**UNIT - 2**

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<u>**ADVOCACY :**</u>

➢ **Advocacy is an activity by an Individual or group that aims to influence decisions within Political, Economic, and Social institutions.**

➢ **Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to educate government officials and the public.**

➢ **Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research.**

➢ **Lobbying is a form of advocacy where a direct approach is made to legislators on a specific issue or specific piece of legislation.**

➢ **Research has started to address how advocacy groups in the United States and Canada are using social media to facilitate civic engagement and collective action.**

➢ **There are several forms of advocacy, each representing a different approach in a way to initiate changes in the society. One of the most popular forms is social justice advocacy .**

➢ **The Initial definition does not encompass the notions of power relations, people's participation and a vision of a just society as Promoted by social Justice advocates. For them, advocacy represents the series of actions taken and issues highlighted to change the "what is" into a "what should be", considering that this "what should be" is a more decent and a more just society**

➢ **Those actions, which vary with the political, economic and social environment in which they are conducted, have several points in common (ib., 2001.)[full citation needed] They:**

- **Question the way policy is administered**

- **Participate in the agenda-setting as they raise significant issues**

- **Target political systems "because those systems are not responding to people's needs"**

- **Are inclusive and engaging**

- **Propose policy solutions**

- **Open up space for public argumentation .**

  **Other Forms of Advocacy Include:**

- **Budget Advocacy:**

- **Another aspect of Advocacy that ensures proactive engagement of Civil Society Organizations with the government budget to make the Government more accountable to the People and promote transparency.**

- **Budget advocacy also enables citizens and social action groups to compel the government to be more alert to the needs and aspirations of people in general and the deprived sections of the community.**

- **Bureaucratic advocacy: people considered "experts" have more chance to succeed at presenting their issues to decision-makers. They use bureaucratic advocacy to influence the agenda, although at a slower pace.**

- **Express versus issue advocacy: These two types of advocacy when grouped together usually refers to a debate in the United States whether a group is expressly making their desire known that voters should cast ballots in a particular way, or whether a group has a long-term issue that isn't campaign and election season specific.**

- **Health advocacy: supports and promotes patients' health care rights as well as enhance community health and policy initiatives that focus on the availability, safety and quality of care .**

> ➢ **Ideological advocacy: in this approach, groups fight, sometimes during protests, to advance their ideas in the decision-making circles.**

- **Interest-group advocacy: lobbying is the main tool used by interest groups doing mass advocacy. It is a form of action that does not always succeed at influencing political decision-makers as it requires resources and organization to be effective.**

- **Legislative advocacy: the "reliance on the state or federal legislative process" as part of a strategy to create change.**

- **Mass advocacy: any type of action taken by large groups Petitions, demonstrations, etc.**

- **Media advocacy: "the strategic use of the mass media as a resource to advance a social or public policy initiative" (Jernigan and Wright, 1996). In Canada, for example, the Manitoba Public Insurance campaigns illustrate how media advocacy was used to fight alcohol and tobacco-related health issues.**

- **We can also consider the role of health advocacy and the media in "the enactment of municipal smoking bylaws in Canada between 1970 and 1995."**

- **Special education advocacy: advocacy with a "specific focus on the educational rights of students with disabilities."**

**Different Contexts in which Advocacy is used:**

- **In a Legal Law context:**

- **An "advocate" is the title of a specific person who is authorized Appointed in some way to speak on behalf of a person in a legal process.**

- **In a political context: An "advocacy group" is an organized collection of people who seek to influence political decisions and policy, without seeking election to public office.**

- **In a social care context: Both terms and more specific ones such as "independent advocacy" are used in the UK in the context of a network of interconnected organisations and projects which seek to**

benefit people who are in difficulty Primarily in the context of disability and mental health .

- In the context of inclusion: Citizen Advocacy organisations (or programmes) seek to cause benefit by reconnecting people who have become isolated. Their practice was defined in two key documents: CAPE, and Learning from Citizen Advocacy Programs.

## TACTICS:

1. **Symbolic Politics:** calling upon symbols, actions, or stories that make sense of a situation for an audience that is frequently faraway.

2. **Leverage Politics:** calling upon powerful actors to affect a situation where weaker members of a network are unlikely to have influence.

3. **Accountability Politics:** efforts to hold powerful actors to their previously stated policies or principles.

➢ These tactics have been also observed within advocacy organizations outside the USA.

Aims:

Advocacy in all its forms seeks to ensure that people, particularly those who are most vulnerable in society, are able to:[citation needed]

➢ Have their voice heard on issues that are important to them
➢ Defend and safeguard their rights
➢ Have their views and wishes genuinely considered when decisions are being made about their lives.

## TOOLS FOR ADVOCACY:

➢ All over the world, the informal economy is growing. Fewer people are in formal work, which offers social benefits. Workers who have had formal benefits are losing them, through casualization and outsourcing.

➢ People who start working in the informal economyhave little or no access to social protection.

➢ Also, there is an increase in the number of people working in unregulated and often hazardous environments, where the work itself brings exposure to risks.

