



**FACES & VOICES  
OF RECOVERY**

ADVOCATE. ACT. ADVANCE.

# Returning to Basics

Successful Advocacy 101



- Interaction= More Fun!
- Please keep cameras on as much as possible.
- Mute unless speaking.
- Evaluations will be sent after completion of training, please submit to receive certificate of completion.





## **Safe:**

- Non-Judgment
- Deep Listening
- Open-mindedness
- Understanding
- Empathetic/Empathy
- Confidentiality
- Offer Grace

## **Brave:**

- Verbal & Non-Verbal Communication
- Encouragement
- Acceptance
- Respecting other's opinions
- Shared experience
- Valuing differences & similarities
- Encouragement and Gratitude
- Take Space/Make Space



## Learning Objectives

---

- Participants will learn foundational advocacy strategies to engage stakeholders and build coalitions across sectors to drive policy change.
- Examine real-world case studies to understand how successful advocacy efforts have resulted in meaningful policy change worldwide.
- Gain practical tools and resources to reduce overdose deaths and expand access to evidence-based treatment for opioid use disorder.
- Learn how to train others within their communities to become effective advocates and sustain long-term change.



# Understanding Advocacy Fundamentals



## Advocacy vs. Lobbying

---

- Advocacy is about **raising awareness** and **educating** people—including the public, media, and decision-makers—about an issue you care about.
- Lobbying is a **direct attempt to influence legislation or government decisions**. It usually involves talking to lawmakers or government officials to push for or against a specific bill or regulation.



## Activist vs. Advocate

---

- An activist is someone who **takes direct action** to promote, protest, or demand change—often in public and visible ways.
- An advocate works to **support a cause or influence policy** through education, dialogue, and strategic engagement—often within systems.



## Key Features of Social Advocacy

---

- Focus on Social Justice
- Community-Centered
- Multi-Level Engagement
- Intersectional Approach
- Gives voice to marginalized communities
- Challenges unjust systems and norms
- Influences public policy and cultural attitudes
- Builds solidarity and collective power





## Common Tools and Tactics

---

- Public demonstrations and protests
- Social media campaigns
- Storytelling and lived experience sharing
- Coalition-building
- Policy briefs and petitions
- Educational workshops and community forums



## Big “A” vs. Little “a”

---

### **Big “A” Advocacy**

- Formal, organized efforts to influence public policy or legislation.
- Often led by professional advocates, nonprofits, coalitions, or lobbyists.
- Examples:
  - Lobbying policymakers to pass a mental health parity law.
  - Campaigning for national drug policy reform.
  - Filing amicus briefs or testifying at legislative hearings.



## Big “A” vs. Little “a”

---

### **Little “a” advocacy**

- Everyday actions that raise awareness, support individuals, or promote change at a personal or community level.
- Anyone—teachers, parents, peers, community members.
- Examples:
  - Helping a friend access addiction treatment.
  - Speaking up at a school board meeting about student mental health.
  - Sharing personal stories on social media to reduce stigma.



# Grassroots and Grasstops Mobilization

---

## **Grassroots**

- Engaging everyday people—especially those directly affected by an issue—to take collective action.

## **Grasstops**

- Engaging influential individuals—such as community leaders, business executives, or respected professionals—who have direct access to decision-makers.



## Key principles of effective advocacy

---

1. Clear Goals and Objectives
2. Evidence-Based Messaging
3. Strategic Communication
4. Stakeholder Engagement
5. Policy and Systems Understanding
6. Flexibility and Responsiveness
7. Monitoring and Evaluation
8. Ethical and Inclusive Practice



## Building Relationships and Coalitions

---

- Amplifies Your Voice
- Combines Expertise and Resources
- Builds Legitimacy and Trust
- Encourages Sustainability
- Navigates Opposition
- Promotes Inclusive Advocacy



## Identifying Local and Global Stakeholders

---

- Policymaker: government leaders, officials, and legislators
  - PWLE and their representative organizations
  - Community leaders
  - Civil society organizations (CSO)
  - Academia
- 
- <https://iris.who.int/bitstream/handle/10665/379185/B09131-eng.pdf?sequence=1>



## Identifying Local and Global Stakeholders

---

- Media
  - Health and social care workforce/professional associations
  - Private sector
  - Philanthropic organizations and foundations
  - UN and other international organizations
- 
- <https://iris.who.int/bitstream/handle/10665/379185/B09131-eng.pdf?sequence=1>





- How do you determine whether a stakeholder is an ally, opponent, or neutral party?



