



Introduction to **Advocacy**

Foundational Principles,
Types, and Tactics



Rights-Based Approach:

The Foundation of Advocacy





Rights-Based Approach

Every person is endowed with a host of rights.

- **Universal human rights:** Based on dignity of every person and agreed to in international declarations and treaties
- **National rights:** Based on a country's constitution and laws
- **Community rights:** Based on more local or institutional policies and laws agreed to by the community



Human Rights

Every person is endowed with a host of rights, which they hold regardless of:

- Where they are born
- Where they may have moved to
- What political system their country employs
- Any individual characteristics (gender, race, language, wealth, education level...)



Human Rights

A sampling:

- Life, liberty, and security of person
- Equal treatment and protection
- Fair, public trial if accused of a crime
- Nationality
- Property ownership
- Privacy in personal affairs
- Assembly in associations, societies, or unions
- Employment with fair wages and safe working conditions
- Sufficient food, clothing, housing, (water) to live in dignity
- Education
- Own thoughts and beliefs (i.e. religion)

Human Rights Framework



UDHR: Universal Declaration of Human Rights

HRC: Human Rights Council

ICCPR: International Convention on Civil & Political Rights

ICESCR: International Convention on Economic, Social, and Cultural Rights

CEDAW: Convention on the Elimination of Discrimination Against Women

CAT: Convention Against Torture

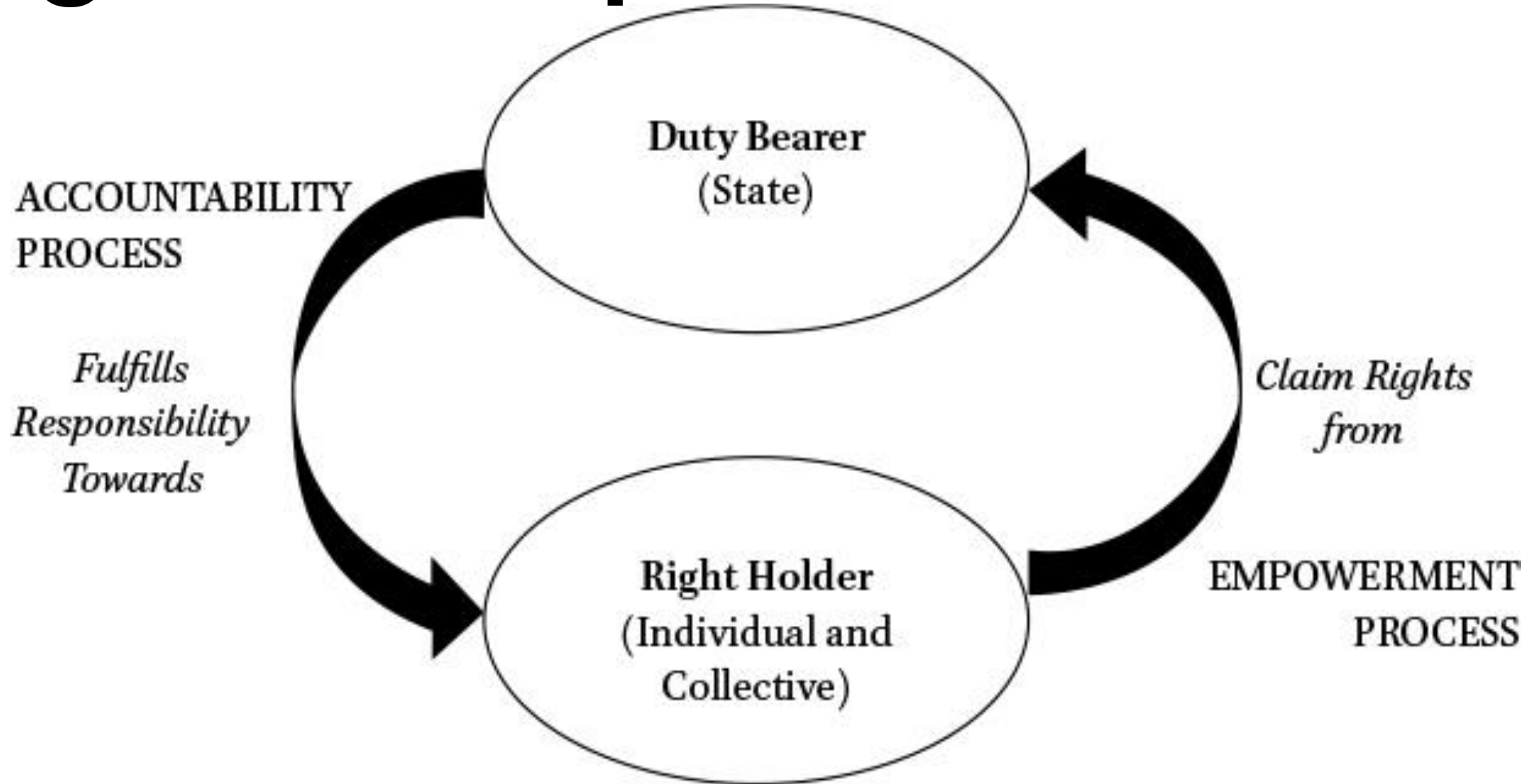
CMW: Convention on the Rights of Migrant Workers & their Families