➢ Informal workers will only get better access to social protection if they organize. Social protection can be a useful platform for organizing. This set of learning materials has been developed in order to assist as tools for advocacy.

➢ They are drawn from workshop discussions at the Asia Social Protection Dialogue in Bangkok, 2004, where there were participants from eight countries in Asia: Bangladesh, China, India, Indonesia, Nepal, Philippines, Thailand and Vietnam. The materials reflect this regional experience, but many of the situations and problems are experienced by informal workers worldwide.

➢ The materials are meant to be used by organizations and networks of informal workers, bygroups of informal workers or by individual workers they deal with the following six topics.

1. **Informal Employment and social Protection:** an Introduction: This topic deals with the main differences between the formal and informal Economies and the general factors that contribute to high risk in informal work. It looks at the shift away from social security systems toward social protection and how this can impact on informal workers.

➢ 2. **Value chains and social protection**: Value chain analysis provides a way of understanding the significant contributions that informal workers make to the economic value of a product or service. Value chain analysis offers the opportunity to situate informal work within the economy of a country and to see at which points along the chain informal workers could get access to social protection.

3. **Health insurance:** For most informal workers, ill health is the biggest risk they face and yet they often lack the means to access health insurance. The topic covers some of the requirements for a

health Insurance scheme to run effectively and serve informal workers. It helps workers analyse the particular difficulties they face with health insurance.

**4. Occupational health and safety: People have the right to work in conditions that are physically safe and that do not result in ill health, either in the short term or the long term. Informal workers, who tend to face more risks at their places of work, have much less protection. This topic addresses these issues and looks at some examples where this has been addressed and some possible areas for action that workers can consider taking forward.**

**5. Child care: Women take the main responsibility for looking after children. Yet more and more women are working at the same time, and child care affects their ability to earn an income. Children have the right to be brought up in a safe and healthy environment and to fulfil their own potential.**

➢ **Children who are brought up at their parents' places of work on construction sites, in fields, in small factories - have little opportunity to do this.**

➢ **The topic deals with the difficulties informal workers face with child care and looks at workable schemes in some countries as well as possible areas for action.**

**6. Organizations, networks and alliances: influencing informal economy policy, Policy and policy change happen as a result of pressure and information and campaigning from workers and their allies, in Small and Big Organizations.**

➢ **This topic looks at different types of organizations, networks and alliances, and at some ways of influencing policies about informal workers and their access to social protection.**

❖ **These six topics can be used as the basis for a series of workshops, or simply used as home reading material. Each topic can be photocopied, stapled and used separately if necessary. Organizations can of course add their own case studies, or decide to leave out some of these topics. We hope they will be useful as tools for advocacy.**

**ROLE OF Non – GOVERNMENTAL ORGANIZATIONS :**

❖ **At all Stages in the Development of Primary health care Programs, NGOs can be effective.**

❖ **NGOs can and assist National policy formation in the areas of health care and integrated human development , they can present health care needs based on their contact with communities .**

❖ **NGOs can contribute to primary health care in many ways through program implementation they can.**

1. **Provide assistance to develop and or strengthen Local NGO capabilities and actives with particular attention to local community development groups ,the organization i.e. NGO's help educates those section of society which was left behind in the society since its inception and never enjoyed benefits that government has facilitated them with. Such as women's education, STs, and SCs.**
2. **NGO's have given and are still giving their best in eliminating the gender inequality which has also been a practice since earlier times. Girls face many problems no right to education, forcefully making them marry, not letting them work outside the houses. Therefore, NGO's try to eliminate this evil ideology of some societies.**

3. **NGO's Are the reason why women are not able to move out of the four walls of the houses and participate in politics, business, social activities. Now women have witnessed a whole new world due to the efforts of NGO's and academic institutions.**

4. **We have seen incensement in the number of women workers. There are many foundations such as Again foundation, Elkay, Sew and Environmental Action Group etc. Day by day women are seeing new opportunities for themselves due to the help of NGO's.**

5. **The use of technology, level of production, a pattern of utilization is almost same all over the world whereas the world is destroying natural resources to achieve their goals and selfish reasons. That is why NGO's take birth to keep eyes on such activities. There have been many health issues due to the overutilization of natural resources causing**

pollution which later cause health problems and calamities. In this case, NGO's deserve an appreciation as they have done a lot to work for such causes.

5. It's not just that because of developmental processes environment has been affected but it also has moved people from their place of origin or birth not just that they are no even compensated and given other place to live. They are left homeless.

6.  Hence NGO's play a significant role to provide them shelter and look after all the legal processes. Many projects are taking place such as the construction of houses, roadways; dams etc. and compensate these people.

7. NGO's one of the most important tasks would be that they are helping and restoring the dignity of those who always have been ignored and never enjoyed those activities which other people did such as women facing gender inequality, untouchable's discrimination, racial, religious discrimination in society.

❖ **These NGO's are working on a national and international level and have gained great importance in the development of society.**

❖ **It helps in maintaining a society which is free from all the biases and social evils. It is setting an example of humanity is still alive. They help in spreading awareness and guiding and pressurizing government when they fail to meet their duties.**

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