



# Leadership Webinar “Advocacy in Action”

Advocacy Toolkit - Overview

# What is Lobby and Advocacy?



# Advocacy

Is generally defined as arguing in favor of a cause or an idea...

# Examples of common advocacy / advocacy campaigns

- Demonstrations
- Petitions
- Press releases - press conferences
- Newspaper articles, columns (e.G. By the president of ETCMA)
- Media campaigns
- Lawsuits

# Lobby

Lobbying can generally be defined as any attempt to influence a politician or public official on an issue. Lobbying is further broken down into: “Direct lobbying” and “Grassroots lobbying”

# Lobbying



## Direct lobbying

Any attempt to influence new or existing legislation via communication with a member of the legislative body or other government representative who has a say in the legislation.



## Grassroots lobbying

- Asking the general public to contact members of their national parliament and/or mobilizing the public around a legislative issue;
- Creating an online petition to generate public support for TCM cause;
- Distributing flyers;
- Organizing a public demonstrations;





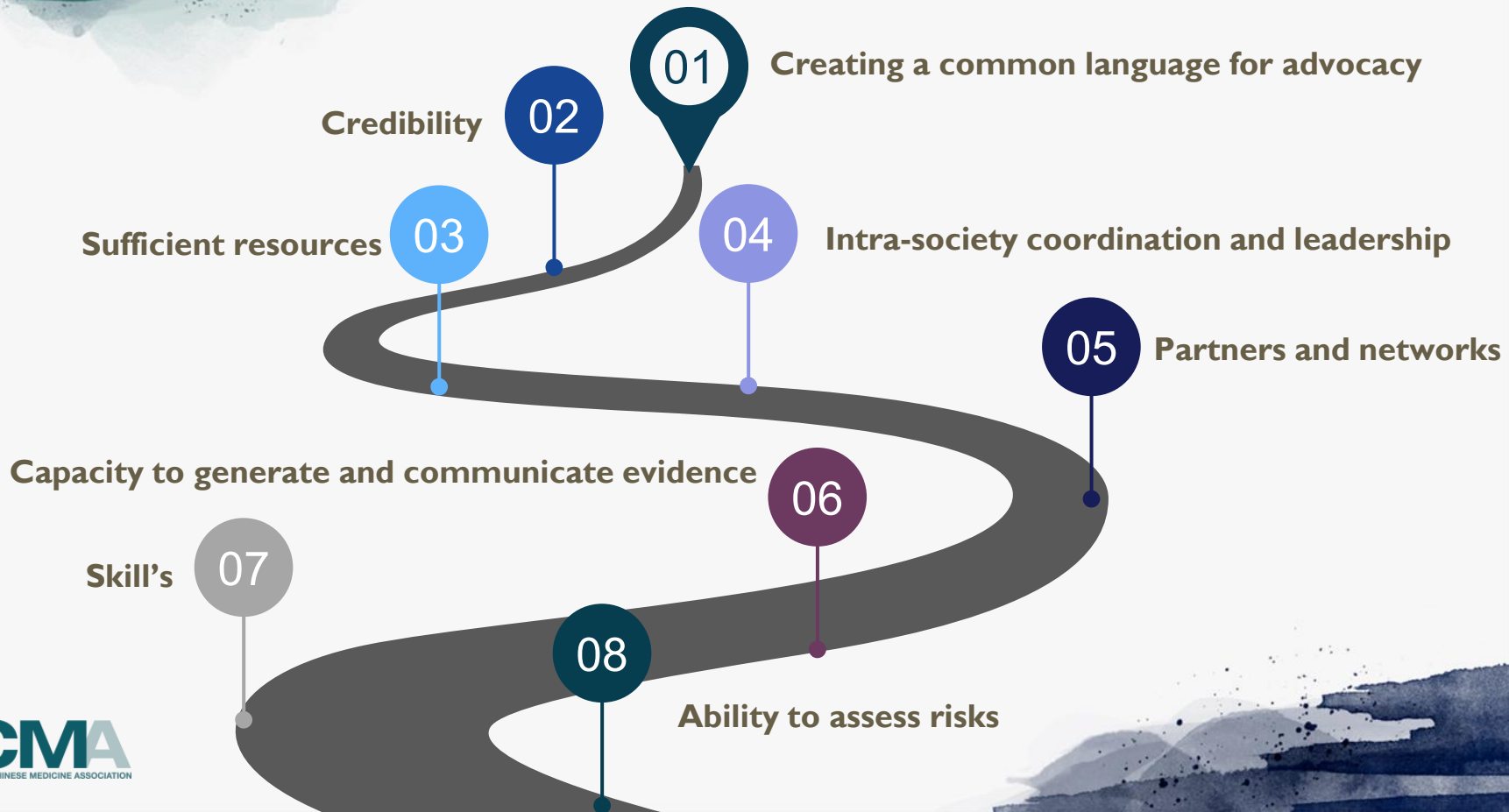
# Vision

“Is for Acupuncture & Chinese Medicine to be equally accepted and integrated into the national healthcare systems offering freedom of choice in the healthcare options for citizens worldwide.”



Advocacy is the deliberate process, based on demonstrated evidence, to directly and indirectly influence decision makers, stakeholders and relevant audiences to support and implement actions that contribute to the fulfilment of the rights of TCM practitioners and the population free choice of health system.