CRPD: Convention on the Rights of Persons with Disabilities

CRC: Convention on the Rights of Children

CERD: Convention on the Elimination of Racial Discrimination

Rights & Responsibilities



Duty-Bearers' Responsibilities

Respect



Refrain from interfering with the enjoyment of the right

Protect



Prevent others from interfering with the enjoyment of the right

Fulfil



Adopt appropriate measures towards full realisation of the right



✧ PERSONAL REFLECTION ✧

Write down a brief description of a circumstance or setting in which you have observed that an individual or a group's rights were

- * violated by their government,**
- * were not adequately protected by their government,**
- or**
- * were not adequately fulfilled by their government**

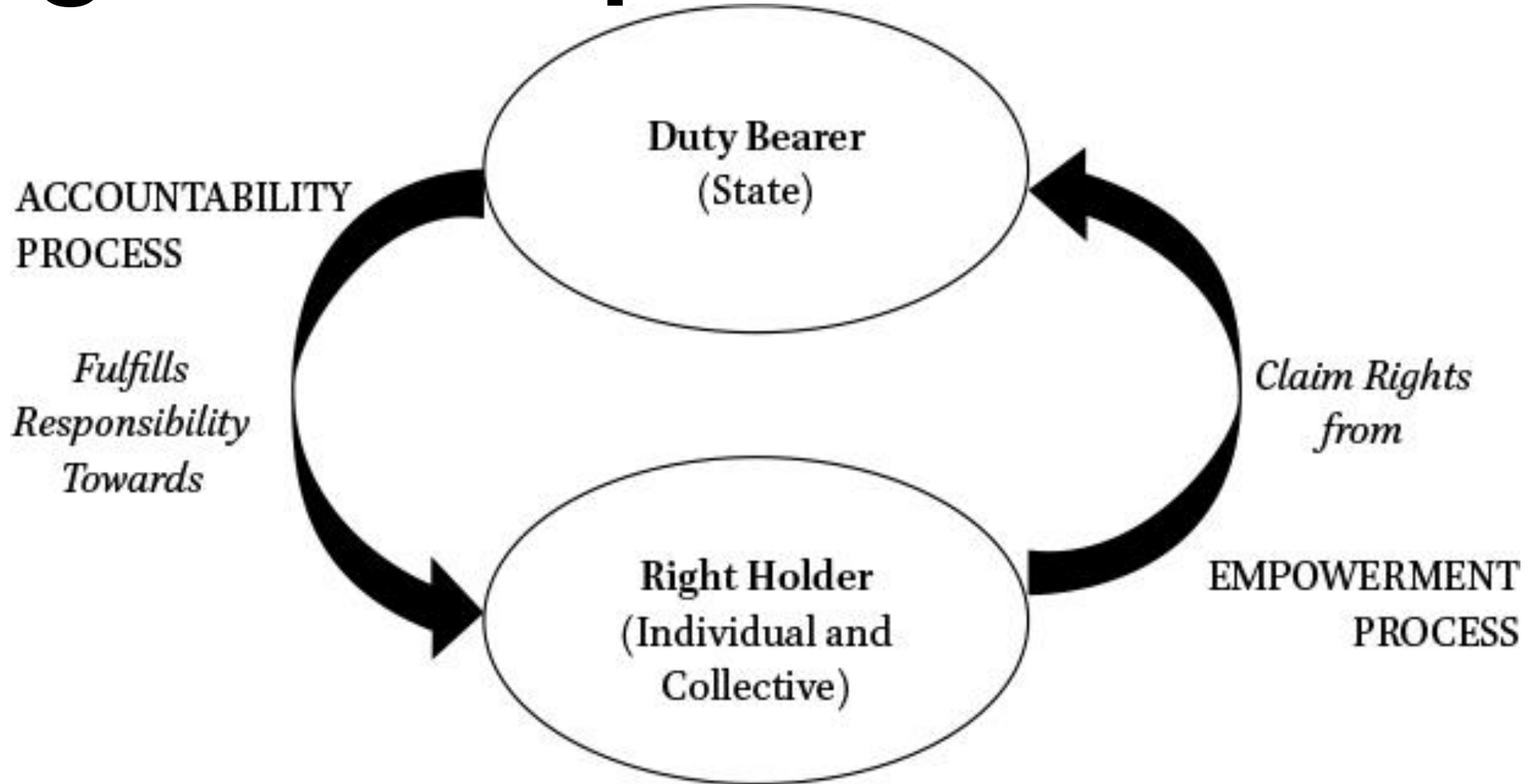


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Rights & Responsibilities





Rights-Holders' Responsibilities

To hold duty-bearers accountable through participation in an empowerment process we call...

Advocacy!



Types of Advocacy



The 3 “Legs” of Advocacy:

- Getting “**in** the way”
- Getting “**out of** the way”
- Modeling a **new** “way”





Getting **in** the way

Occupying space in places of power on behalf of those who can't be present in order to infuse the conversation with the perspectives, experiences, and needs that would otherwise be absent

- Making speeches or publishing written statements
- Asking for meetings with government representatives
- Participating in your country's political system (via voting, lobbying, etc.)
- Physically protesting or demonstrating
- Raising awareness of an injustice among any group unlikely to be familiar with or directly affected by it
- Educating those who are unaware of injustices *they* are perpetuating
- Promoting adoption/implementation of policies or legislation that limit the power of those doing harm



Getting **out** of the way

Ceding our own space or creating new spaces within places of power for those who face the greatest barriers to inclusion so that they can assert their own voices, perspectives, and experiences

- Organizing events and opportunities for marginalized individuals to speak before political leaders or others in positions of power
- Providing support to make participation in a voting or decision-making process accessible to someone who would otherwise be excluded (e.g. financially, logistically, or technically)
- Collecting written comments and testimony from marginalized communities and submitting them to leaders and decision-making processes
- Ensuring marginalized communities are aware of their rights and of available opportunities for them to express their concerns to leaders and decision-makers
