

# DEFINITIONS OF ADVOCACY

## ActionAid's definition

**The process of influencing** key decision makers and opinion formers (individuals and organisations), **in order to change policies and practices** so that they **work in favour of the poor**.

## From a Save the Children Advocacy workshop:

- An organized, **systematic influencing process** on matters of public interest
- Putting a problem on the agenda, providing a solution to that problem, and building support for **action on both the problem and the solution**

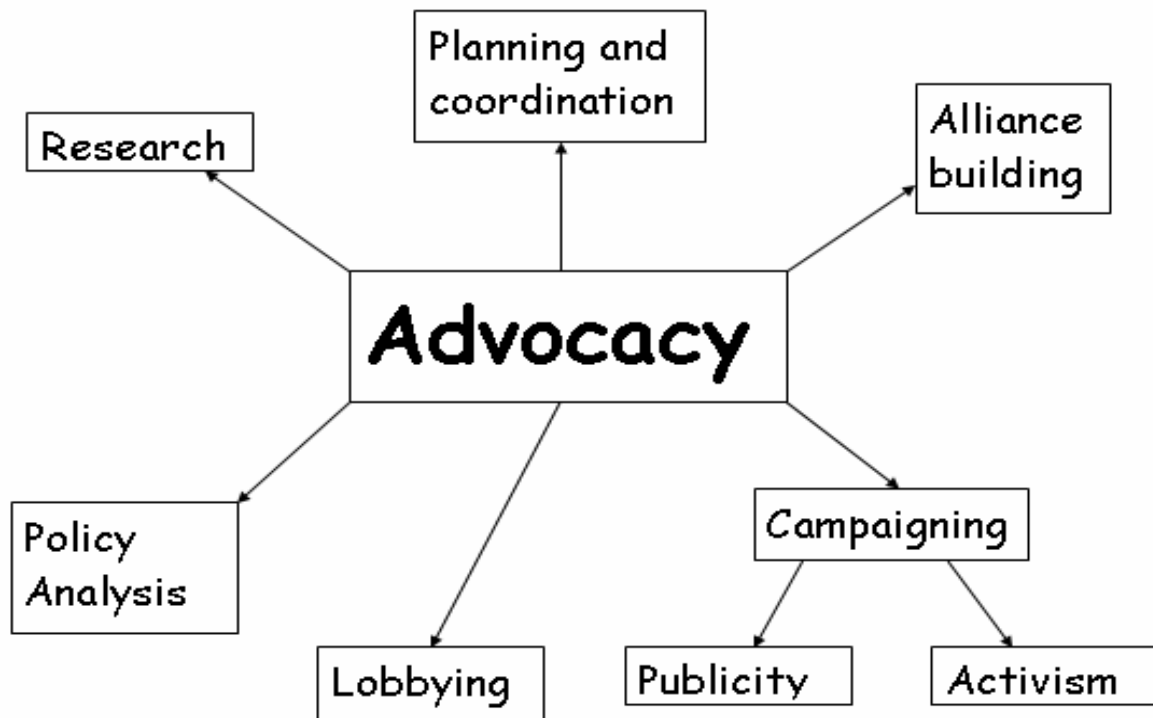
## VSO's Definition:

A process that **tackles disadvantage** by working with communities, and key stakeholders, to bring about **changes in policy, process, practice, and attitudes** in order to ensure **communities' rights are recognised and realised**.

The aim is to **actively support disadvantaged people to influence the decisions that affect their rights and lives**.

## PACT (Cambodia) Definition:

A series of actions designed to **persuade and influence** those who hold government, political, and economic power so that they will formulate, adopt and implement public policy in ways that **benefit, strengthen and improve the lives of those with less conventional political power, and fewer economic resources**. Advocacy should change societies, institutions, and power relationships



## The Advocacy Cycle - stages for advocacy planning