# Strengthening the Foundation for Advocacy with ETCMA members



# Creating a common language for advocacy

The key to understanding what constitutes advocacy in ETCMA is asking these questions:

- Why are we carrying out this activity?
- Why are we targeting that decision-maker?
- Can the action be incorporated into, or is it already part of, the vision statement of ETCMA?
- Are we improving the quality of the TCM practitioner as a profession?
- Are we taking in consideration the quality of the health of the general public?



ONE VOICE...

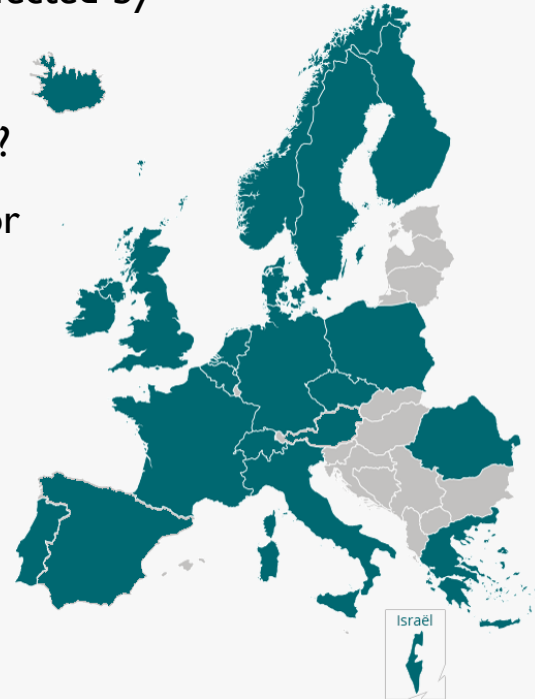


Credibility

# Credibility

A few question we need to ask ourselves:

- Can ETCMA or their members legitimately speak on behalf of those affected by the issues?
- Is ETCMA or their members known and respected by decision makers?
- Is ETCMA or their members perceived as objective and trustworthy, or politically partisan?
- Is ETCMA or their members fully compliant with ethical standards of engagement with partners?



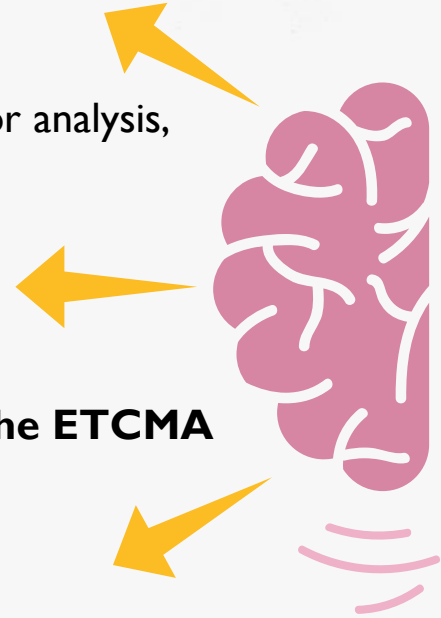
A male and female ballet dancer are captured in dynamic, mid-air poses against a dark background. The male dancer, shirtless and wearing white tights and a red cape, is in a high leap with one leg extended horizontally. The female dancer, wearing a red leotard, is in a crouched position with one arm raised and the other extended horizontally. The word "Skills" is written in large white letters on the left side of the image.

**Skills**

# Skills

- Does ETCMA or their members have staff with strong core advocacy skills for analysis, research and communication?

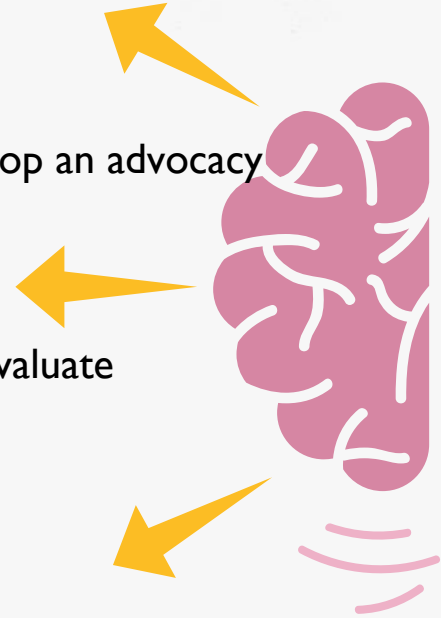
**If not, can it draw on such people from partners or other parts of the ETCMA organization?**





# Skills

- Do members inside the societies have adequate technical knowledge to develop an advocacy strategy and implement it?
- Is there someone who has the capacity and skills to effectively monitor and evaluate advocacy?





**Intra-society coordination and leadership**

# Intra-society coordination and leadership

- Is there a strong degree of coordination and communication across sectors inside the organization to work together on a coordinated advocacy strategy?
- Is there strong leadership in the society for advocacy, including support from the board or general assembly?
- Does everyone in the society understand their advocacy roles and responsibilities?
- Are mechanisms in place for all members involved to be aware of advocacy priorities and messages?

# Capacity to generate and communicate evidence



# Capacity to generate and communicate evidence

- Are research priorities informed by advocacy strategies, and do they involve colleagues working in communications and other areas?
- Is there capacity for collecting and analysing data, and conducting research towards drawing conclusions that can be addressed by policy changes?