- Sharing statements from marginalized communities with our networks via social media, newsletters, or other platforms available to us to amplify their voices and concerns



Modeling a **new** way

Continually **evaluating** our role in unjust systems and modifying our behavior to lessen the burden our actions place on other's ability to access their basic needs

Includes modification of our ways of living and operating based on routine assessment of how rights are affected by:

- What we buy, wear, and eat
- How much waste we create and how we dispose of it
- How we travel (and how often)
- Where we spend or invest our money
- How we work with others (committees and coalitions that place a common goal ahead of individual credit)
- How well our institutions uphold equality of all persons regardless of individual characteristics (gender, race, language, wealth, education level...)



Advocacy Tactics

A sampling



Common tactics:

- **Letter writing:** sending detailed written observations and recommendations about an unjust policy or practice to leaders and decision-makers
- **Petitioning:** collection of signatures endorsing a message to be submitted to leaders to demonstrate widespread support for an idea
- **Personal phone calls to, or meetings with,** leaders and decision-makers
- **Art & entertainment:** raising awareness of an issue through creative display or performance that draws attention of a crowd
- **Direct action:** putting one's body on the line to stop an injustice in progress (e.g. stopping someone bulldozing a tree or stopping the functioning of a workplace through a strike)
- **Marches & rallies:** gathering in public to display a high level of grassroots support for a particular cause or sentiment
- **Ballot box:** utilizing whatever voting privileges one has to support political leaders who uphold rights; producing voting guides to educate voters about issues on a ballot; promoting broader participation in elections
- **Digital campaigns:** using social media, WhatsApp groups, websites, and other digital means to raise awareness of an injustice or creating a community of support for a change in policy or practice
- **Research:** gathering or generating data to help provide a community or its leaders with evidence of a problem or in support an effective solution
- **Financial:** intentionally refusing to buy products from or invest in businesses that are violating rights, harming the environment, or contributing to some type of injustice; participating in investor meetings to advise abolition of harmful corporate practices or policies
- **Ministry integration:** raising awareness of justice concerns or existing pathways to claim rights among communities and in settings where we are already leading (e.g. classrooms, parishes, health centers, social service centers)