

**PART ONE**

**PUBLIC HEALTH ADVOCACY**

**MODEL**



## **Public Health Advocacy Model**

The model of the advocacy process draws on input from a wide range of people working in all sectors to protect and promote health and on the literature on advocacy and public health in general.

The model aims to show a process for effective advocacy with the following elements :

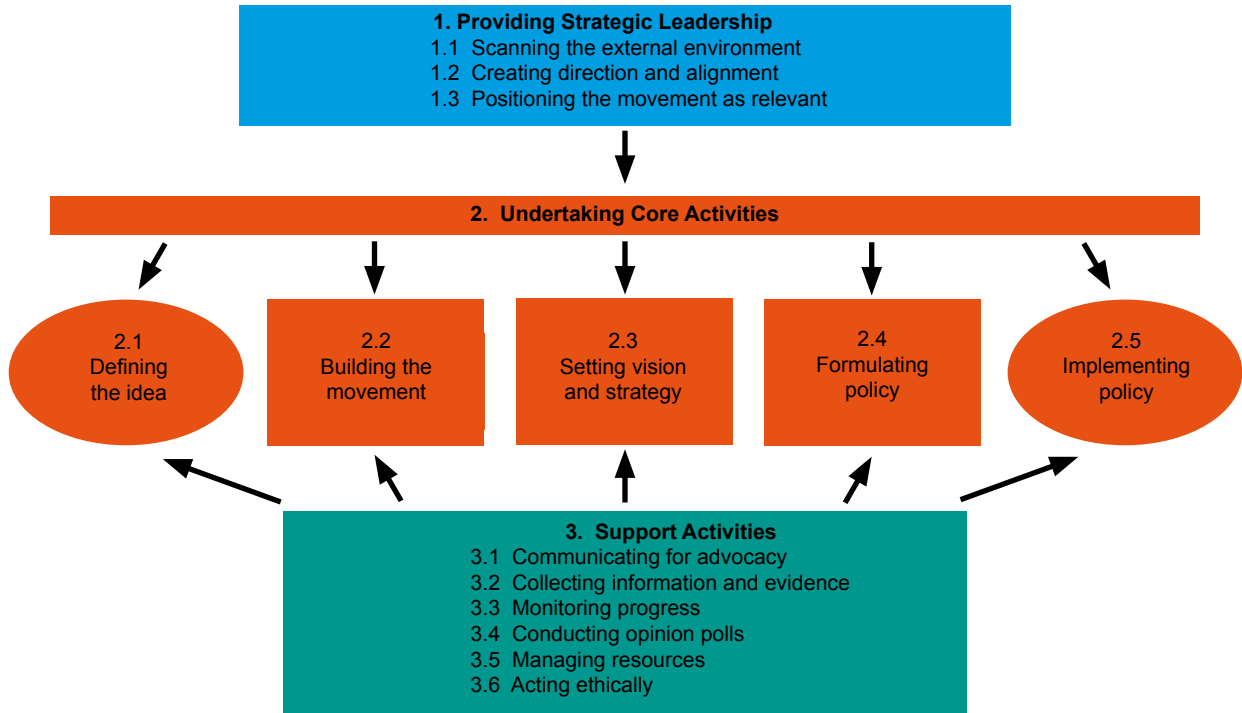
- **Components** of the advocacy process
- **Steps** underlying each component
- **Associated Tasks** needed to complete each step

All elements of the model are interrelated and interdependent. In the model these elements are shown in sequence but in practice there will be overlap in how and when the elements happen.

### **Effort and timescales**

It is important to remember that some advocacy activities result in immediate success and change and are completed in one cycle of the model. However more often advocacy activity will need much longer time periods and require sustained effort, along with a determination to repeat as often as is necessary many of the steps and tasks identified in the model.

## Model of Public Health Advocacy



### ***Components of the advocacy process***

#### ***1. Providing Strategic Leadership***

Strategic leadership ensures that the advocacy process stays focused and moving forward. Through strategic leadership, links and connections are made to support the process. Opportunities for, and potential threats to, the success of the advocacy activity are identified and dealt with appropriately.

#### ***2. Undertaking Core Activities***

Core activity in the process starts with defining the idea/identifying the problem or issue. It proceeds to building support, developing a vision, strategy and tactics for action through to the implementation of change.

#### ***3. Support Activities***

These activities ensure that the advocacy process stays focused and effective.

## 1. Provide Strategic Leadership

- 1.1 Scanning the external environment
- 1.2 Creating direction and alignment
- 1.3 Positioning the movement as relevant

- 1.1.1 Defining stakeholders
- 1.1.2 Identifying allies and oppositional groups
- 1.1.3 Identifying opportunities and threats to the initiative: political, economic, social, technological (PEST)

- 1.2.1 Keeping the movement on track
- 1.2.2 Making sure all resources are being used effectively
- 1.2.3 Brokering relationships
- 1.2.4 Resolving conflicts
- 1.2.5 Preventing tangential diversions

- 1.3.1 Ensuring advocacy issue is presented widely as relevant to society
- 1.3.2 Linking the advocacy issue to other areas of concern

## 2. Undertake Core Activities

- 2.1 Defining the idea
- 2.2 Building the movement
- 2.3 Setting vision and strategy
- 2.4 Formulating policy
- 2.5 Implementing policy

- 2.1.1 Goal setting
- 2.1.2 Defining aims and objectives
- 2.1.3 Testing for strategic significance /robustness for health gain, values

- 2.2.1 Building a coalition of support – creating and sustaining a movement; promoting empowerment of others
- 2.2.2 Developing knowledge, information; sourcing evidence; sourcing a neutral sounding board to check ethics

- 2.3.1 Developing a values-based vision, strategy and short/medium/long term goals
- 2.3.2 Implementing – organising events, creating media coverage, lobbying, preparing briefings, positioning, creating saturation of the argument

- 2.4.1 Assessing opportunities for shaping policy through existing processes
- 2.4.2 Formulating policy
- 2.4.3 Involving stakeholders
- 2.4.4 Identifying resources
- 2.4.5 Agreeing action and timing

- 2.5.1 Developing an action plan
- 2.5.2 Sustaining implementation in the face of opposition and revision
- 2.5.3 Defining new angles
- 2.5.4 Evaluating impact

## 3. Support Activities

- 3.1 Communicating for advocacy
- 3.2 Collecting information / evidence
- 3.3 Monitoring progress
- 3.4 Conducting opinion polls
- 3.5 Managing resources
- 3.6 Acting ethically

- 3.1.1 Creating awareness and public consciousness of the issues
- 3.1.2 Gathering and collating information and stories

- 3.2 Collecting information and evidence

- 3.3 Monitoring progress

- 3.4 Conducting opinion polls

- 3.5.1 Securing resources
- 3.5.2 Planning resources
- 3.5.3 Deploying resources
- 3.5.4 Ensuring accountability for resources

- 3.6.1 Checking the values and principles of the advocacy initiative

