



ADVOCACY

Advocacy can be an effective tool in empowering individuals and giving them the ability to influence decision makers while having a voice in community and policy change. Advocacy also allows individuals to effectively engage in their community and create active participation from many stakeholders. This annotated advocacy resource guide offers several tools and instruments that help organizations, communities and individuals aid enhancing citizen advocacy.

This guide was created in May 2010 and was last updated August 2011.

A. Citizen Advocacy and Community Organization Fact Sheets

Ohio State has also developed fact sheets for citizen engagement in community organizations as well as development strategies and barriers that arise. Similar to the fact sheets for building coalitions/collaborations, these sheets range in the format of discussion to actual tools that can be used. Topics consist of the following:

- [Citizen Participation In Community Development](#)
- [Conflict Management In Community Organizations](#)
- [Group Maintenance In Community Development](#)
- [Planning and Conducting Effective Public Meetings](#)
- [Seeking The Good Community](#)
- [Written Documents for Community Groups: Bylaws and Standard Operating Procedures](#)

All fact sheets can be accessed by using the following link:

<http://extension.osu.edu/topics/community/community-organization-fact-sheet-series>

B. Citizens Toolbox

<https://app.secure.griffith.edu.au/03/toolbox/>

This website has over 63 best practice tools that citizens can use when trying to advocate for themselves. If you go to the “Search Tools” section of the website, it will help you find a tool based upon your search criteria (criteria ranges from purpose, budget, timeframe, desired level of participation, etc.). While this resource was developed in Australia, most of them are applicable to the U.S.

C. Community Toolbox

http://ctb.ku.edu/en/tablecontents/chapter_1030.htm

The following website is a lengthy yet encompassing outline/guidance document developed by the Community Toolbox website. It covers subjects for advocacy such as identifying allies and

opposition, understanding the issue, and encouraging involvement. Each section has examples, tools and PowerPoint presentation that can help you when engaging in that subject area.

D. Everyday Democracy

<http://www.everyday-democracy.org/en/index.aspx>

Everyday Democracy is a website that has several “How To” guides, resource guides and discussion guides for viewing and sale. This website also provides news articles and an example of advocacy based upon different issues such as racial equality, education, youth, diversity, immigration and violence and has a search function that allows you to search for programs and agencies that can help with advocacy.

E. A Frame for Advocacy

<http://info.k4health.org/pr/advocacy/index.shtml>

This website was developed by Johns Hopkins School of Public Health and USAID. It provides discussions and tools based upon analysis, strategy, mobilization, action, evaluation and continuity when working on advocacy. You can also download a summarized document that briefly covers all of the aforementioned subject areas.

F. Guide to Participation

<http://www.jrf.org.uk/publications/community-participation-and-empowerment-putting-theory-practice>

The resource was developed in England in 1994. While it is a little older than some of the other resources and prepared for an English audience, many of the documents and discussions are applicable to the U.S. In particular, the document entitled “An A to Z of Participation” is very helpful in becoming familiar with the reoccurring language and dialogue that takes place when working on advocacy issues.

G. Smart Strategies to Make People Act

<http://www.activationpoint.org/>

Spitfire Strategies developed this website which provides a very encompassing collection of resources ranging from case studies, research and best practices for passive support and supportive action. You must register in order to access the free material.

H. Child Advocacy Project

http://www.cindi.org.za/files/CAP_Community_Engagement_Part2.pdf

This is a document that was created by the Child Advocacy Project and has some great discussion points and visual aids. It covers 9 strategies that help with advocacy and has case examples for each.

I. CDC Advocacy Guide

<http://www.cdc.gov/phppo/pce/>

In 1997, the CDC developed an extensive website/document that covers three aspects of community engagement; definitions and organizing concepts, principles, and applying those principles. Each aspect/section is in discussion format with some including tools, lists and visual aids.

J. Advocacy Toolkit for Children

<http://www.kac.org/kac.aspx?pgID=891>

This toolkit was designed by Kansas Action for Children. While the toolkit is meant to focus on child advocacy, several aspects of the tools apply to advocacy in general. The complete toolkit can be accessed as a whole (32 pages) or in sections.

K. Citizens Handbook

<http://vcn.bc.ca/citizens-handbook/>

The Citizens Handbook website was developed in Canada and has extensive sections and information on advocacy involving community organizing, community building, large scale action, and grassroots problems and solutions. Each section has more subject areas that dive further into those ideas and provides tools and discussion on how to facilitate these.

L. Ladder of Participation

<http://lithgow-schmidt.dk/sherry-arnstein/ladder-of-citizen-participation.html>

Ladder of Participation for Young Adults

<http://www.freechild.org/ladder.htm>

The Ladder of Citizen Participation, developed by Sherry Arnstien in 1969, to this day still holds value in understanding the power dynamics between individuals and holds some interesting insights into getting people involved in community engagement. In connection with Arnstein's ladder, The Free Child Project developed a something similar to help in the understanding of participation among young adults.