**If not, is there access to other forms of reliable data and evidence?**

# Capacity to generate and communicate evidence

- Are processes in place to assess the potential risks of using different types of evidence?
- Are there processes to ensure data and evidence (particularly if gathered from a pilot project or another region/country) is applicable in the context in which you are conducting advocacy?
- Is there communications capacity to translate research into shorter, non-technical materials, and to develop multiple messages to reach diverse and pertinent audiences?

# Ability to assess risks



# Ability to assess risks

- Are the members willing, encouraged and supported in taking calculated risks in advocacy?
- Does the organization have effective processes for risk mitigation and risk management?
- Does the organization have strong, reliable evidence, internal coordination & leadership, and partnerships, which can help minimize risk?



# Ability to assess risks

- Is careful consideration given to the long-term and short-term risks and gains, especially with regard to impact on children and women, staff, credibility, funding and strategic objectives?
- Has a vulnerability and capacity analysis been conducted?

# Partners and networks that form a broad base for Advocacy

# Partners and networks that form a broad base for Advocacy

- How strong is engagement with governments agencies (e.g. national ministries of health and education; MP in the European Parliament)?
- How strong is engagement with the International TCM institutions?
- How strong is your participation and engagement when working with other local TCM societies in your country?

# Partners and networks that form a broad base for Advocacy

- How strong is engagement with domestic research centres, think tanks and universities to generate evidence?
- How strong is engagement with the private sector (e.g. TCM supplies company)?
- Are your members of any coalitions, alliances or networks (e.g. ETCMA, EUROCAM)?

**If so, does it engage in a leading role on issues that affect TCM?**

Reciprocity, responsiveness, and responsibility  
helps to strengthen, build, and sustain  
partnerships.

# Sufficient resources



# Sufficient resources

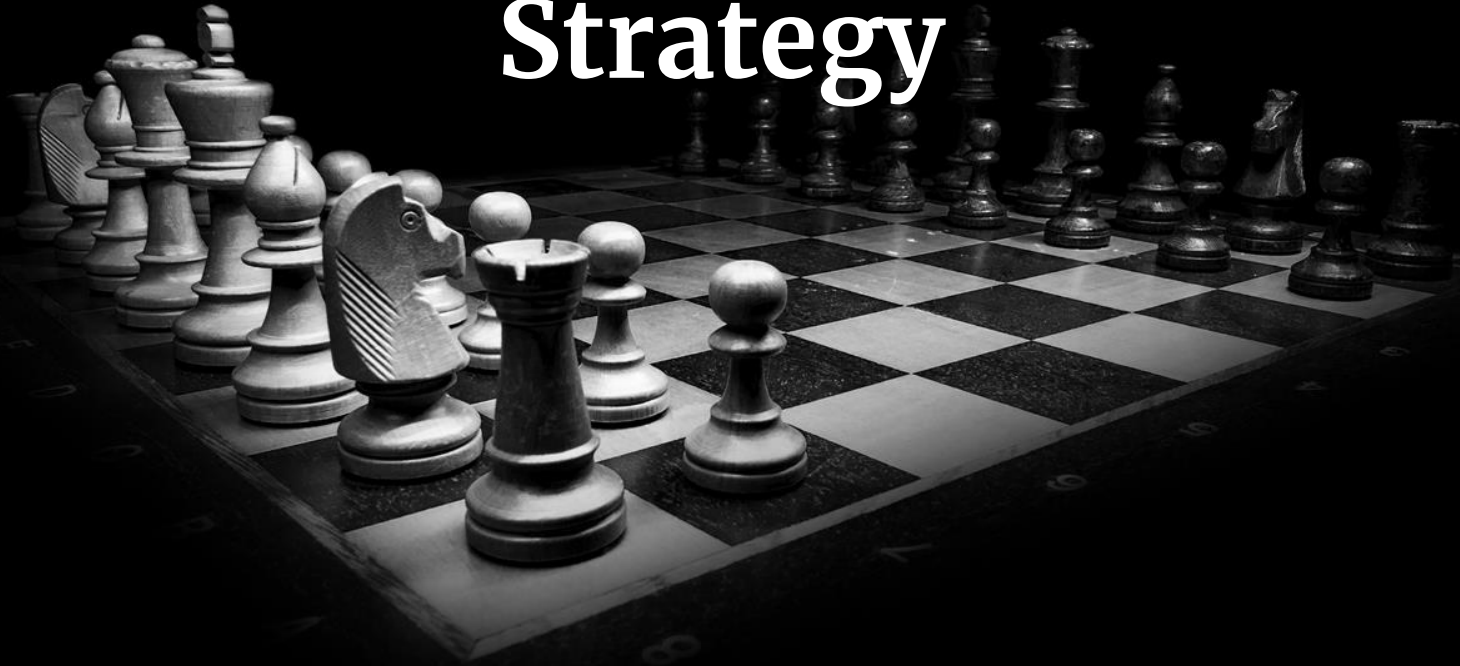
- Are there adequate resources in your organization – financial, time, skills, knowledge – for advocacy?
- Are efforts under way to mobilize additional resources, both financial and non-financial, through donors, individual supporters or the private sector?
- Are there efforts to show how resources for advocacy could yield substantially larger gains than the cost in money and time?

# Sufficient resources

- Can advocacy objectives be integrated (for example: combine awareness of TCM on the public opinion with education standards to TCM students) or work together with other society/organization and divided the costs?
- Use the social media to create fundraising campaigns. If necessary, create a donate button on your website, explaining the role of the fundraising campaign on your advocacy goal.



