

Strategies to work on

- **Develop good negotiation skills**

They help the advocate to increase his/her chances of being successful. A good negotiator is not only able to get what he/she wants, but also helps other parties to understand
- **Be an effective communicator**

If you are writing or talking, know the message you want to get across and convey it in the clearest and most concise manner.
- **Have clear goals**

If you don't know where you want to go, you'll never get there, or never know when you have arrived! Have a plan.
- **Start small**

Identify a 'first step' and start with that. Don't try and do everything at once. Plans for world-shattering change are often defeated by their own size. Work through your plans step by step.
- **Evaluate progress**

Check/monitor regularly that you are heading in the right direction. You must keep sight of your goal. Sometimes the situation may later drastically, and you will need to change your plans accordingly.
- **Gather evidence/information**

Put together useful information such as articles about people who have already achieved what you are aiming to achieve. You will benefit from knowing the mistakes other have made, the lessons they learned and the difficulties they had, as well as learning helpful hints on what worked well for them.
- **Know who you are dealing with**

Find out what the current ideas of the individuals you need to deal with, as well as what views they have held in the past.
- **Role of watchdog**

Advocates have a powerful role to play as watchdogs. This involved monitoring service agencies and lobbying to ensure the highest standards of service quality are achieved.

- **Networking**
Establish and maintain networks to inform, advise and support families who are involved in advocacy.
- **Lobby**
Many people think that lobbying is advocacy. Lobbying is, however, just one advocacy strategy. Advocated should develop skills which enable them to lobby service providers, governments and bureaucracies with confidence.
- **Media**
Raise issues or respond to issue in the media. Advocacy is about bringing influence to bear their own campaign and become involved in campaigns carried out by others.
- **Representation**
Influence can occur at all levels: Membership on inter-departmental consultancy committees, management committees and other committees provides opportunity to have issues and concerns addressed and hopefully to bring about change.



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