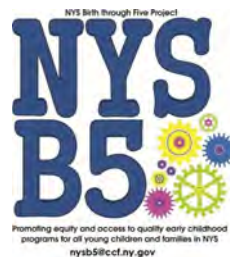




A SEVEN PART LEADERSHIP SERIES FOR PARENTS
AND CAREGIVERS OF YOUNG CHILDREN

Advocacy

Session 7



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Session Goals

- Define advocacy and the key ingredients for effective advocacy
- Understand the difference between advocacy and lobbying
- How to define your issue/purpose of advocacy (your “why”)
- Understand the six pillars of advocacy
- Begin to draft your vision statement and identify the root causes

Let's brainstorm.

What does an advocate mean to you?
What is an example of a time you or someone you know of may have advocated?

What is an advocate?

1. One who defends or maintains a cause or proposal
- 2: One who supports or promotes the interest of a cause or a group

Synonyms: Campaigner, Defender, Promoter, Proponent, Supporter, Spokesperson, Upholder

Sources:

(Merriam-Webster Dictionary - <https://www.merriam-webster.com/dictionary/advocate>)

Office of the Student Advocate, Parent Leadership Toolkit: Tools for Effective Advocacy

Can everyone be an advocate?

You're an advocate if...

- Helped a family receive needed services;
- Stood up for someone who was being treated unfairly;
- Attended a parent/teacher conference at your child's school;
- Participated in a city, town or school district meeting
- Told a cashier that an item was not ringing up correctly
- Speak at a local gathering about a project you care about

Advocacy is everywhere.

Sources:

PACER (2010), Skills for Effective Parent Advocacy

Ounce of Prevention Fund (2009) Early Childhood Advocacy Toolkit

What is advocacy?

1. The act, action or process of supporting a cause or proposal or something
2. Building support for an issue among audiences such as the general public, elected officials, the media and key opinion leaders

Synonyms: Advancement, Assistance, Backing, Defense, Encouragement, Justification, Recommendation, Urging, Champion, Campaigning For, Upholding

Sources:

(Merriam-Webster Dictionary - <https://www.merriam-webster.com/dictionary/advocacy>)

Office of the Student Advocate, Parent Leadership Toolkit: Tools for Effective Advocacy

What is advocacy?

- “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”

Sources:

Community Tool Box - Center for Community Health & Development at
University of Kansas:

<https://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-principles/overview/main>

Let's reflect.

What do you think are three characteristics of an effective advocate?

Ingredients for Effective Advocacy

- “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”

Sources:

Community Tool Box - Center for Community Health & Development at
University of Kansas:

<https://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-principles/overview/main>

Types of Advocacy

What is advocacy?

Advocacy activities include



Educating



Relationship
Building



Researching



Organizing



Coalition
Building



Communicating
about Issues



Lobbying

Sources:

Nonprofit Association of Washington

Community Commons - Institute for People, Place & Possibility

Bringing equity into advocacy.

- Ensuring inclusion of those most impacted in defining the issues and informing the solutions
- Balancing data with your story in making your case - this will help deepen understanding of the problem and opportunity
- Build your civic muscle and shared power for meaningful change and make it last (sustainable)

Sources:

Nonprofit Association of Washington

Community Commons - Institute for People, Place & Possibility

Advocacy & Lobbying: The Differences.

	
<h2 data-bbox="639 444 826 482">Advocacy</h2> <p data-bbox="687 536 778 561">Goals</p> <p data-bbox="587 579 877 632">Raise awareness, educate, and inform.</p> <p data-bbox="687 679 778 704">Methods</p> <p data-bbox="519 722 946 775">Sharing information, discussing issues, and mobilizing support.</p> <p data-bbox="687 851 778 875">Focus</p> <p data-bbox="571 901 894 953">General public, policymakers, and the community.</p> <p data-bbox="668 1008 797 1032">Examples</p> <p data-bbox="571 1058 894 1146">Public awareness campaigns, community forums, and educational programs.</p>	<h2 data-bbox="1151 444 1338 482">Lobbying</h2> <p data-bbox="1199 536 1290 561">Goals</p> <p data-bbox="1064 579 1425 632">Influence government decisions, policies, or legislation.</p> <p data-bbox="1180 679 1309 704">Methods</p> <p data-bbox="1064 722 1425 811">Directly contacting policymakers, advocating for specific changes, and mobilizing resources.</p> <p data-bbox="1180 851 1290 875">Focus</p> <p data-bbox="1064 901 1425 953">Government officials, legislators, and policymakers.</p> <p data-bbox="1180 1008 1309 1032">Examples</p> <p data-bbox="1025 1058 1464 1118">Meeting with lawmakers, writing position papers, and advocating for bills</p>



Sources: [CallHub](#)

Here is an example of the difference.



- **Education:** *“This is what we know about child care in my community...”*
- **Advocacy:** *“This is how we best address increasing child care options in my neighborhood.”*
- **Lobbying:** *“We need to pass XYZ policy to help increase subsidies for families to ensure child care is affordable.”*

Sources: Schell, L. (2021) Elevate Arts Ed - Why we advocate; its personal.

How to become an effective advocate.

1. Define Your Issue
2. Create Your Asks
3. Understand Your Target Audience
4. Determine Your Strategies
5. Craft Your Message
6. Build Your Team
7. Engage in Action & Adjust If Needed
8. Celebrate All Wins - Small, Medium or Large

Let's start together. Your turn.

