



Advocacy, Lobbying, Activism

ADVOCACY

Calling for people to act in a certain way on an issue to bring pressure for change. The call to action may include media campaigns, launch events, billboards, advertisements or videos that use emotive or creative concepts and language to convey a strong message. (Advocacy can also be personally advocating on behalf of an individual or group for their rights to be met.)

Examples: Save the Amazon, Greenpeace; Plastic-free NZ campaign; #KidsoffNauru NZ campaign; Every Child Counts NZ.

LOBBYING

Talking directly with or influencing people with the power to change things. This may include petitions, letter writing, meeting with decision-makers. *Examples: Amnesty International – pressuring governments, companies and decision-makers to stop abuses of human rights worldwide; Action Station NZ.*

ACTIVISM

Taking action to draw wider attention to an issue by challenging those holding power to change things. This may include protests, boycotts, marches, hiko, occupying a strategic location, hunger strikes. *Examples: School Strike 4 Climate Change; Sea Shepherd anti-whaling action in the South Pacific; Greenpeace action against oil exploration in the Arctic and in New Zealand waters.*

Speaking out, Vietnam

Luong Nhu is a Youth Ambassador for World Vision Vietnam's campaign to end violence against children, 'It takes a world'. At the campaign launch event, Luong Nhu spoke about how parents often use physical violence as a means of discipline, believing that physical pain, such as whips, lashes, slaps and pinches, will make their children remember which behaviours are not allowed.

Numerous government officials, leaders of Non-Governmental Organisations, embassy representatives, news reporters and people from the corporate sector attended the launch event. Afterwards, they signed a pledge committing to participate in efforts to change cultural beliefs and practices that promote physical violence against children.

Photo: Pham Thu Trang / World Vision



TIPS FOR TAKING ACTION

Decide what issue, policy or decision you want to change, what part you want to change and who will participate with you.

Advocacy – choose a clear, easy action for participants that includes: a strong advocacy message, accurate facts, effective promotion, ways for people to join in, how they can respond or show support.

Lobbying – choose the person/people who could influence this issue, research their beliefs and who else is lobbying them, identify your resources/strengths and lobbying approach (personal messages, social media, petition, submission, meeting), undertake lobbying, follow up outcomes.

Activism – choose an action with potential to attract attention, assess any risks (health and safety, unintended outcomes), invite relevant media, undertake action, follow up your action and/or the media.

Skills focus: organisation, communication, influencing others, commitment/determination, challenging others.

Main features

May vary for different actions.

- ✓ Personal and emotive
- ✓ Inform and persuade
- ✓ Confront
- ✓ In the public/media
- ✓ Aimed at decision-makers
- ✓ High personal involvement
- ✓ Action

Social action continuums
(Student sheet 1)