

TEN TOP TIPS FOR YOUR ADVOCACY ACTIVITIES

"Effective Advocacy turns passion into progress" Prof Sara Rubinelli

1. **Prepare and Plan:** Advocacy requires thorough groundwork, including gathering evidence, uniting stakeholders, creating coalitions and creating a coordinated strategy and plan before engaging decision-makers.
2. **Unite your messages:** Mixed messages confuse policymakers. Advocacy efforts must present a consistent, positive and clear narrative to be effective.
3. **Personal Stories are Powerful:** Sharing real-life experiences, such as those of CI users and their families, is a compelling way to influence decision-makers and build awareness.
4. **Empower Parents, CI Users and professionals:** Parents and CI users, including young people, can be powerful advocates for change when they have the right tools and are mobilized. Training local healthcare workers, teachers, and community volunteers is essential for sustainable advocacy and awareness-building.
5. **Promote Solutions, Not Problems:** Advocacy efforts should present actionable solutions alongside the issues to make it easier for politicians, governments and health systems to act.
6. **Use the Cost-Effectiveness Argument:** Demonstrate the economic benefits of addressing hearing loss, such as the "spend to save" arguments, to persuade governments and health authorities to invest in CI programs.
7. **Understand Cultural and Structural Challenges:** Advocacy strategies must account for cultural differences and fragmented decision-making systems, tailoring approaches to specific contexts and health systems.
8. **Use the Media:** Engaging the media and social media can amplify advocacy efforts, create public pressure, and hold governments and health systems accountable. Remember you need compelling stories that illustrate the issues and benefits of Cochlear Implants.
9. **Have a Long-Term Vision:** Advocacy should not just focus on access to CI's but also the lifelong trajectory of CI care, ensuring sustainable access and addressing future challenges.
10. **Persevere:** Advocacy needs continued effort and changes often come in small steps as well as big shifts in policy. Campaigns can run for years before a breakthrough. You will need to adjust your plans according to what is working and what is not, and changes in your context.

"Advocacy is a marathon not a sprint" Prof Sara Rubinelli

For more on specific topics and the evidence to support your campaigning scan the QR code to see
CIICA RESOURCE

