Introduction to Collaborative Advocacy

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This session will address

• Advocacy and activism

• The spectrum of networks and partnerships

• A framework for collaboration between actors

• Lessons learned building Networks partnerships
Definition of Advocacy

• Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

• Advocacy is not just informing; you’re trying to persuade someone else to act and do something different.
How does Advocacy differ from Activism?

• **Advocacy** refers to the act or process of supporting a cause or proposal, whereas activism is the action of using vigorous campaigning to bring about change.

• **Activism** is the use of direct, often confrontational action in opposition to, or support of a cause.

• **Activism** may involve working outside the system.

• **Advocacy** may involve working within the system.
The Art of Advocacy

• Speaking to the head, the heart, and the pocket!

• Lessons learned from:
  • HIV/AIDS
  • Noncommunicable diseases
  • Tourism and health
Advocacy for HIV/AIDS

• 1997 to 2005 - Campaign to 12 Caribbean countries
  • Engaged Cabinets, Parliament, NGOs/CSOs, Churches, Media, Chambers of commerce (all of society)

• Team of epidemiologist, economist, person with HIV/AIDS

• Speak to the head, heart, and pocket
• Numbers, trends, economic impact
• Goals of informing, influencing policy and investment
Advocacy for NCDs

• Summit of Caribbean Heads on NCDs, Sept 2007
• “Port of Spain Summit” and UN Meetings, Sept 2011, 2014, 2018
  • Importance of political structure
  • Not a single event but a process
  • Data packaged to ‘speak to head, heart and pocket’
  • Role of civil society
  • Role of champions
  • Collaboration, coordination, partnerships

• Factors in implementation: Under what conditions do political leaders keep commitments?
Advocacy for NCDs


Advocacy for a Tourism and Health Partnership

1990s – 2000s food borne disease in the Caribbean hotel and tourism industry common

Investigations showed – costly, preventable with trained staff, surveillance systems

Advocacy at Caribbean Hotel Association “Prevention of FBD in Hotel Industry” – not well received! 😞

Advice from the financial controller of Caribbean Tourism Organisation – reframed the pitch
“Improving Profitability in the Caribbean Hotel Industry through attention to Health and Hygiene”

Inter-American Travel Congress
Costa Rica
1998
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