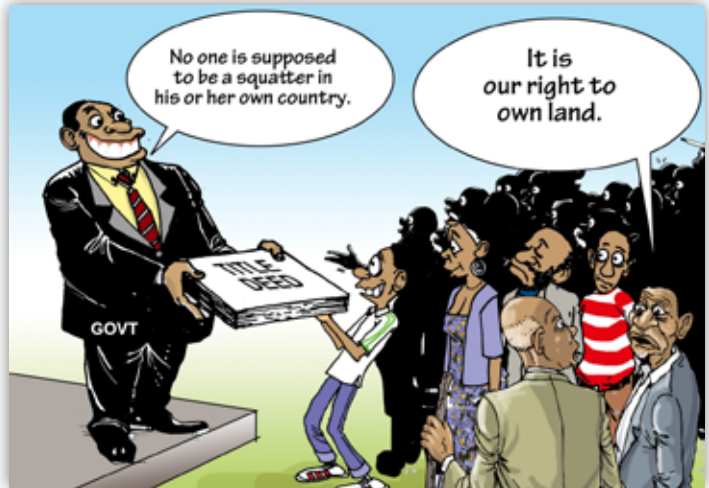
Advocacy usually involves getting government, business, schools, or some other large institution to correct an unfair or harmful situation affecting people in the community. The situation may be resolved through persuasion, by forcing duty bearers to buckle under pressure, by compromise, or through political or legal action.



- Advocacy is active promotion of a cause or principle.
- Advocacy involves actions that lead to a selected goal.
- Advocacy is one of many possible strategies, or ways to approach a problem.
- Advocacy can be used as part of a community initiative, nested in with other components.
- Advocacy is not direct service.
- Advocacy does not necessarily involve confrontation or conflict.

Advocacy on Human Rights Work

This is the active promotion of a human rights course or principle. It is mainly done in partnership with rights holders against a duty bearer.



- Main subject of advocacy is an issue that is informed by internationally recognised human rights principles.
- It is people oriented and the beneficiary is mainly a person/ victim and/or the people in general.
- In most cases it is done to get a state actor/agent to give in to the demands of the people.
- The expected outcome is usually improved human rights situation.

Examples of Advocacy

You join a group that helps build houses for the poor-that's wonderful, but it's not advocacy (it's a service).

You organize and agitate to get a proportion of apartments in a new development designated as low to moderate income housing - that's advocacy.



You spend your Saturdays helping to sort out goods at the recycling center - that's not advocacy (it's a service).

You hear that land used for the recycling center is going to be closed down and you band together with many others to get the city to preserve this site, or find you a new one. Some of you even think about blocking the bulldozers, if necessary - that's advocacy.

Ingredients of Effective Advocacy

The following are ingredients of running an effective advocacy campaign:



- The rightness of the cause.
- The power of the advocates (i.e., more of them is much better than less).
- The thoroughness with which the advocates researched the issues, the opposition, and the climate of opinion about the issue in the community.
- Their skill in using the advocacy tools available (including the media).
- Above all, the selection of effective strategies and tactics.

Why and When To Choose Advocacy

The best time to start planning for an advocacy campaign is:

- When your direct experience or preliminary research shows you cannot achieve your goals in any other way.
- When you are sure you have (or will have) the capacity to carry it through.
- When you have enough enthusiasm and energy to last for what could be a long haul!

Basic Components of Advocacy

The following are the basic components of advocacy:



- Understanding the issue - ensure you are fully informed about what the issues is about.
- Recognizing allies - identify like minded entities who will support you.
- Identifying opponents and resistance – should have an idea of who will be against you.
- Encouraging involvement of potential opponents as well as allies - encourage participation in the advocacy.
- Developing a plan for advocacy - identify strategies that you will employ.



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