

Tools and Techniques: Level 1



HIV/AIDS Treatment Access Advocacy Series



Canadian Treatment Action Council



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Workshop Overview

1. Introductions
2. What is *Advocacy* and why be a systemic advocate?
3. Advocacy and Action workshops: Levels 1, 2 and 3
4. Identifying the Issues
5. Identifying the Key Players
6. Close of workshop



What does *Advocacy* mean?

The act of speaking out for a cause or course of action



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What is *Advocacy*?

4 Types of Advocacy

Advocating for *yourself*

Advocating for *another person*

Advocating for a *group*

Advocating to *change a system*



What is *Advocacy*?

Advocating to Change a System

Changing the way systems provide treatment or services so that many people benefit now and in the future



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Why be an advocate to change the system?

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A systemic advocate makes the public aware of an issue

A systemic advocate is the voice calling for changes that will make the whole system better

Of the four types of advocates, a systemic advocate helps the largest number of people



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The 5 Principles of Advocacy

1. Be a voice, not a leader



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The 5 Principles of Advocacy

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2. Create the environment to empower those around you.



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3. Do your research



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4. Respect privacy



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The 5 Principles of Advocacy

5. Use the style you are most comfortable with



What is *Advocacy*?



Advocacy and Action: Levels 1, 2 and 3

*Techniques and
Tools:*

Level 1

- (A) Understand the issue
- (B) Research the issue

*Tools and
Strategies:*

Level 2

- (C) Make a plan
- (D) Carry out a plan

*Strategies and
Action:*

Level 3

- (E) Evaluate your plan
- (F) Next steps?



What is lipodystrophy?



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What is lipodystrophy?

It is defined as a metabolic syndrome with various possible origins:

- Highly active anti-retrovirals (HAART)
- Length of time on HAART
- HIV disease itself



What are the issues around lipodystrophy?

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Who you are advocating for?

What are the issue(s)?

What do you want to achieve?

Who are the key players?



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Researching the issue

Identifying the Key Players

Decision makers

Friends and allies

Opponents

Undecided

Media

Other key players



Identifying the Key Players

Who are the *DECISION-MAKERS*?

Who needs to hear what we are saying?

What are their motives?



Identifying the Key Players

Who are our *FRIENDS AND ALLIES*?

Who else shares this issue?

What are their motives?



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Identifying the Key Players

Who are our *OPPONENTS*?

Who will try to stop us?

What are their motives?



Identifying the Key Players

Who are the *UNDECIDED*?

Who is on the fence?

What are their motives?



Identifying the Key Players

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What *MEDIA* attention can we get?

What are the media's motives?



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Identifying the Key Players

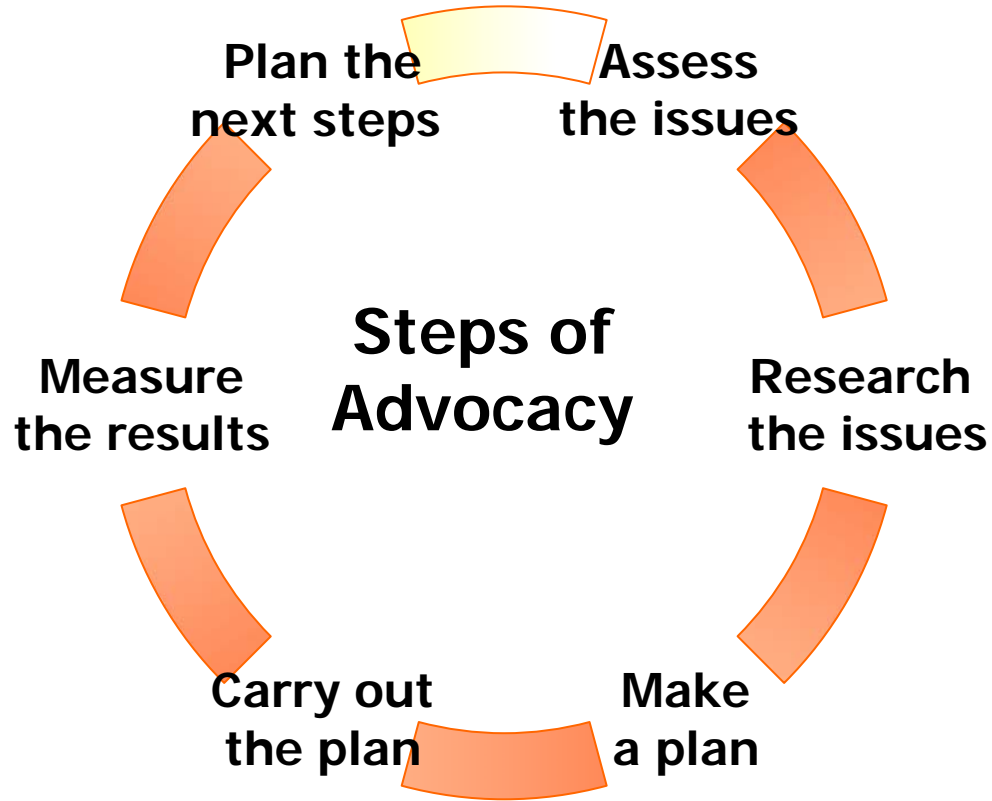
Who are the *OTHER KEY PLAYERS*?

Who else could play a part in our plan?

What are their motives?



Researching the Issue



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