



# **ADVOCACY AND LOBBYING RESOURCE LIST**

**Prepared for the Canadian Society of Association Executives  
(Nova Scotia Chapter)**

**February 20, 2007**

The following resources and tools may be helpful for organizations doing lobbying and advocacy work.

**ACTION THROUGH ADVOCACY GUIDEBOOK**

Canadian Cancer Society (2001)

This manual provides advice and tips on the advocacy processes.

For copies, contact:

Canadian Cancer Society- Nova Scotia Division

5826 South Street, Suite #1

Halifax, Nova Scotia B3H 1S6

Phone: (902) 423-6183

Fax: (902) 429- 6563

**ADVOCACY ON THE AGENDA: PREPARING VOLUNTARY BOARDS FOR PUBLIC POLICY PARTICIPATION**

Volunteer Canada, 2003

<http://www.volunteer.ca/volunteer/pdf/boardadvocacymanual.pdf>

This manual will give the reader an overview of the public policy process with the intention of demystifying what can be an intimidating endeavour. The section entitled ‘The boards’ role in advocacy and policy making’ will provide information that enables the board to make an informed decision about actively pursuing public policy involvement. ‘The steps to getting involved’ is a “how to” guide to ease into the arena of advocacy.

To purchase this resource, contact:

Volunteer Canada

330 Gilmour Street, Second Floor

Ottawa, ON K2P 0P6

Phone: (613) 231-4371

Toll-free: 1-800-670-0401

Fax: (613) 231-6725

E-mail: [info@volunteer.ca](mailto:info@volunteer.ca)

**ADVOCACY STRATEGY: DELIBERATE AND STRATEGIC USE OF INFORMATION TO INFLUENCE DECISION-MAKING**

Ontario Public Health Association

<http://www.opha.on.ca/resources/a-d.html#advocacy>

## **ADVOCACY - THE PROCESS**

Active Living Alliance for Canadians with a Disability

This resource provides a step-by-step framework for groups interested in advocating for access to physical activity programs for persons with a disability.

For more information on this resource, contact:

Active Living Alliance for Canadians with a Disability

720 Belfast Road, Suite 104

Ottawa, Ontario K1G 0Z5

Phone: (613) 244-0052

Toll-free: 1-800-771-0663 or

Fax: (613) 244-4857

E-mail: [info@ala.ca](mailto:info@ala.ca)

This resource and supporting documents are also available through Recreation Nova Scotia (\$10.00 for members, \$12.00 for non-members):

5516 Spring Garden Road, Suite 309

Halifax, NS B3J 1G6

Phone: (902) 425-1128

E-mail: [rns@sportns.ns.ca](mailto:rns@sportns.ns.ca)

<http://www.recreationns.ns.ca/resource/public.htm>

## **ADVOCACY - THE SOUND OF CITIZENS VOICES**

[http://www.vsi-isbc.ca/eng/policy/pdf/position\\_paper.pdf](http://www.vsi-isbc.ca/eng/policy/pdf/position_paper.pdf)

A report funded by the Government of Canada, through the Voluntary Sector Initiative, provides some new thinking and perspectives on advocacy in order to move quickly toward innovative and much-needed changes that will enhance, support and recognize the advocacy work of voluntary sector organizations.

## **CAPACITY BUILDING: LINKING COMMUNITY EXPERIENCE TO PUBLIC POLICY.**

Public Health Agency of Canada, 2000.

[http://www.phac-aspc.gc.ca/canada/regions/atlantic/pdf/capacity\\_building\\_e.pdf](http://www.phac-aspc.gc.ca/canada/regions/atlantic/pdf/capacity_building_e.pdf)

A resource designed to help people in both the public sector and the community understand how to include community experience in the policy-making process.

## **Developing Health Promotion Policies**

<http://www.thcu.ca/infoandresources/publications/policyworkbook.march04.v1.0.pdf>

This resource provides an overview of the development of health promoting policies for a variety of settings, including schools, workplaces, colleges and universities, homes and entire communities. Using an eight-step model, the manual provides a practical framework for the planning, implementation and evaluation of healthy public policies. The manual also provides suggestions and resources that can be used to build support or healthy public policies among decision makers and other stakeholders. Real life examples of policy initiatives addressing a range of health issues, including alcohol, tobacco, physical activity, air quality, food security, workplace stress and homelessness, are provided to illustrate the policy

development process. A comprehensive bibliography and reference list, including relevant print and electronic resources, is also included.

### **GOOD POLICY, GOOD HEALTH**

Women's Fish Net, 2004

This is a practical tool designed to make the link between policy and health and help women take action in their community and beyond. It uses examples from fisheries, employment, and other policies that affect coastal communities to help women see the connections between public policy and their own lives, and contains exercises and activities to define health and policy, and make connections between them.