# Developing an Advocacy Strategy



# Ten steps approach to an effective lobbying and advocacy strategies

## 1. Clarify the objectives of your organisation, network or programme coalition

- *What is the mission of the organisation, network or coalition?*
- *What are the objectives, and what is the target group?*

## 2. Define your target group

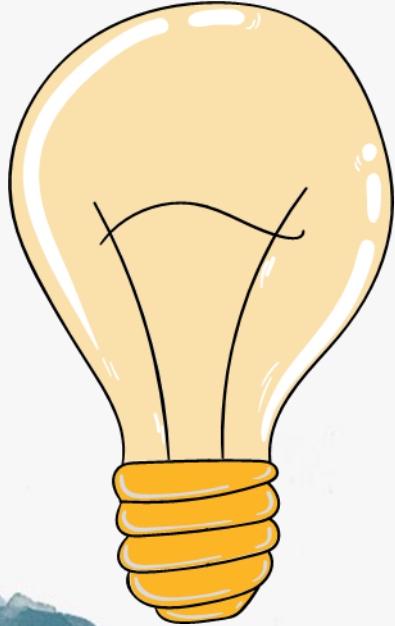
- *For whom are you doing this?*
- *Also define the interests and perceptions of your target group (beneficiaries).*

# Ten steps approach to an effective lobbying and advocacy strategies

## 3. Choose your lobbying and advocacy goal and set objective(s)

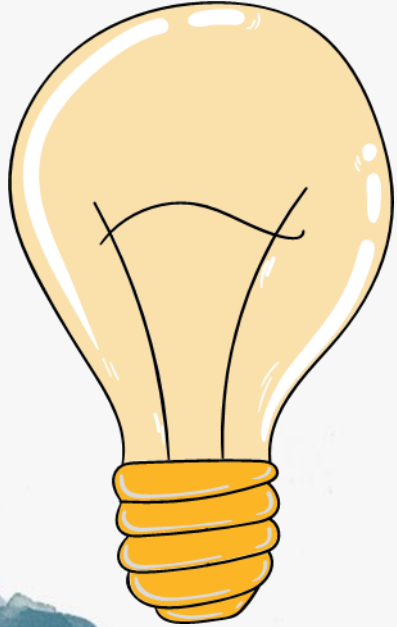
- *Elaborate **SMART-C** (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-bound and **C**hallenging) lobby and advocacy goals and objectives.*
- *Differentiate between the scope of concern and the scope of interest: what do you want to achieve and what can you achieve realistically? Less is more!*

# SMART-C



- **(S)**pecific. *The more specific you can be about what it is you want your group to achieve and by when, the better.*
- **(M)**easurable. *Put your goals in measurable terms. The more precise you are about what you want to get done, the easier it will be to see what and how much your group has accomplished. This may prove to be essential if you are carrying out a systematic evaluation of your campaign.*
- **(A)**chievable. *It's great for you to be ambitious, but you should also remember to set realistic goals that your group can actually achieve. Real change takes time and resources. If you bite off more than you can chew, your group and the community may become prematurely disappointed or discouraged.*

# SMART-C



- **(R)**levant (to your mission). You should be setting goals that will start your group on the path to successfully accomplishing its mission. If you stray too much from that path, you may lose sight of what it is you're trying to accomplish.
- **(T)**imed. A date for completion should be set. Even if circumstances change and your date must be altered later, it's much better to start off knowing when you can expect to achieve your goals, so you will know when it may become necessary to make adjustments.
- **(C)**hallenging. Goals should also stretch up. If we know we can get 500 people out to vote, but need 2,000—and can get that with extra effort—we should set the more challenging goal.

# Ten steps approach to an effective lobbying and advocacy strategies

## 4. Define the decision-makers

- *Who do you aim to influence?*
- *Who are the decision makers?*
- *What are their positions and interests?*
- *What are the various (official) procedures? Which phase in the decision-making process have you arrived at?*
- *Is there still room for influencing?*

# Ten steps approach to an effective lobbying and advocacy strategies

## 5. Prepare your organisation, network, coalition for lobby and advocacy

- *Which are the methods and techniques that your organisation, network or coalition is capable of using?*
- *What are their internal procedures?*
- *What is the added value of the organisation, network or coalition in relation to the topic?*

# Ten steps approach to an effective lobbying and advocacy strategies

## 6. Identify other stakeholders

- *What are the opportunities and threats in the outside world?*
- *Who are other important stakeholders?*
- *Are there other groups that might undermine what you want to achieve?*
- *Can you identify other networks with whom you might collaborate?*



# Ten steps approach to an effective lobbying and advocacy strategies

## 7. Check whether lobby and advocacy is the right instrument

- *Is lobby and advocacy still the most effective option to influence?*
- *Or should other methods and instruments be considered?*

## 8. Develop a lobby and advocacy action plan

- *Define the methods you intend to use and the resources you have at your disposal.*
- *Set a clear timetable and define responsibilities (who is doing what and when?).*
- *Integrate the indicators for monitoring and evaluation.*

# Ten steps approach to an effective lobbying and advocacy strategies

## 9. Implement the lobby and advocacy action plan

- *Carry out the lobby and advocacy action plan!*

## 10. Ensure monitoring, evaluation and follow-up of your activities

- *Develop a practical monitoring and evaluation system to keep track of the results and impacts of your lobby and advocacy efforts and to allow your strategies to be readjusted according to changes in the internal or external environment.*

