

You can tell others

Module 15

Learning objectives

- Define advocacy
- Explain who should be informed
- Create appropriate messages
- Describe effective ways of presenting messages

Advocacy

Definition

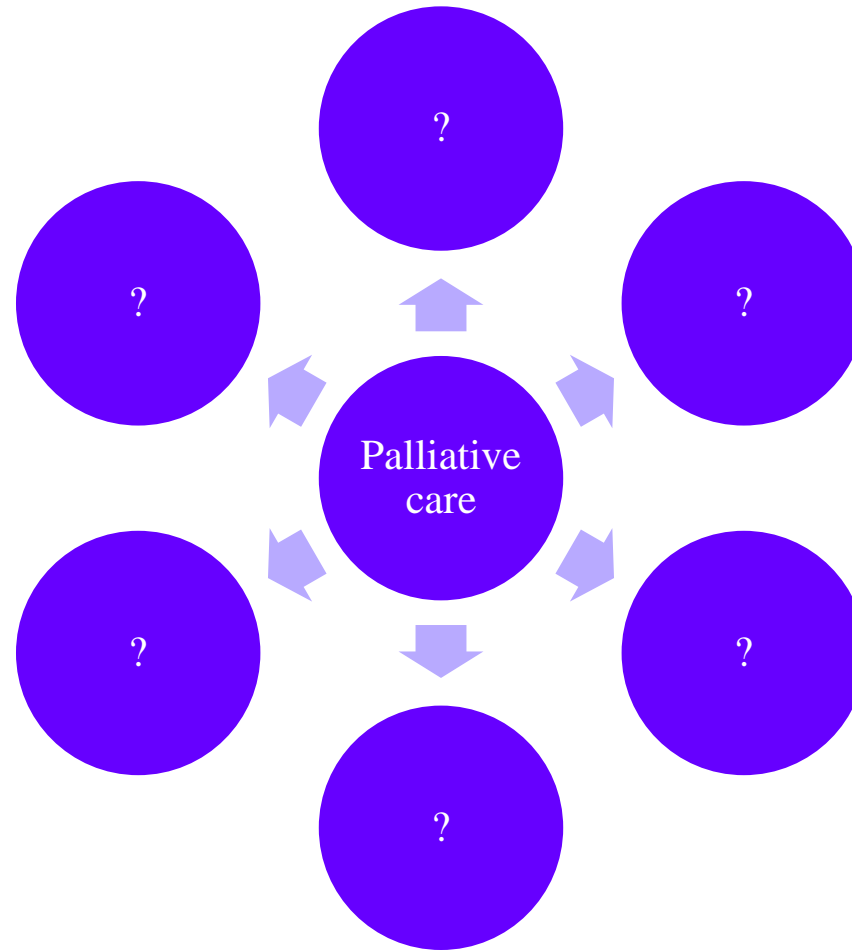
- Advocacy is the process of informing and influencing people in order to bring about change

How does change occur?

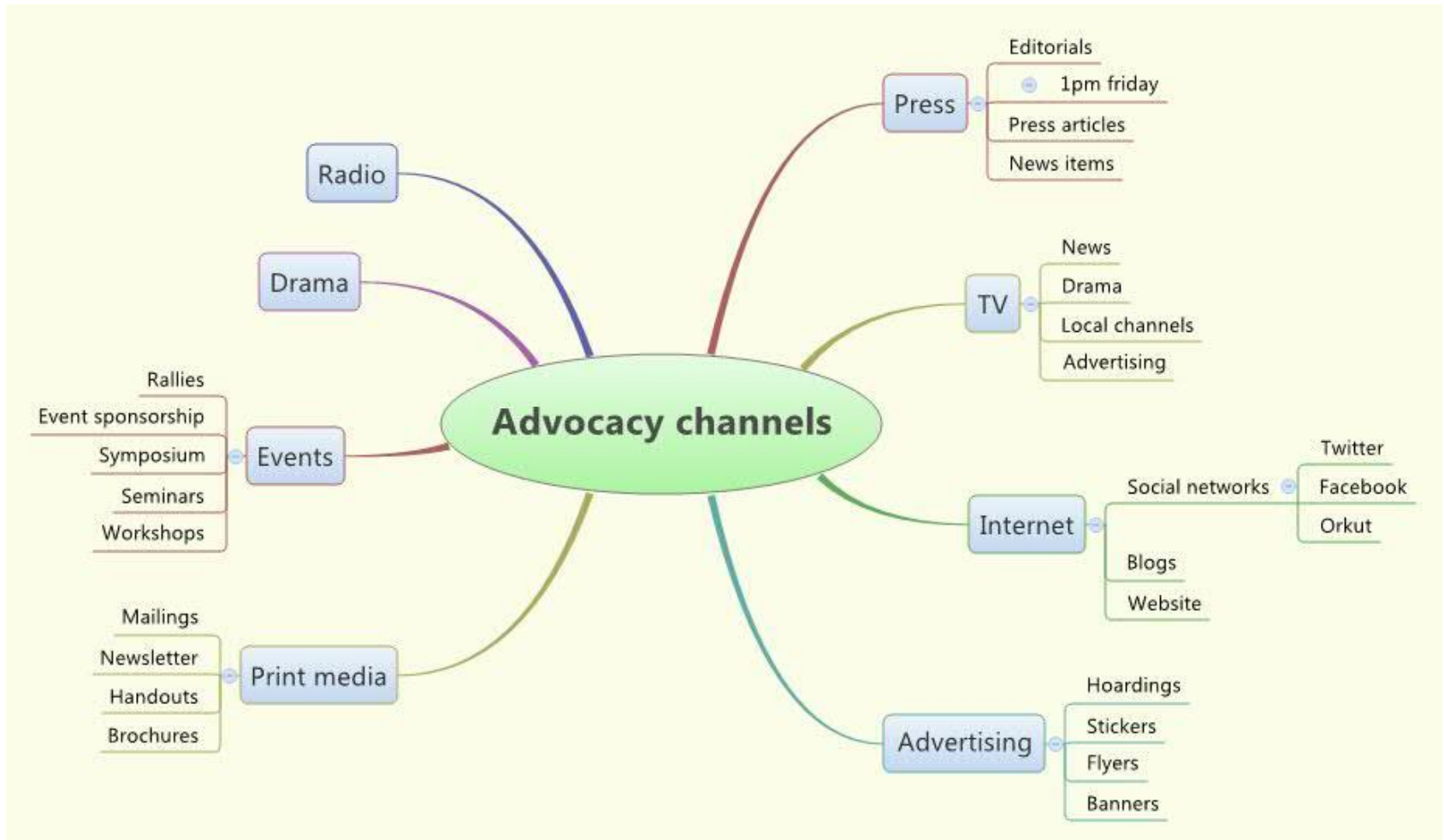
Who should we tell?