1. Create a vision - a clear idea of the community or situation you want to create for your child.
 - a. What is the issue at hand that you believe needs to change?
 - b. What do you feel is a concrete, solution for the problem?
2. Complete a Root Cause Tree Tool to help define your issue

Define Your Issue

LEAVES

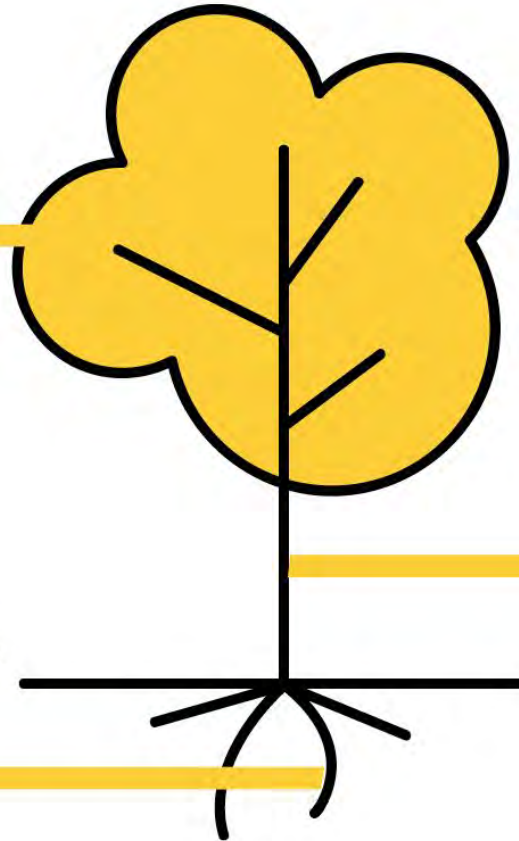
What problems do you see facing your community?

ROOTS

What are the underlying historical, social or economic root causes of these problems?
Why do these structures or policies exist?

TRUNK

What structures, practices, and policies institutionalize the problems?



Sources:

Advocates for Youth - Young Parents Advocacy Toolkit
Movement Strategy Center - Blueprint for Social Justice

Create Your Asks & Craft Your Message

Results.org uses a method to frame your message widely known as **EPIC**. In turn, your asks and your message needs to:

- Engage the Audience
- State the Problem
- Inform Others about Potential Solutions
- Call to Action

This tool can be a useful way to create a concise, but powerful statement!

Sources:

[Results.org](https://www.results.org/) - Create and deliver a "laser talk" (2021)
Part of Advocacy Basics: Growing as an Advocate

Create Your Asks & Craft Your Message

- **Engage** the Audience - Who is the audience you are trying to influence?
- State the **Problem** - What is the problem? Who is affected by it? Why is the issue timely? Where is the problem the greatest? How are children, families and the communities being affected? What local data can you provide to emphasize the issue?

Sources:

[Results.org](https://www.results.org/) - Create and deliver a "laser talk" (2021)

Part of Advocacy Basics: Growing as an Advocate

Ounce of Prevention Fund (2009) Early Childhood Advocacy Toolkit

Create Your Asks & Craft Your Message

- **Inform** Others about Potential Solutions - What solutions can you suggest? Consider recommendations and how it can be supported.
- **Call** to Action - This can vary depending on the audience, but make sure to clearly define the “ask”.

Sources:

[Results.org](https://www.results.org/) - Create and deliver a "laser talk" (2021)

Part of Advocacy Basics: Growing as an Advocate

Ounce of Prevention Fund (2009) Early Childhood Advocacy Toolkit

Build Your Team.

Remember, we have different styles in the ways and means we participate and engage in teams or a partnership. A team should also use each person's strengths to help lift up the goal or task at hand.

Source: Human Behavior in Organizations (2nd Edition) - Michael Menefee & Rodney Vandever



Source: Adapted from Glenn Parker, Team Players and Team Work

Everyone has a role in the team.

Do you think you are a...

- **Contributor** - Task oriented, enjoys providing team members with good intel and data, pushes the team to high expectations
- **Collaborator** - Goal directed, sees the “big picture” flexible and open to new ideas and concepts; can work outside their defined roles, share the limelight with other team members
- **Communicator** - Process oriented, effective listener, facilitator of conflict resolution and consensus building, creates an relaxed climate and space, seen as someone who connects with people well
- **Challenger** - Well-conceived risk taker, willing to agree to disagree and question goals to ensure effort is right for team, seen mostly as a person who’s candor and openness is appreciated

Source: Adapted from Glenn Parker, Team Players and Team Work

Celebrate the wins and be patient with the process.

1. Be adaptable and adjust your approach, if needed.
2. Reflect often with designated check-ins
3. The small wins are just as important as the large ones.

Key Takeaways

- Advocacy is both a process and action.
- You are an advocate - believe in yourself and your potential. Together, with your team, anything is possible.
- Remember to center in your vision and your why - the root tree should serve as a daily reminder why you wanted to become an advocate.
- Ensure your message engages, define the problem, informs others about solutions and brings a call to action.

Final Thoughts

“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.”

- Harriet Tubman



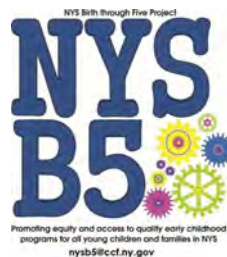
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Thank you for joining us today!

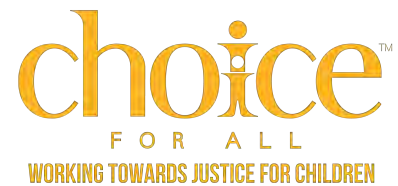
Please complete the survey by
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