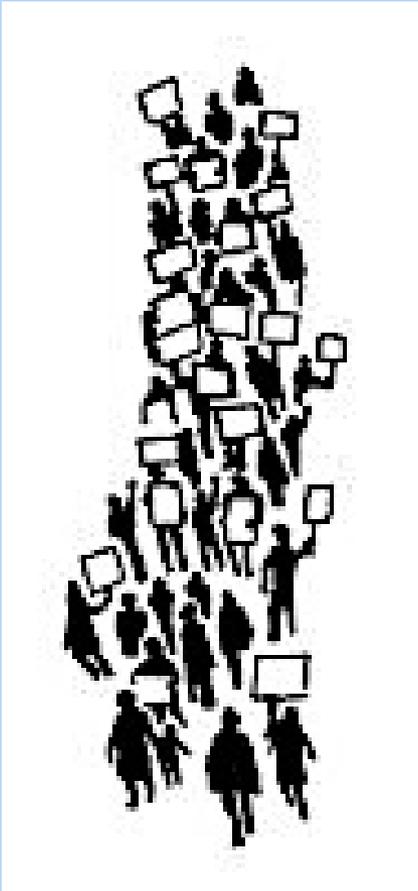


# INTRODUCTION TO ADVOCACY

CJJ 2013  
Youth Summit



# WHAT IS ADVOCACY?



Definition of Advocacy:

*The act of pleading for, supporting, or recommending*

Definition of Advocate:

*(1) to support or recommend publicly; plead for or speak in favor of; (2) a person who upholds or defends a cause; supporter; (3) a person who intercedes on behalf of another*

# ADVOCACY V. LOBBYING

- Advocating includes any activity that attempts to educate others about an issue.
- Lobbying is an attempt to influence specific legislation. It has legal definitions and parameters that guide interactions with policymakers.
- Advocacy may include lobbying. Lobbying always includes advocacy.

# WHY IS ADVOCACY IMPORTANT?

- To raise awareness
- To influence and change policies
- To represent individuals who may not be able to speak for themselves



# THE IMPORTANCE OF YOUTH ADVOCATES

- Youth are able to provide valuable insight into systems and policies that affect them directly
- Youth are able to share their personal experiences with policy makers
- Policies that include youth input are shown to be more effective

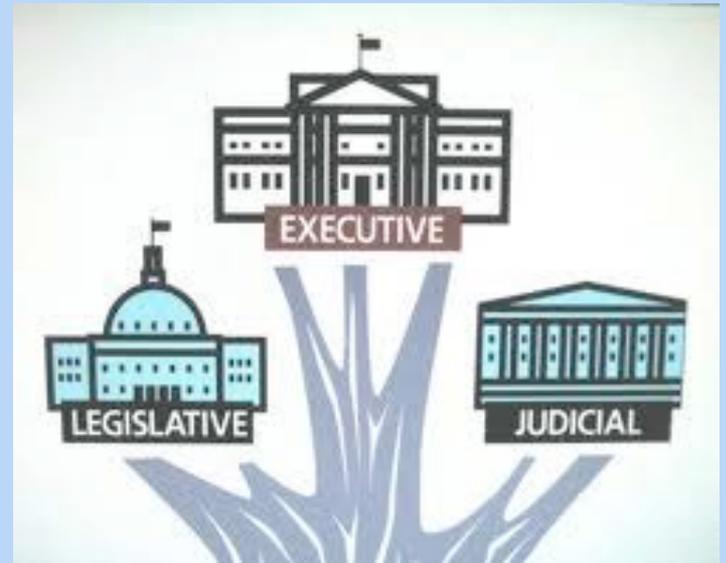


# QUALITIES OF AN EFFECTIVE ADVOCATE

- Good listening skills
- Patience
- Knowledge about the issue
- Articulate
- Ability to motivate people
- Flexible
- Organized
- Positive

# TYPES OF ADVOCACY

1. Legislative Advocacy
2. Judicial Advocacy
3. Administrative Advocacy
4. Grassroots Advocacy



# JUDICIAL ADVOCACY

- Direct representation of an individual or group of people in a judicial proceeding
- Amicus Brief