# ETCMA Advocacy Strategic Plan 2020 - 2024 (Action)

Background: One of the main ideas discussed in our EC meetings is the necessity of ETCMA take ownership of TCM in Europe, and for that we should promote ETCMA as the reference of TCM in Europe. Explain that ETCMA mean quality, safety and standards in TCM in Europe

- **Aim /Goal: 1.** Promote ETCMA as the reference of TCM in Europe *(50% of the budget for Advocacy Committee)*

Objectives	Action steps	Targets	Key messages	Roles & Responsibilities	Timeline	Resources & Assets	Support & Opposition
<b>SMART-C</b>  <b>Long Term:</b> Promote ETCMA as “the” TCM society in Europe	<ul style="list-style-type: none"> <li>• Creation of an Advocacy Team</li> <li>• Create PR campaigns</li> <li>• Create relevant documents necessary to TCM societies and practitioners</li> <li>• Be present in the major events in TCM worldwide</li> <li>• Creation of actions regarding Education Standard’s</li> <li>• Creation of an ETCMA Strategic Plan</li> </ul>	<ul style="list-style-type: none"> <li>• TCM societies</li> <li>• CAM societies</li> <li>• Governments, Institutions and Education institutes (Universities and research centres);</li> <li>• WHO;</li> <li>• European Health Agencies;</li> </ul>	<ul style="list-style-type: none"> <li>• “ETCMA the Pulse of TCM in Europe”</li> <li>• “ETCMA stands for Safety, Solid Knowledge and reliability in TCM”</li> </ul>	<ul style="list-style-type: none"> <li>• All EC – To come up with a clear Strategic Plan</li> <li>• Communication Committee – To come up with a PR campaign</li> <li>• Education – Create a document with a solid image of what ETCMA stands for in Education Standards</li> </ul>	3 to 7 Years	<b>Personnel:</b> <ul style="list-style-type: none"> <li>• EC;</li> <li>• Volunteers from ETCMA members societies;</li> <li>• Guest colleagues;</li> </ul> <b>Budget:</b> <ul style="list-style-type: none"> <li>• 40% of the budget for this Goal</li> </ul> <b>Other:</b> <ul style="list-style-type: none"> <li>• The use of a PR company</li> </ul>	<b>Allies/Partners:</b> <ul style="list-style-type: none"> <li>• ETCMA Societies</li> <li>• Tri-con Societies</li> <li>• EUROCAM</li> </ul> <b>Opposition:</b> <ul style="list-style-type: none"> <li>• European umbrella of TCM societies</li> <li>• Societies that oppose CAM, especially TCM</li> </ul>

Objectives	Action steps	Targets	Key messages	Roles & Responsibilities	Timeline	Resources & Assets	Support & Opposition
<b>Short Term:</b> Promote ETCMA to increase the number of members and partners	<ul style="list-style-type: none"> <li>• Create PR campaigns</li> <li>• Make the website more attractive</li> <li>• Improve the conditions on the membership application</li> <li>• Be visible in Key TCM congresses</li> </ul>	Other TCM societies outsaid our networking	ETCMA Together we are stronger	<ul style="list-style-type: none"> <li>• All EC to try to reach out to other societies that are not part of ETCMA;</li> <li>• ETCMA members to promote ETCMA making her visible;</li> </ul>	Ongoing	<b>Personnel:</b> <ul style="list-style-type: none"> <li>• All EC;</li> <li>• Colleagues from ETCMA members societies;</li> </ul> <b>Budget:</b> 20% of the budget for this Goal	<b>Allies/Partners:</b> <ul style="list-style-type: none"> <li>• Societies from the same country;</li> <li>• Colleagues</li> </ul> <b>Opposition:</b> <ul style="list-style-type: none"> <li>• Societies from the same country;</li> <li>• Level of education;</li> <li>• Societies against CAM /TCM</li> </ul>

**Strategy (Activities & Outputs):**

- Endorse the publications of quality research in our website, create a trusted source of articles that can be used by any TCM society or practitioner;
- Create guidelines for standards on education and safety practice;
- Create PR campaigns for ETCMA and their members;
- Create a Brand, a narrative;
- Make ETCMA more visible (Website, Social media, Congress);
- Create a network of contact with key societies and people from various institutions in Government agencies, Universities, Research institutions and other important TCM societies National and Europeans;
- More Tri-Continental meetings using their networking also;


**Monitoring & Evaluation & Learning (KPI'S):**

- Reports in two in two months from the several committees involved in the activities;
- Increase or not of interest from TCM Societies;
- Reevaluate our PR campaign every 3 months;
- Increase on the number of contacts from Governments bodies/ agencies;



# Advocacy & Digital

**ETCMA**  
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A woman with long brown hair, wearing a white lab coat, is sitting at a desk in a bright office. She is looking at a laptop screen with a thoughtful expression, her hand resting on her chin. The background shows large windows with a view of a city.

**“75% of consumers admit to making judgements on a company’s credibility based on the company’s website design”**

# Website

“46% of consumers in the study based their decisions on the credibility of websites on their visual appeal and aesthetics”.



# Newsletter



- Newsletters are an important component of effective email marketing and branding;
- A newsletter opens the door to increase a better understanding and knowledge of your TCM society;
- A newsletter can expand the horizons and give your audience a broader picture of who you are and the work you are doing to promote TCM.





