



Engaging Advocacy

Understanding what advocacy means and how to get creative with how you influence decision makers

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What is Advocacy?

- **Advocacy** is the act or process of supporting a cause or proposal.
- **Advocacy** can be an activity by an individual or group which aims to influence decisions within political, economic, and social institutions.
- **Advocacy** can also mean getting support from another person to help express your views and stand up for your rights. Someone who helps you in this way is called your *advocate*.



Purpose:

To collectively influence and advocate for all children and young people in Scotland to access their right to arts which are inclusive, diverse, and transformative.

‘WHY’ Our Objectives:

- **Improved awareness, vision, and strategy** for developing children and young people’s access to arts and cultural experiences.
- The **role of arts, culture and creativity** within learning and educational settings is recognised as vital and supported accordingly.
- **Increased access and participation** in arts and cultural experiences for children and young people.

‘WHO’ Our Advocacy Audiences:

- **National and Local Government** officials.
- **Education:** staff and key decision makers.
- **Children, Young People, the Third and Arts Sectors:** allies, and supporters.

Small group exercise



Identify:

★ Allies ★ Influencers ★ Decision makers ★ Gatekeepers ★ Blockers

Small group exercise (continued)



Complete the sentence:

‘If (X person or organisation) would/could (Y-action or change in them) then (Z -the difference) can happen’

EXAMPLE:

‘If my local authority understood and valued how drama contributes to the social development of children and young people then it can be more embedded across the curriculum.’

Are you thinking that will never happen?

Then bring it closer to home ... in this example ‘X’ may be a Head Teacher or someone with responsibility for curriculum.

WHAT & HOW

Elements of 'story' which can inform your approach

1. Consider an action you could take to address your issue with your audience.
2. Then strengthen your approach using your storytelling skills:
 - What **conflict** defines the drama or point of view and makes the story interesting?
 - Who are the main **characters** or narrators of your 'story'?
 - What **powerful imagery** (metaphor, anecdote or descriptions) could be used to capture the imagination?
 - Is there any **foreshadowing** you could use which hints at the outcome (positive or negative)?
 - Are there any underlying **assumptions** at play which need to be considered?

<https://commonslibrary.org/story-based-strategy-101/>

Take the CYAA Pledge! Play your part

"I believe that all Scotland's children and young people should be able to access their right to arts which are inclusive, diverse, and transformative."

Act for Advocacy!

- Join CYAA's mailing list for Pledge updates and advocacy opportunities.
- Join the movement! Volunteer to support CYAA initiatives or events.
- Share your advocacy experiences and successes with CYAA.
- Advocate for youth arts within your community and local schools.
- Amplify CYAA's message by spreading awareness among colleagues.

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