It also offers clear and concrete advice for moving from thought to action on issues that affect women and their communities, gives clear directions on how to take action and how to lobby, includes advice for group facilitators on how to use the kit effectively, and provides background information on the fisheries issues it addresses.

Nova Scotia Women's FishNet  
c/o CRIAW-Nova Scotia  
PO Box 29087  
RPO Halifax Shopping Centre  
Halifax, N.S. B3L 4T8

### **THE COMMUNITY TOOL BOX**

University of Kansas

[http://ctb.ku.edu/tools/en/tools\\_toc.htm](http://ctb.ku.edu/tools/en/tools_toc.htm)

The Community Tool Box provides useful information on organizing for effective advocacy:

- Principles of Advocacy (Chapter 30)
- Conducting Advocacy Research (Chapter 31)
- Providing Encouragement and Education (Chapter 32)
- Conducting a Direct Action Campaign (Chapter 33)
- Media Advocacy (Chapter 34)
- Responding to Counterattacks (Chapter 35)

### **HEALTH CANADA – SOCIAL MARKETING**

[http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/index\\_e.html](http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/index_e.html)

This website offers Health Canada's social marketing campaigns and social marketing learning tools and resources.

### **HEALTH PROMOTION 101**

<http://www.ohprs.ca/hp101/main.htm>

Ontario Health Promotion Resource System

The Ontario Health Promotion Resource System (OHPRS) developed this free course as a collaborative effort between its 22 member organizations with funding from the Ontario Ministry of Health and Long Term Care. The OHPRS' role is to support health promoters in Ontario. The purpose of the course is to:

- provide an introduction to Health Promotion (HP) concepts, theories and resources;
- identify what is new and unique to health promotion;
- orient learners to HP resources, including OHPRS members' services as well as material resources;
- encourage networking in the health promotion community; and
- serve as a model and platform for other learning modules.

### **MAKING PUBLIC POLICY HEALTHY... A VISION FOR OUR COMMUNITY'S HEALTH**

Newfoundland and Labrador Heart Health Program

<http://www.infonet.st-johns.nf.ca/providers/nhhp/docs/policy.html>

This guide has been written to foster public awareness of health. It is written to inspire you to participate in the creation of healthy public policy to benefit the people of your province. This guide is for individuals or groups seeking to:

- create a policy to benefit the health of community residents; or
- support, oppose or advocate for change in a policy that may have health effects in your community.

For more information, contact:

The Newfoundland and Labrador Heart Health Program  
 c/o Health Promotion Division  
 Department of Health and Community Services  
 P.O. Box 8700  
 St. John's, NL A1B 4J6

### **RURAL TACKLE BOX**

Rural Communities Impacting Policy

<http://www.ruralnovascotia.ca/tacklebox/>

Lobbying is a form of public policy advocacy. It can be an effective strategy for offering new ideas to government, holding government accountable, and securing better public policies. The links on the rural tackle box website provide information on why you should lobby and how to lobby.

### **SPEAK UP - ADVOCACY AND LOBBYING GUIDE**

Alberta Recreation and Parks Association, 1994

This guide provides advocates practical ideas, methods, and resources for planning a successful lobbying campaign and developing an advocacy strategy.

For more information on this guide, contact:

Alberta Recreation and Parks Association  
 11759 Groat Road  
 Edmonton, AB T5M 3K6  
 Phone: (780) 415-1745  
 Fax: (780) 422-2663  
 E-mail: [arpa@arpaonline.ca](mailto:arpa@arpaonline.ca)

## **TIPS FOR MEETING WITH CANDIDATES**

Canadian Public Health Association

<http://www.cpha.ca/english/policy/election/2003/tips.htm>

The Canadian Public Health Association provides 13 tips for meeting with candidates in an election campaign to ensure that your issues are included in their campaign platform.

## **YOUTH AMBASSADOR TOOL KIT**

Active Living Alliance for Canadians with a Disability, 2003

This toolkit, created for youth with a disability, provides useful information and strategies to use when educating others about the benefits of healthy active living and the need for supportive environments that reduce barriers to regular physical activity for persons with disabilities. Topics include:

- What is Advocacy
- Steps to Success
- Personal Tips
- Advocacy Tips
- Sample Advocacy Letters and Presentations
- Worksheets
- Resources

For more information on this toolkit, contact:

Active Living Alliance for Canadians with a Disability

720 Belfast Road, Suite 104

Ottawa, Ontario K1G 0Z5

Phone: (613) 244-0052

Toll-free: 1-800-771-0663 or

Fax: (613) 244-4857

E-mail: [info@ala.ca](mailto:info@ala.ca)