

Community Advocacy as a tool to promote healthy environments

ANA Conference

Kia Hone: Kia Awe, Cultivating Connections: Inspiring Solutions
Wellington

25 - 27 May 2009





What is advocacy?

- An action directed at changing the policies, positions or programmes of any type of institution
- Working with other people and organisations to make a difference

- Can include lobbying, social marketing, information, education and communication
- Is speaking up, drawing a communities attention to an important issue and directing decision makers towards a solution
- Is the process of people participating in the decision making process which affects their lives

How has advocacy changed the world?

- Without advocacy we cannot improve the health status of our community
- Health advocacy often conflicts with the market e.g. The Food and Alcohol Industries.
- Advocacy requires taking a position where there is controversy
- Advocacy involves risk taking

- Remember – if there is no risk, it's probably not important; and....
- If you bite the hand of the powerful on something important, they will bite back

Why are some campaigns successful?

- Good leadership
- Convincing science
- Understanding, monitoring and building public opinion
- Building coalitions of like minded organisations and individuals
- Timing, good campaign strategies, good tactics
- Persistence
- Being relevant to the community you live in

GetAcross.org.nz



getacross.org.nz

Show your
support!
Let's walk/cycle
across the Auckland Harbour Bridge
Sunday 24 May 2009
9am

We need to show the NZ Transport Agency and our new Government that Aucklanders strongly support walking and cycling across our Bridge.

The NZ Transport Agency refuses to let Aucklanders walk and cycle over the Auckland Harbour Bridge. But their reasons just don't stack up (see over for the facts). After years of trying to negotiate with them, it's clear that they just want to build more roads for more motor vehicles. So join community leaders and Walk Auckland for a peaceful protest over the Bridge.

Come along, rain or shine!
Bring your family and friends for a fun demonstration in support of the walk/cycle way, on the 50th anniversary of the Bridge opening!

meet at Point Erin (south side of the Bridge) at 9am for a 9:30am march

Let's meet here!



Great Harbour Way project





Hua Whenua Project



'more than just a swing'

Advocacy opportunities

- What is happening in your local area
- Check out your local council's website
- Read the letters to the editor page

- Start talking to others about the issue
- Look for allies in unusual places
- Are there role models in your local community?
- Think of new ways to present old information

And finally....

- A 'can do' spirit is essential
 - When facing a difficult task, act as if it is impossible to fail.