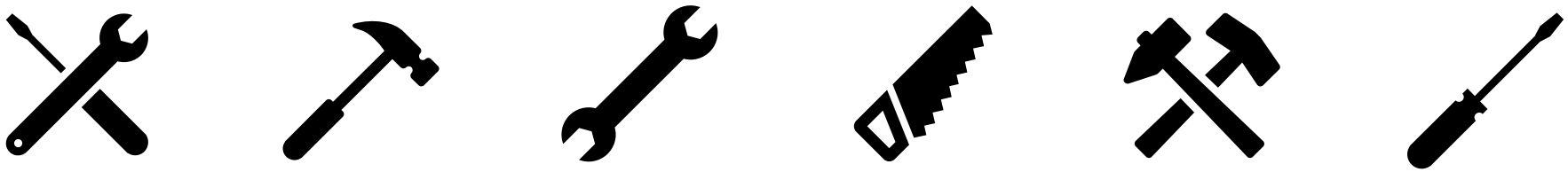
ADVOCACY TOOLKIT



Credit: Royal College of Nursing

What is an advocacy toolkit?

This advocacy toolkit is intended to provide information and ideas on advocacy for supporters of Nursing Now.



We hope this toolkit will support you to carry out your own advocacy campaign.

What is advocacy?

Advocacy is a systematic and strategic approach to influencing decision makers.

In order to be an advocate you need to identify:

- The **change** you would like to make
- The **decision makers** and **influencers** who can make that change e.g., politicians, government officials



Why should nurses be advocates?



Nurses make **powerful and credible** advocates because they are:

- On the **frontline of health** care
- Understand what is happening in their **communities**
- Look at health **holistically**
- Treat patients at different **stages of life**

Advocacy Road Map

Advocacy is most **effective** when it follows a **clear plan**.



The first step to **creating change** is to draft an advocacy roadmap.

Build an Advocacy Roadmap

Nursing now

Step 1

Define the problem

What is your problem? What needs to change?

Step 2

Choose the target

What is the root cause of your problem? Who has the power to change it?

Step 3

Build wide support

Who will benefit if this problem is addressed? Who benefits if it stays the same?

Step 4

Call for change

How can you engage with the person responsible?

Step 5

Share success and failure

What does success look like? What is your ideal outcome?

Remember to be SMART

When creating your **Advocacy Roadmap**, make sure your objectives are **SMART**:

Specific – have a clear idea of what you want
Measurable – will it be possible to measure success?
Achievable – be realistic about what you can change
Result-oriented – focus on achieving something meaningful
Timebound – have a timetable and deadline for achieving your goal

Now let's look at each step in more depth…

1. Define the problem (1/2)

What change do you want to see?

Think about the big issues facing nurses in your country. For example:

- **Increase investment** in training for nurses
- **Recognition of nursing** at a national level (this could be calling for the creation of a Chief Nursing Officer)
- **New incentives** for young people to become nurses
- **Better resources** for nurses in rural areas
- **More investment** in public health, health education and preventative care



1. Define the problem (2/2)

Things to remember when choosing your campaign:

- Reach out to nurses across the country
- Not all nurses will be dealing with the same difficulties
- Tools like an online survey will help people to feed in their ideas
- Find out whether any other groups are campaigning on this issue already that can help amplify your voice.
- Remember to set a clear goal
- Do not try and change everything at once

2. Choose the target (1/2)

Target the **person or institution** who controls this area of policy.

Options Include:

- Head of Government e.g. Prime Minister or President
- Minister of Health
- Director of the National Health Service
- Parliamentarians
- Local Government Officials



2. Choose the target (2/2)

Consider other stakeholders that can influence your target decision maker:

- Health centre/Hospital management
- Healthcare workers in other disciplines e.g. Midwives, Doctors, Community Health visitors
- Patients and patient advocacy groups
- Local Government Officials
- Civil society e.g. national and local charities working on health issues

3. Build wide support (1/4)

The more supporters you have, the more likely you are to gain the attention of the person or institution you are trying to influence.





Here are some different ways you can build support:

3. Build wide support (2/4)

- **Street campaigning** – set up a stall at a hospital, university or town centre to hand out information about the campaign. You could also ask people to sign a petition.
- **Celebrity endorsement** – celebrities do not have to be movie stars or pop singers (though if you know any, that helps!) Local community leaders, faith leaders or business leaders can all help promote your campaign.
- **Media outreach** – If you do an event or get an endorsement, make sure you let the media know. Try to target journalists who have previously written about nurses or health policy more generally.

3. Build wide support (3/4)

- **Petitions** – get people to support your campaign online and ask them to share the petition with their own networks.
- **Video/Photo campaign** – print out a slogan or quote card which people can take a photograph with and share online.
- **Social media** – use social media to share the campaign plan alongside photos and updates.
- **Events** – choose a key location and hold events to to talk about nursing and explain your campaign to nurses and non-nurses.

3. Build wide support (4/4)

Take time to think about an advocacy campaign in your country or region that you have come across in the past.

- **Was the campaign successful?** If yes, why were they successful? If no, why were they unsuccessful?
- **What audience was the campaign aimed at?**
- **How did the campaign capture the attention of those in power?**

You could even contact the campaign director and ask them how they created their advocacy road map, and whether they could share any resources.

4. Call for change (1/3)


Credit: WISH Qatar

Once you have a **core of supporters**, direct your campaigning toward the person or institution identified in **Step 2**.

How you approach them depends on who they are and how accessible they are.

Options include:

4. Call for change (2/3)

- **Meet face-to-face** – ask for a meeting to explain the campaign proposal and ask for support in person. If you have key stakeholders on board, e.g. the Chief Nursing Officer, ask them to request the meeting on behalf of the campaign

- **Media campaigning** – write to the national or local press and explain your campaign. Invite them to an event and send photos of activities

- **Email campaigning** – draft a template email to the person you are targeting and get each of your supporters to fill in their details and send it to the target

4. Call for change (3/3)

- **Online campaigning** – if the person or institution has social media accounts, you can get supporters to write them messages and ask questions, which members of the public will be able to see

- **Engage Parliamentarians** – if you can identify one or two parliamentarians, ask them to ask questions in debates or committees. Alternatively, you can ask them to write a letter or opinion piece in support of the campaign

5. Share success and failure (1/2)

Not all advocacy campaigns are successful immediately.

You may have to try lots of different methods multiple times before you achieve change.

Think about what worked well and what went wrong, and test different methods next time.



5. Share success and failure



Nursing Now is a global movement and other groups will find it invaluable if you share what has and hasn't worked in your campaign.

Working together, we can create a global team of Nursing Now advocates!

Good luck with your advocacy!

Thank you for using this advocacy toolkit!

Please keep in touch with us as your campaigns progress and get in touch if you have any questions.

Contact us on: info@nursingnow.org