# Social Media

**As of 2019 and 2020, the average daily social media usage of internet users worldwide amounted to 145 minutes per day.**



# Using Social Media for Advocacy

Social media helps amplify advocacy efforts by potentially reaching more people, in more places, faster than ever before. To use social media effectively, you should have a clear plan in mind of who your audience is, which social media platforms are most suited to that audience, and what results you hope to gain from your efforts.



# Using Social Media for Advocacy

The modern digital era means that social media will no longer be stand-alone aspect of your advocacy plan, but rather something that should be integrated at the most basic level. According to Mike Kujawski, an international social media strategy consultant, *“Apps and websites that were once considered ‘social technology’ are just a natural evolution of the modern internet.”*

# Using Social Media for Advocacy

## Most Visited Websites in the US

Domain	Monthly traffic
--------	-----------------



YouTube

1,625,928,544



en.wikipedia.org

1,032,257,682



Twitter

535,672,329



Facebook

512,517,207

## Most Visited Websites in the World

Domain	Monthly traffic
--------	-----------------



YouTube

8,564,946,885



Facebook

3,483,131,264



en.wikipedia.org

2,223,668,855



Twitter

2,008,820,315

# Using Social Media for Advocacy





ETCMA

Publicado por Xinyue Calduch

16 de novembro de 2020

👉 Today is THE DAY!

It's been almost 10 years ago since traditional #acupuncture and #moxibustion became listed as part of the intangible heritage of humanity by UNESCO

🎉 Let's celebrate together the treasure of Humanity!... Ver mais



👍❤️👉 226

6 comentários 389 partilhas

👍 Gosto

💬 Comentar

➦ Partilhar

Mais relevantes ▼



Comentar como ETCMA



Ver comentários

## Desempenho da tua publicação

193645 Pessoas alcançadas

2015 Gostos, comentários e partilhas

23985 Cliques na publicação

9564

Cliques para reproduzir

12701

Cliques em ligações

1720

Outros cliques

### FEEDBACK NEGATIVO

0

Ocultar todas as publicações

2

Ocultar publicação

0

Denunciar como spam

0

Cancelamentos de gostos

2015 Gostos, comentários e partilhas

### DISTRIBUIÇÃO DE CONTEÚDOS DE MARCA

Ver discriminação

193645

Alcance total

42909

Alcance orgânico

156590

Alcance pago

296570

Total de impressões

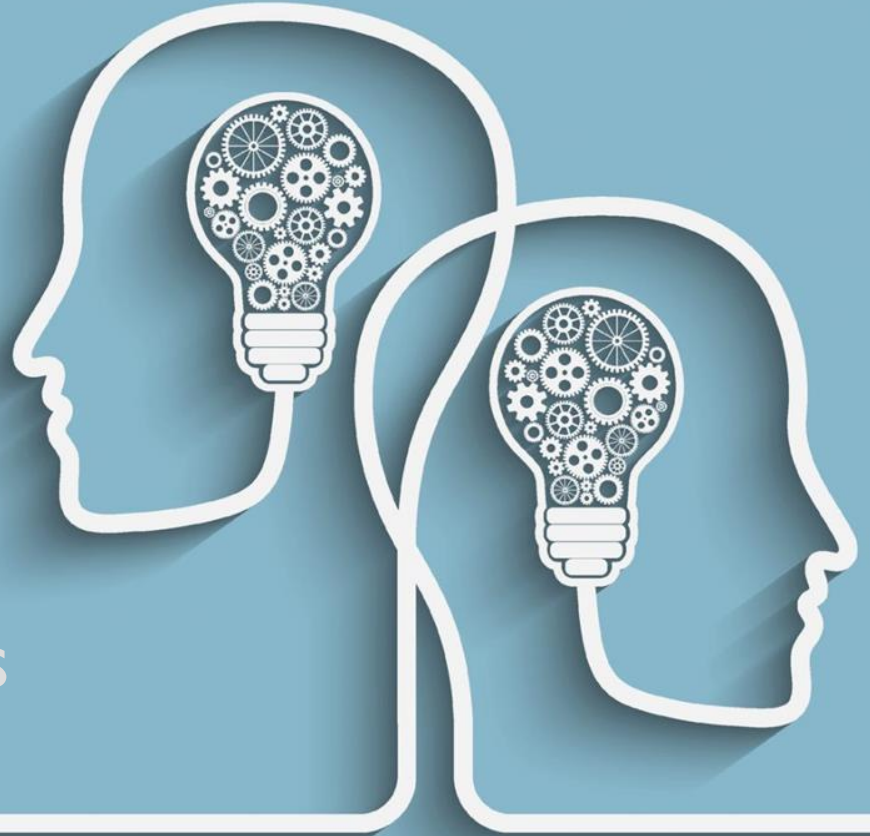
53302

Impressões orgânicas

243269

Impressões pagas





# Advocacy Skills and Tips



# Analysing and influencing legislation or policies



# Advocacy Skills and Tips

*Analysing and influencing legislation or policies*



News +++ Information +++ News +++ Information +++ News +++ Information +++ News +++ Information +++ News

## Changes in legislation

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The skill of understanding the effects of a policy or law, or their implementation, is essential for advocacy work;

A chessboard with a black king and a white pawn. The king is on the left, and the pawn is on the right. The background is a soft, out-of-focus light gray.