- What are some ethical considerations when partnering with powerful stakeholders (e.g., corporations or governments)?



# Global Advocacy Case Studies



## Example of a Global Advocacy Campaign

**The harms caused by the war on drugs can no longer be ignored.**

**It's time to leave behind harmful politics, ideology and prejudice.**



@SDPcampaign



/supportdontpunish



www.supportdontpunish.org

#SupportDontPunish



## Support. Don't Punish. Key Messages:

---

- The drug control system is broken and in need of reform.
- People who use drugs should no longer be criminalized.
- People involved in the drug trade should not face harsh or disproportionate punishments, where retained.
- The death penalty should never be imposed for drug offences.
- Drug policy should focus on health, well-being and harm reduction.
- Drug policy budgets need rebalancing to ensure health and harm reduction-based responses are adequately financed.

- <https://supportdontpunish.org/about/campaign/>



### **WHO FADAB Forum: A Global Agenda on Addiction Based on Human Rights**

- The Fifth WHO Forum on Alcohol, Drugs and Addictive Behaviours (FADAB), held in June 2025, brought together global stakeholders—including governments, UN agencies, civil society organizations, and academics—to develop a human rights-based public health agenda for addiction.



# Hypothetical Advocacy Strategy: “Words Matter” Campaign

---

## **Goal**

- To encourage Dior and similar brands to reconsider the use of stigmatizing language—like “Addict”—in product branding, and to promote respectful, recovery-informed messaging in marketing.



## Key Components of the Strategy

---

1. Public Education Campaign
2. Open Letter to Dior
3. Media and Influencer Engagement
4. Corporate Dialogue
5. Community Mobilization





These case studies highlight the power of:

- **Evidence-based research**
- **Strategic partnerships**
- **Grassroots mobilization**
- **Media engagement**
- **Persistent lobbying**

# The Advocacy Action Guide

Global Health  
Advocacy  
Incubator

Global Health  
Advocacy Incubator  
Changing Policies to Save Lives

## Advocacy Action Guide

Four Phases to  
Health Policy  
Success





# Phase 1

# Analyze



1. Conduct a Landscape Analysis
2. Set Your Policy Objective
3. Assess the Policy Decision-making Pathway

## Outcome:

Political mapping based on research of the policy/legal process and relevant stakeholders



## Phase 2

# Collaborate

**4. Build Partnerships and Champions**

**5. Develop a Strategic Plan**

**6. Plan Communications**

### **Outcome:**

Co-created advocacy strategy including communications



## Phase 3

# Advocate



**7. Influence Decision Makers**

**8. Build Public Support**

**9. Counter Opposition**

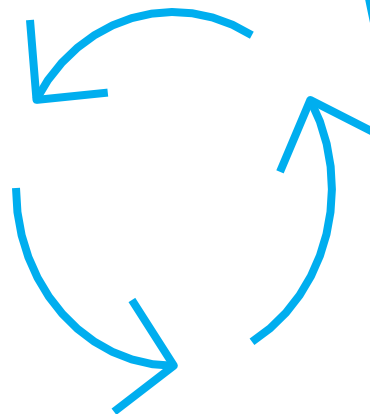
### **Outcome:**

Decision makers act to pass and implement policy with public support free of opposition influence



## Phase 4

# Sustain



### 10. Monitor Implementation

### 11. Defend Policy

### 12. Refine Campaign

#### Outcome:

Policies are maintained and improved,  
supported by sustained advocacy



# Health Advocacy Training and Collaboration Hub (HATCH)

**HEALTH  
ADVOCACY  
TRAINING AND  
COLLABORATION  
HUB**



**HATCHADVOCACY.ORG**



**A PROJECT OF THE GLOBAL HEALTH  
ADVOCACY INCUBATOR**



# What is HATCH?

*An **online platform** for exchange, learning and catalyzing public health advocates' knowledge and skills*

*A platform for supporting **peer to peer engagement** around the world on public health advocacy*



# HATCH





# What does HATCH Contain?

---

*Informational resources*

*Webinars*

*Case Studies*

*Templates for Advocacy Planning*

*Interactive E-Learning Courses*





# How do I access HATCH?

---

Scan the QR code onscreen or  
navigate to:

[www.learn.hatchadvocacy.org](http://www.learn.hatchadvocacy.org)

You will be prompted to create a  
free account



## Advocacy Resources

---

- [WHO Advocacy Strategy for Mental Health, Brain Health and Substance Use](#)
- <https://facesandvoicesofrecovery.org/>
- <https://www.advocacyincubator.org/>
- <https://www.hatchadvocacy.org>

