**Emerging Leaders – Advocacy Workshop**

# Slide 1

Leadership in Your Community: Emerging Leaders, May 2018

# Slide 2

The Toolbox

* By the end of this session you will know
	+ How CNIB defines advocacy
	+ Different types of barriers
	+ Different types of advocacy
	+ How to create your own advocacy plan for your local issue

IMAGE DESCSRIPTION: A person with a beard is wielding a white cane and smashing through a brick wall

# Slide 3

Are you an advocate?

IMAGE DESCRIPTION 1: A man in the foreground holds a placard saying "We are being "Shafted" by the Government" in Braille while being surrounded by dozens of fellow protesters

IMAGE DESCRIPTION 2: A woman clutching a pink megaphone is yelling very loudly into it

IMAGE DESCRIPTION 3: A black and white photo of a woman in an especially fancy hat and what appears to be 1920s era clothing is chained to a fence in front of a building

# Slide 4

What is advocacy?

* “Advocacy is persuading a person with influence, the public, businesses, organizations or government to change attitudes, policies and/or practices about an issue.”

IMAGE DESCRIPTION: Two women are standing in front of a gymnasium, the one on the right is speaking into a microphone. In front of them are children sitting on the floor listening attentively

# Slide 5

Different types of advocacy

* Raising Awareness
* Self Advocacy
* Individual
* Third party
* Systemic

IMAGE DESCRIPTION 1: A woman is sitting in front of a computer working hard with a white male colleague sitting opposite. Paper, notebooks, and files are strewn across the desk.

IMAGE DESCRIPTION 2: A teacher is pointing directly at a group of a students with hands raised eagerly to answer her question.

IMAGE DESCRIPTION 3: A, bald, and bearded man in a T-Shirt is looking at a document while sitting next to a woman in a blazer reviewing a folder in a brightly lit office.

# Slide 6

What are Barriers to Accessibility?

* Information and Communication
* Attitudinal
* Technological
* Policy and Practice
* Physical

IMAGE DESCRIPTION: A tall elderly man with a silver beard stands next to a shorter woman. They are both wearing hard hats that say "Partners in Smashing Barriers". The area behind them is blocked off by yellow and black CAUTION tape.

# Slide 7

Advocacy 101

1. Define Issue
2. Research and Evidence
3. Audience and Key Messages
4. Stakeholder Relations
5. Timing
6. Monitoring success

IMAGE DESCRIPTION: A panel of 3 individuals is assembled at a foldout table. From left to right is an older man, a younger man in a wheelchair, and a woman. They are all wearing business suits/attire

# Slide 8

STEP 1: Define the Issue

* Better to be too specific than too vague
* Need to reflect priorities of CNIB – Strategic Plan
* Needs to be important to society/decision makers
* Must be actionable/fixable
* If it does not meet this criteria – provide resources for self advocacy

IMAGE DESCRIPTION: An underwater volcano is erupting from the ocean, spewing smoke, steam, and ash. The water is violently crashing against a rock to the right

# Slide 9:

STEP 2: Research and Evidence

* “Effective policy advocacy is built on **hard evidence** and a compelling narrative on an issue that matters”
* That being said, research doesn’t always mean “Research”
* Demonstrate the issue – what about the solution?

IMAGE DESCRIPTION: The sky is overcast on a large sidewalk with a coffee shop sign sitting in the middle of the sidewalk

# Slide 10

STEP 3: Audience and Key Messaging

* Find the right person – balance between specificity and influence.
* How will you find them?
* Most of the time, the “general public” will be an audience
* Not trying to change minds through arguments, but fitting your argument into their framework
* **Key messages structure:**
	+ 1) What is the issue?
	+ 2) Why do we care?
	+ 3) What can we do?

IMAGE DESCRIPTION: A woman stands smiling and posing in front of a bright blue campaign bus featuring the words "Doug Ford – For the People". A large portrait of him is on the right side of the bus

# Slide 11

STEP 4: Friend or Foe?

* Find not only the usual, but also unlikely allies
* Power mapping – who are your opponents?
* Beware the scorpion!
* Derek Sivers – How to Start a Movement video: https://www.ted.com/talks/derek\_sivers\_how\_to\_start\_a\_movement#t-159162

IMAGE DESCRIPTION: Many hands of both men and women are piled on top of each other as they prepare to yell "Go Team"

# Slide 12

STEP 5: Timing

* Sometimes it’s ASAP – particularly for individual advocacy issues
* Sometimes tie it in to another milestone or meeting
* Budget and political cycles
* Sometimes there is no good time – keep knocking on the window and one day it will open

IMAGE DESCRIPTION: A upright skeleton is peaking out of window blinds as if waiting for something to happen

# Slide 13

STEP 6: Monitoring Success

IMAGE DESCRIPTION: Five hands are sticking up fingers. The finger tips have smiley faces on them with cartoony images of thought and chat bubbles

# Slide 14

Our "Ask(s)"

* Visit CNIB.ca/Ontario for advocate volunteer role description, advocacy manual and advocacy toolkit.