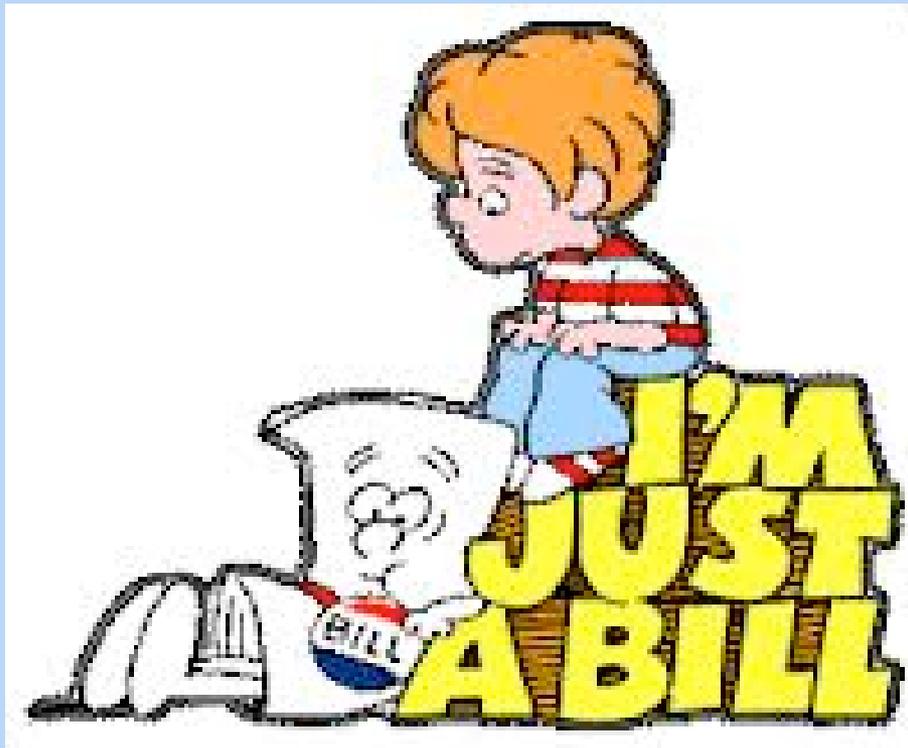
# ADMINISTRATIVE ADVOCACY

- The Executive Branch
  - The President of the United States
  - State Governors
  - City Mayors

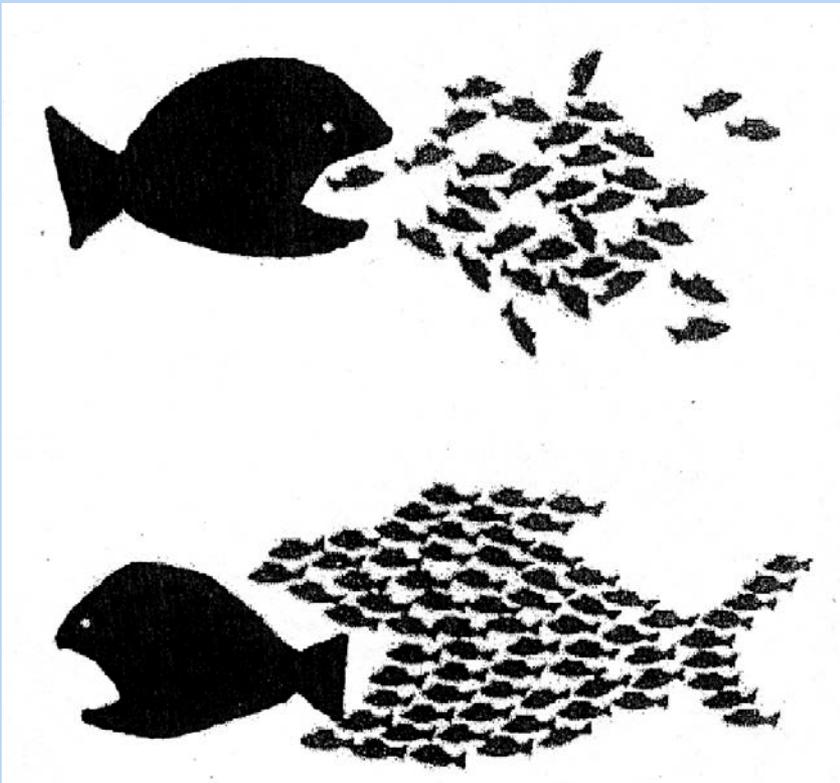


# LEGISLATIVE ADVOCACY

- How does an idea become a law?



