Handout 2: Strategies in Systems Advocacy

- **Needs assessment and community consultation:** assists in identifying and prioritizing the community's needs and concerns. This assists in focusing the effort of the systems advocate. It also helps to validate the concerns of the community and helps to justify the need for action on an issue.

- **Submissions** reporting upon the impact of policy, legislation and other social, economic and political factors that impact upon disadvantaged groups.

- **Lobbying:** Talking to bureaucrats, Members of Parliament and other power brokers in the community about how the issues affect the community you represent.

- **Direct Action:** More militant and confrontational activities. Includes Petitions, Boycotts, Street Marches, Sit-Ins, Green bans.

- **Media:** Includes press releases and Interviews with print and electronic media.

- **Public Meetings:** Are organised to promote community awareness and to increase "ground swell" in the community. This helps to inform decision-makers of the community’s political power.

- **Strategic Partnerships:** This involves forming alliances with powerful groups within the community who can assist in the advocacy program.