- Colleagues
- Students
- Community leaders
- State leaders
- General public
- Policy makers
- Churches
- Academic groups

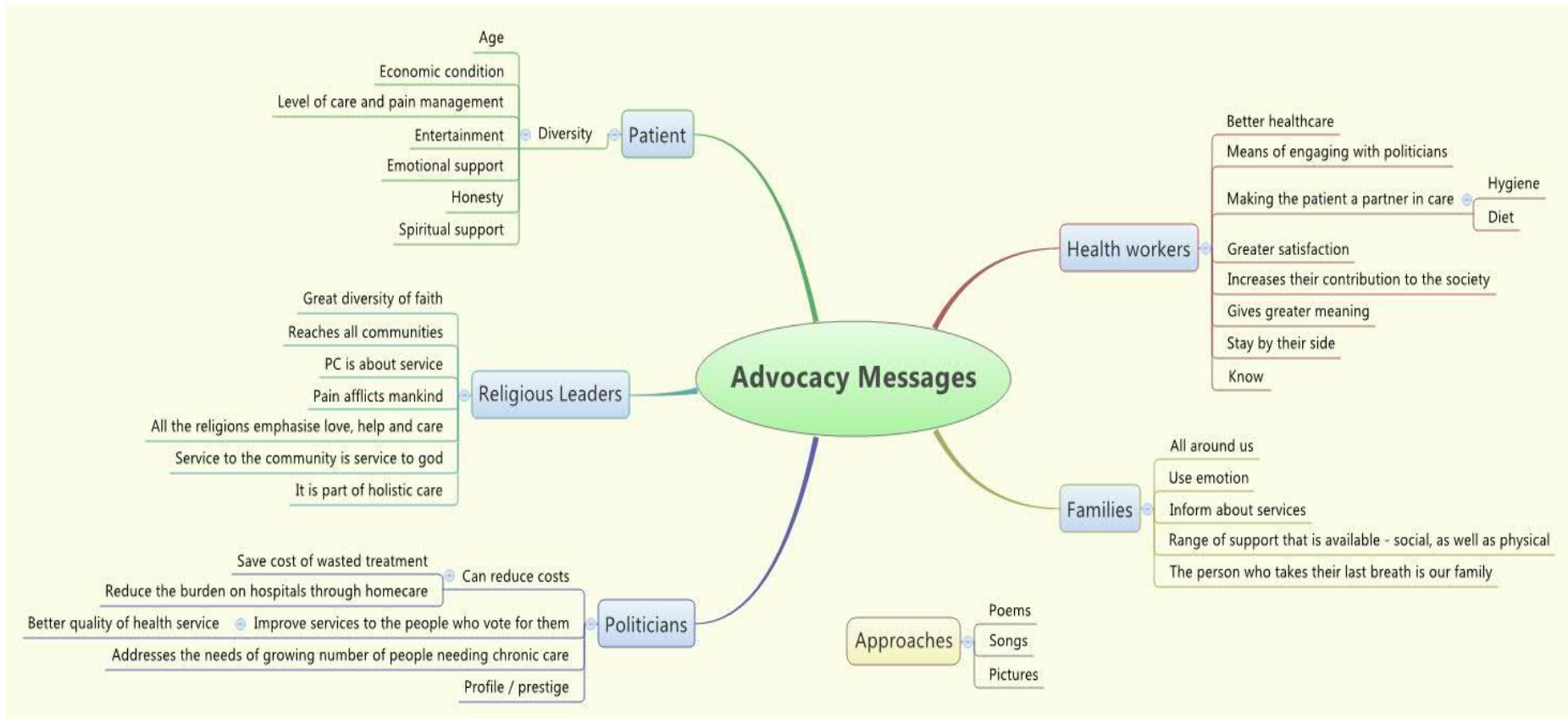
Who should we tell?



Advocacy channels



What should we tell?



How should we tell?

- Understand your strengths
- Be positive
- Be realistic
- Be opportunistic
- Know your facts
- Use real stories / personal testimony
- Meet face to face

Advocacy messages

- Hallmarks of successful campaigns
 - clear campaign message and goal
 - campaign structure and flexible strategy
 - effective coalitions
 - favourable environment

Advocacy messages

- Who do you need to influence?
- What do we want to say?
- Which issues are most important?

- These resources are developed as part of the THET multi-country project whose goal is to strengthen and integrate palliative care into national health systems through a public health primary care approach
 - Acknowledgement given to Cairdeas International Palliative Care Trust and MPCU for their preparation and adaptation
 - part of the teaching materials for the Palliative Care Toolkit training with modules as per the Training Manual
 - can be used as basic PC presentations when facilitators are encouraged to adapt and make contextual



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