*Preparing a briefing note/  
position paper*

# Advocacy Skills and Tips

## *Preparing a briefing note/ position paper*

A briefing note and a position paper are both documents that clearly state the position or opinion of an organisation (or a coalition of organisations) about a particular issue. The message of these documents is:

- ***‘This is what we think about this topic, and this is what we recommend’.***



*Writing and using a press release*

# Advocacy Skills and Tips

## *Writing and using a press release*

A press release (or news release) is the standard method of distributing a story to the media.

Top tips:

- Even if challenged, state your position clearly.
- Be clear about what you are trying to achieve when using the media in your advocacy work.
- Research the most relevant journalist(s) and send the release directly to them, using the correct contact details.

# Advocacy Skills and Tips

## *Writing and using a press release*

- Co-ordinate all your media work through one person so that there is one person for journalists to contact.
- Provide a 24-hour contact phone number on the press release if possible, so that you are contactable at all hours.
- Do not include jargon – if in doubt, explain technical words, abbreviations, initials.
- Do not quote someone without their permission.

# Meetings





# Advocacy Skills and Tips

## *Meetings*

Personal contact provides the opportunity to build relationships with decisionmakers, which could prove very useful in future. Try to set up a channel for regular contacts. It is important to choose the right time for meeting decision-makers, when your issue or problem is already on their agenda or most likely to be taken up.

# Advocacy Skills and Tips

## *Meetings*

Show the decision-maker that there is widespread support for your advocacy objective – use the patient voice if at all possible. Encourage allies to also lobby the same decision-maker, giving the same message. It is difficult for officials to ignore large numbers of advocates.

# Advocacy Skills and Tips

## *Meetings*





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# Four Tips for a Productive Online Meeting



## Clarify the Meeting Process

Create a list of desired outcomes for your meeting along with your detailed agenda. Also make sure to be clear on meeting roles, as appropriate.



## Agree on Engagement Guidelines

If possible, use webcams. Stay focused and limit multi-tasking. Use Chat for questions and suggestions. If you have to leave, let the meeting leader know in advance.



## Use a Common Visual Workspace

Capture the attention of participants by screen sharing a common visual workplace. This workplace allows for singular focus on meeting notes, agreements, action items, and parking lot items.



## Capture Key Ideas

Designate the role of scribe, one person who is responsible for recording meeting notes, agreements, and action items. This person is also responsible for supplying notes to all attendees post-meeting.

# Advocacy Skills and Tips

## *Meetings*

Tips – try to

- Research your target
- Listen, as well as talk – you need to hear what your target thinks.
- Link your objective to an issue the decision-maker cares about.
- Know more about the issue than the decision-maker! Gain a reputation for being knowledgeable.
- Be willing to negotiate, but be clear about how far you will compromise.

# Advocacy Skills and Tips

## *Meetings*

- Decide who will say what, if there is more than one of you.
- Summarise what the decision-maker has said or promised not to ask the decision-maker to do more than one thing at a time, unless he or she seems very eager to help you.
- *not to confuse the decision-maker with too many messages.*
- *not to give too much information – for example, graphs, statistics.*
- *not to use technical terms or jargon.*
- *not to give false or misleading information – it can cause you problems in future.*

# Writing and delivering a presentation





# Advocacy Skills and Tips

## *Writing and delivering a presentation*

A presentation is a formal way of delivering a message face-to-face to an audience. It can vary from a brief talk to a small group, to a formal presentation to hundreds of people at an international conference.

The stages in developing a presentation include planning, writing and delivering.

# Advocacy Skills and Tips

## *Writing and delivering a presentation*

Key factors that will affect your presentation, i.e.:

- Who is the audience?
- What are their interests and level of knowledge about the topic?
- How much time has been given for the presentation?
- Does this include time for questions?
- Where will it take place?
- What equipment will be available?
- How formal will it be?
- What is the broader context of the event? - is the presentation the main event or part of something else?
- How will the presentation fit?

# Carrying out a media interview

**ON AIR**

# Advocacy Skills and Tips

## *Carrying out a media interview*

To do:

- Try to practise responding to questions; role-play with your colleagues!
- Try to show some emotion for radio – it shows you care
- Try to look happy to be there
- Try to answer the interviewer's questions wherever possible – it is their interview.
- Try to be respectful and patient with the interviewer; they will not necessarily know the subject well – but then neither, perhaps, will the audience.
- Try to make sure you get your key messages across; if you are not asked
- Relevant questions, add your key messages to the end of one of your most relevant replies.

