



# Introduction to **Advocacy**

Foundational Principles,  
Steps, and Tactics



# **Rights-Based Approach:**

The Foundation of Advocacy



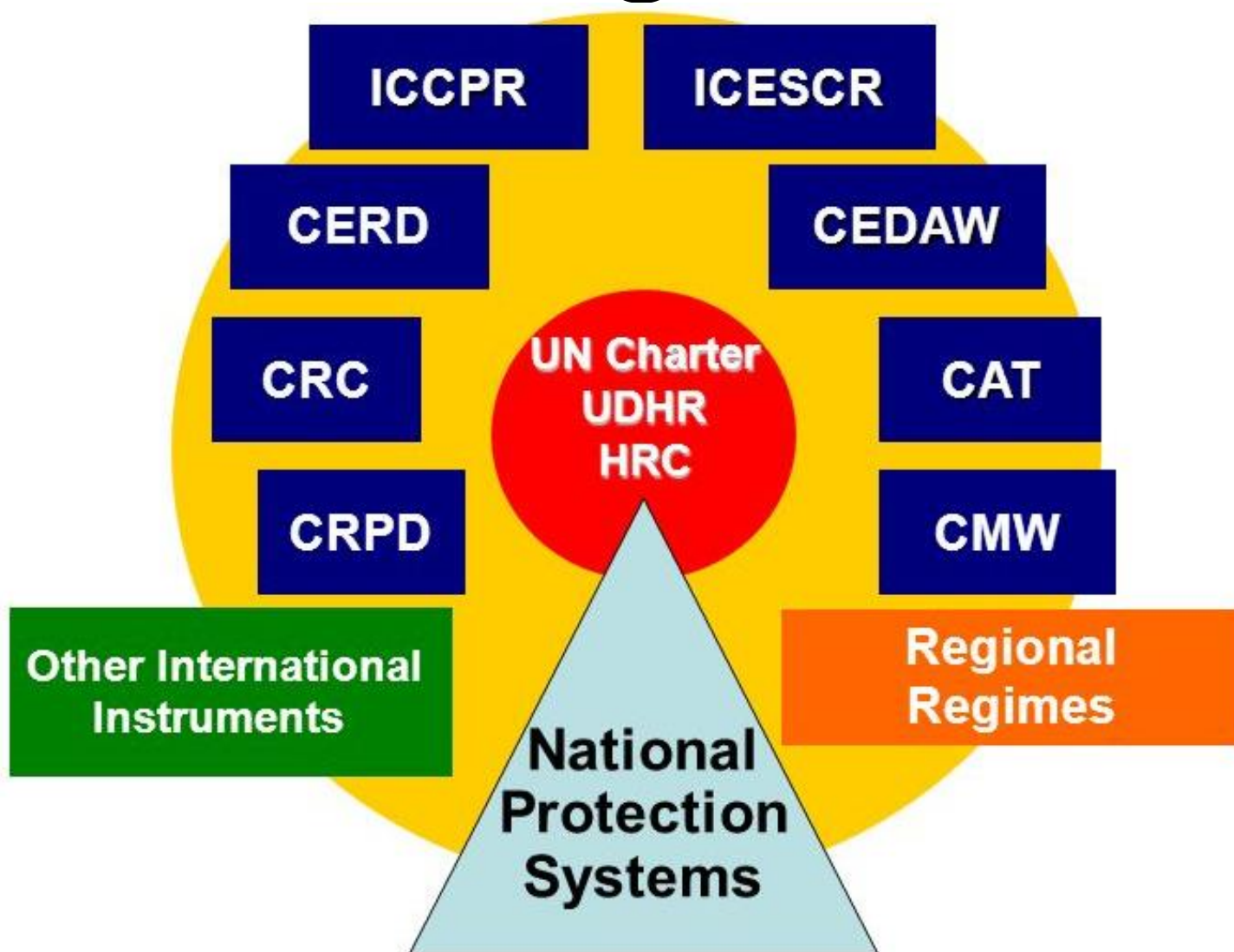


# Rights-Based Approach

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
- **Community rights:** Based on more local or institutional policies and laws agreed to by the community

