

# Advocacy

“Supporting another person’s cause”

Reference: *The Kit: Knowledge and Attitudes* p 24



# Advocacy in mental health differs

“not so much about people representing other people, but about people representing themselves.”

Reference: *The Kit: Knowledge and Attitudes* p 24

# Aim of advocacy

*“to bring about beneficial outcomes in a way that enables each consumer and carer or group to retain as much control as possible over how it is carried out.”*

Reference: *The Kit: Knowledge and Attitudes* p 24

# Systems advocacy

Is advocating to change some aspect of a system that may effect a wide range of people, most of whom are personally unknown to the person(s) doing the advocacy.

Is also about seeking to influence the social and political structures that promote and sustain injustice and inequality.

Reference: *The Kit: Knowledge and Attitudes*

# Activism

A planned series of actions that are intended to lead towards systemic change in relation to some particular aspect of the world in which we live – generally, political action to force policy change.

# Having Clear Aims

- Written in simple and plain language
- Easily understood by anyone reading them
- Short – one idea per aim
- Carefully thought through so as to clear away all the extra ideas and words
- States the end point you are trying to achieve – goals may need to be set in stages where one aim can lead on to the next
- If the aim is the end then the strategies (how you get there) are the means
- Ethics determine whether the ‘ends’ justify the ‘means’
- Strategies need to work towards achieving the aims – avoid the temptation to get side-tracked into arguments about side issues or personal politics
- Aims and goals are the lights at the end of the tunnel on the activist journey