

# ADVOCACY



## What is advocacy?

**Advocacy:** Organized efforts and actions based on the reality of what is and a vision of what should be

- Advocacy is the active promotion of a cause or principle
- Advocacy does not necessarily involve confrontation or conflict
- Advocacy is not direct service within existing systems, but rather efforts to change systems that are inequitable

**“To be an activist is to speak. To be an advocate is to listen. Society can’t move forward without both.”**

– Eva Maria Lewis

(Protester and advocate who first engaged in activism after the murder of Trayvon Martin)

# NINE ADVOCACY QUESTIONS

## Strategic Advocacy Steps

### APPROACHING AN ADVOCACY CAMPAIGN:

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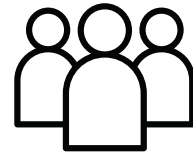


#### GOALS: What do we want?

- Identify short-term and long-term goals
- **Content goals:** policy changes, reparations
- **Process goals:** how to gain momentum
  - Example: Educate and build community

#### AUDIENCE: Who can give it to us?

- Who are the people and institutions we are trying to convince?
- Who has formal authority to make changes (i.e., legislators)?



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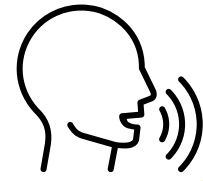


#### MESSAGES: What do they need to hear?

- Two basic components
  - An appeal to what is right
  - An appeal to the audience's beliefs or self-interest

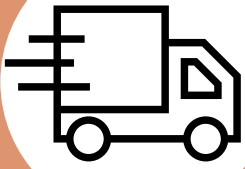
#### MESSENGERS: Who do they need to hear it from?

- Types of effective messengers:
  - **"Experts":** environmental scientist
  - **"Authentic voices":** those who are most impacted and speak from experience



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#### DELIVERY: How can we get them to hear it?

- Example: Call and write letters to elected representatives; testify and lobby; protest and enact civil disobedience

#### RESOURCES: What do we have?

- Do NOT start from scratch. Build on what you've got.
  - Example: Past advocacy work that is related; relationships already in place



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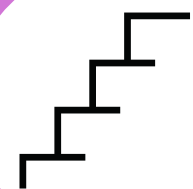


#### GAPS: What do we need to develop?

- Identify advocacy resources we need but do not have yet, and work to close those gaps.
  - Example: Build relationships; do research; develop media (like infographics!)

#### FIRST STEPS: How do we begin?

- Identify short-term goals and project
  - Project that brings the right people together; lays the groundwork for the next steps



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#### EVALUATION: How do we tell if it's working?

- Revisit each of the questions above
  - Example: Are we aiming at the right audiences? Are we reaching them?

# 6-Step Advocacy Plan

## Environmental Justice

### Pinpoint Your Passion

I learned about pollution in school and want to make a difference!

What is a problem you're aware of that you want to help fix?

My brother and I both have asthma; I wonder if that is caused by air pollution...

Is there an issue that affects you personally?

### Educate Yourself

Research shows that air pollution-related health risks are highest among people of color.

Ask people what they know about an issue and how they are affected

Looking at the history, I learned that racial justice and environmental justice are intertwined.

Look at credible sources online

### Determine a Goal

What is the large-scale, long-term goal you want to achieve?

I want to increase awareness and education about environmental racism and its impact on communities!

I want to advocate for funding to replace gas with electric heating and appliances in low-income homes in order to reduce indoor pollutants!

### Tap Into Resources

You're interested in environmental injustice too? We should work together!

Form relationships to share knowledge and meet common goals

Totally! We should also see what advocacy groups have already done, like the Anacostia Parks and Community Collaborative!

Do not start from scratch; build on what's already there

### Create An Action Plan

1. Create infographics to inform people about environmental justice
2. Research current and proposed bills to fund electrification
3. Start a letter-writing campaign to representatives in support of electrification funding bills

### Take Action

Finished the infographic! I think it's ready to distribute to the community!

Great! I finished researching electrification bills—we have so much information for our letter-writing campaign!

When you see something that is not right, not fair, not just, you have to speak up. You have to say something; you have to do something.”

– John Lewis



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