# Advocacy Skills and Tips

## *Carrying out a media interview*

### Not to do

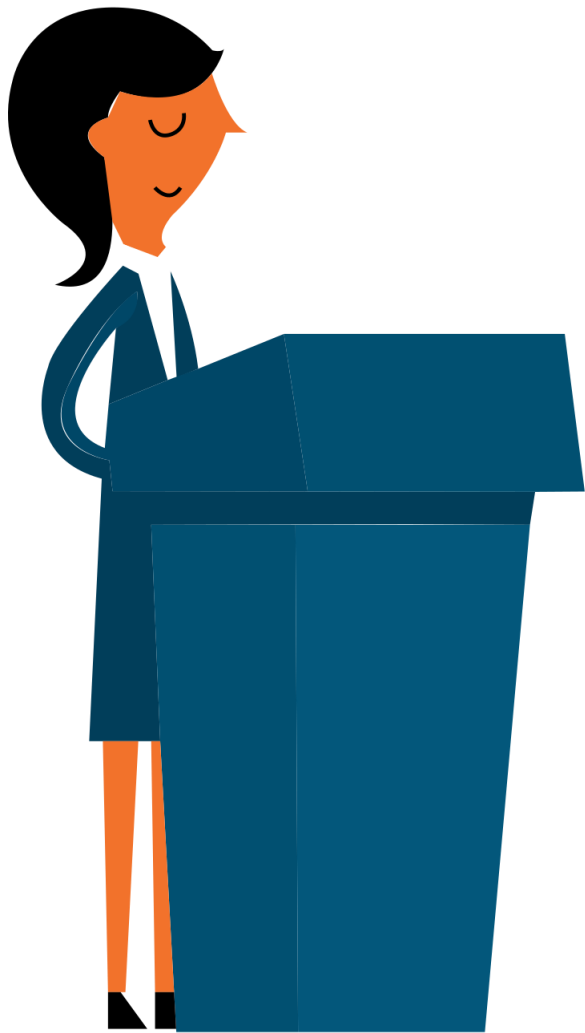
- Try not to bluff! If you don't know the answer to a question – say so or avoid it.
- Try not to agree to interviews that could stray off topic that might lead you to make
- statements about issues you do not know about.
- Try not to get angry if a journalist tries to unnerve you – your message will become unclear
- and the audience will assume you are in the wrong!

# Advocacy Skills and Tips

## *Carrying out a media interview*

### Not to do

- Try not to let a journalist 'put words in your mouth' – say firmly, "That is not what I am saying..."
- Try not to look at the camera during a TV interview – look at the interviewer.
- Try not to use extreme facial expressions during a TV interview.
- Try not to wear jewellery or glasses if possible as these can distract the audience from what you are saying.
- Try not to try to cover too many points or give too much new information.
- Try not to wear patterned clothes on TV.



# Debates

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# Advocacy Skills and Tips

## *Debates*

### Tips for TV Debates

- Preparation of your topic
- Stay on topic
- Speak slowly, clearly and charismatically
- Be confident with your topic





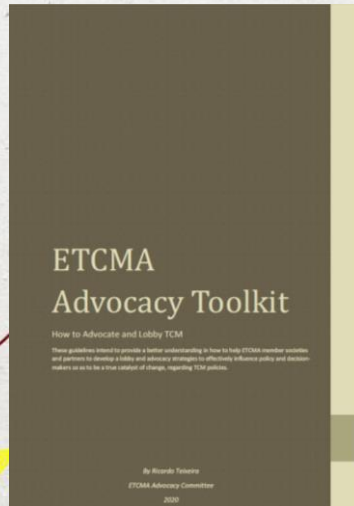
# Advocacy Skills and Tips

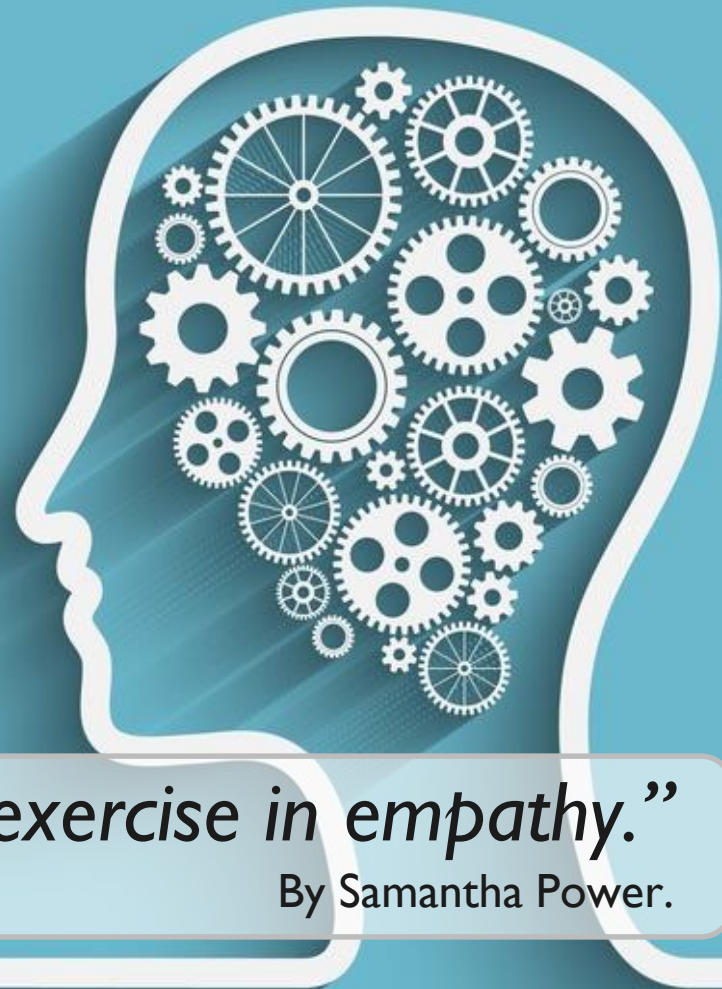
## *Debates*

### Tips for TV Debates

- Think about your body language and what it's saying to your audience
- Listen and take notes
- Anticipate your opponent's questions before they're uttered
- Tell a story or give an illustration with an example to make your point
- Use a strong conclusion
- Don't take cheap shots at your opponents

# Final Remarks





*“All advocacy is, at its core, an exercise in empathy.”*

By Samantha Power.

**Thank you**

**ETCMA**  
EUROPEAN TRADITIONAL CHINESE MEDICINE ASSOCIATION