

Power & Voice

The importance of advocacy

Angela Wilton, Oxfam

Jo Spratt, Academic

Carsten Bockemuehl, World Vision

Paula Feehan, Oxfam

Shona Jennings, ChildFund

What is advocacy?

- Umbrella term
- Amplify voices
- Influence public policy
- Different tactics

The 7 deadly sins of advocacy

1. Focus on “raising awareness”
2. No concrete ask
3. Unclear targets
4. Policy speak & jargon
5. Disconnect from rights-holders
6. Isolation
7. Short-termism

Lessons learned from *Back The Plan*

- 1) Political Context
- 2) Decision making
- 3) INGO as an Influencing Sector
- 4) Belief in Collective Action

Workshop

What is the ONE issue / change we need to advocate as a sector now that would positively impact on people living in poverty?

How should we do it?