# GRASSROOTS ADVOCACY



- Power in numbers
- Building a movement of stakeholders to influence policymakers

# GROUP ACTIVITY

- Divide yourself into 8 groups
- Each group will be given an envelope with a particular scenario
- Decide what you would do to address the issue.
  - Who are you trying to influence? Who is the decision maker?
  - How do you hope to influence them?
  - Do you have any allies?
  - What are your potential obstacles? Who are your potential opponents?
- You will have approximately 10 minutes to come up with a rough plan of action, and then each group will report out

# HOW TO CREATE AN ADVOCACY PLAN

- Step 1: Identify an Issue
- Step 2: Set Goals and Objectives
- Step 3: Information Gathering
- Step 4: Determine Targets and Alliances
- Step 5: Messaging Strategy
- Step 6: Plan of Action

# FEDERAL ADVOCACY STRATEGIES



**ACT 4**  
**JUVENILE JUSTICE**

## Youth Justice Action Week

July 9-16, 2013

Support at-risk children by supporting critical juvenile justice funding that keeps youth out of the justice system and helps states decrease the number of children they incarcerate.

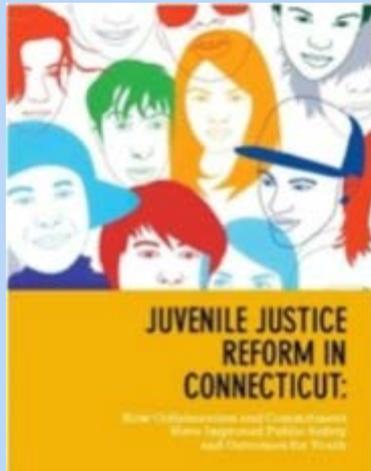
**INVEST  
in KIDS  
NOW!**

### Take Action Today!

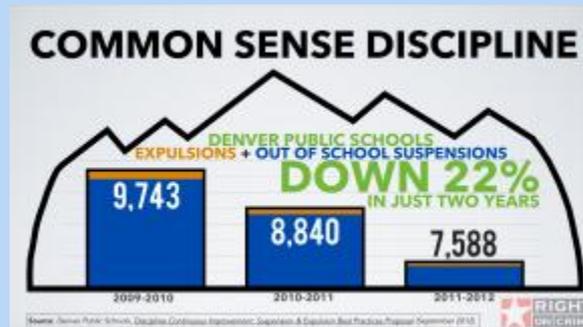
- Sign the petition at Spark Action: <http://sparkaction.org/content/invest-in-youth-justice-day>
- Tweet & Post about Youth Action Day: #Act4JJ #JustInvest

**TAKE ACTION NOW!**

# STATE CAMPAIGNS

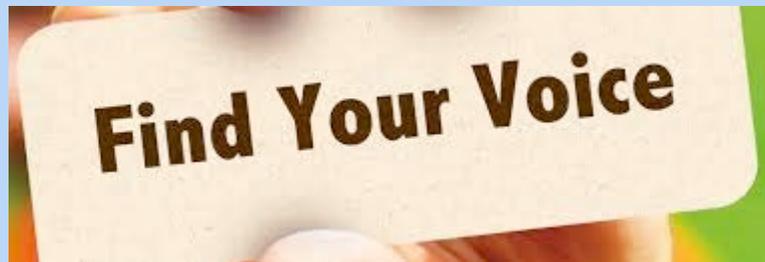


## REDEPLOY ILLINOIS



# ADVOCACY TOOLS

- Letter Writing Campaign
- Action Alerts
- Visit with Members of Congress
- Social Media Campaign
- Issue Briefings
- Reports and other Publications
- Press Releases
- Blogs
- Videos
- Rallies, walks, and other events



# RESOURCES

- <http://bolderadvocacy.org/tools-for-effective-advocacy>
- [http://www.worldvision.org/resources.nsf/main/advocacy-handbook.pdf/\\$file/advocacy-handbook.pdf](http://www.worldvision.org/resources.nsf/main/advocacy-handbook.pdf/$file/advocacy-handbook.pdf)
- <http://www.childrensdefense.org/programs-campaigns/youth-development-leadership/yalt/>