# 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



# 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...)

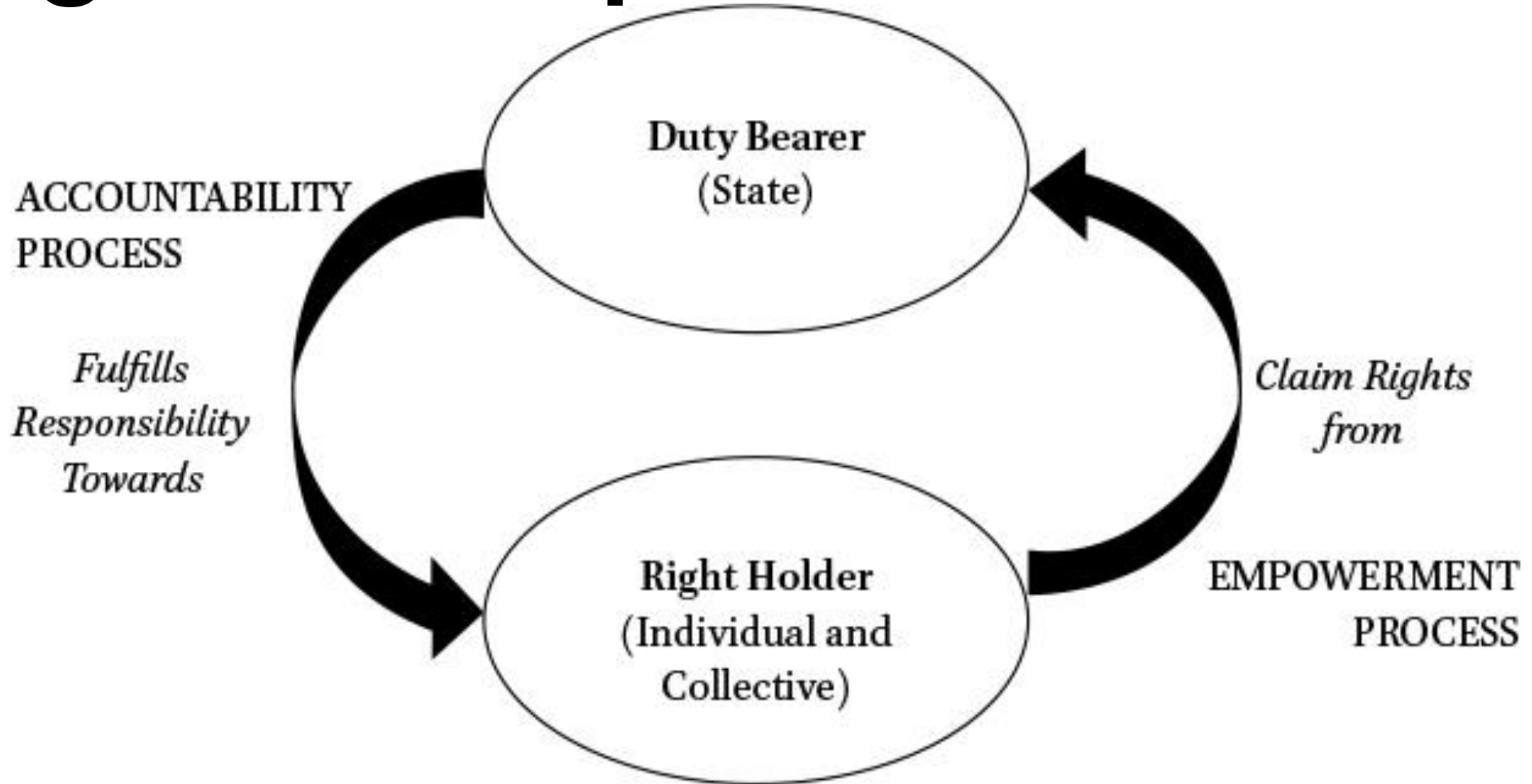


# Human Rights

## 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

# 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





# **Rights-Holders' Responsibilities**

Hold duty-bearers accountable through a participation process we call...

**Advocacy!**



# Steps of an Advocacy Campaign





# Steps of an Advocacy Campaign

**Step 1)** Identify the issue, root causes and evidence base

**Step 2)** Establish campaign goal(s) and objective(s)

**Step 3)** Identify key decision makers and those with influence over issue & root cause

**Step 4)** Identify team's assets (gifts, skills, and important relationships) and needs

**Step 5)** Identify potential partners and opposition

**Step 6)** Select tactics

**Step 7)** Form small teams to oversee various campaign roles

**Step 8)** Craft messages (and cater to audience and tactics)

**Step 9)** Enact & document selected tactics

**Step 10)** Measure progress and return to step 6 to adjust tactics (or step 2 to change target) as needed



# 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
- 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 in communities and gatherings we are already leading (e.g. classrooms, parishes, social service centers)