



Welcome!

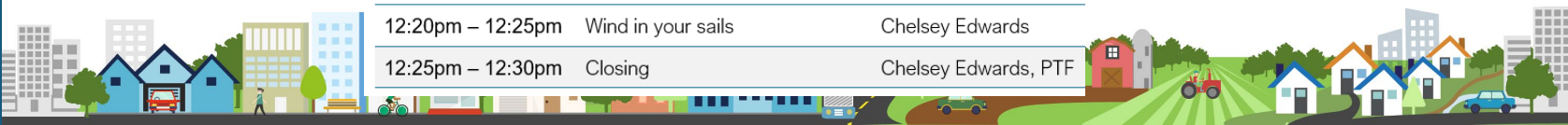
Community Advocacy Training: Advocacy and Media Relations

Wednesday, June 11, 2025

Welcome Back!

1. Check-in: How are you feeling?
2. Introductions and Icebreaker: What's the weirdest movie you've seen?
3. Agenda:

Time	Topic	Presenter	Outcomes
9:30am – 9:45am	Welcome Back! • Check-in • Revisit group agreement		• Snacks, drinks & get everyone settled • Land acknowledgement & welcome • Check-in (share how you're feeling)
9:45am – 10:30am	Advocacy 101 • What advocacy looks like • overview of different levels of government • Ways to take action	Dominica McPherson, PTF	PTF Presentation • Why advocacy work? • Who is who and who is responsible for what? • A recap of PTF's past advocacy campaigns to public officials • Explanation of the different ways that advocacy can take place – delegations, letter writing, elevator pitches
10:30am – 10:45am	Break (15 minutes)		
10:45am – 11:15am	Media Relations	Joanne Shuttleworth, Wellington Advertiser	How to connect with media and how interviews work
11:15am – 11:30am	How we advocate in the media	Chelsey Edwards, PTF Staff	• What are the different ways that people advocate in the media • What are the opportunities can come up when participating with the Poverty Task Force
11:30am – 11:40am	Reflections on Being Interviewed		Maggie Phelan & Sharon Felker, Peer Mentors
11:40am – 12:20pm	Practice Elevator Pitches		Group work time
12:20pm – 12:25pm	Wind in your sails		Chelsey Edwards
12:25pm – 12:30pm	Closing		Chelsey Edwards, PTF



Group Agreement

GROUP NORMS

- Feel safe to be open and honest – encourage open communication
 - This is a welcoming and inclusive space
 - This is a supportive and nonjudgmental space
 - Show appreciation for what is shared and for the people in the room
 - Be mindful of ways we might unintentionally cause harm
 - Take accountability for your actions
 - It's okay to make mistakes
 - People show up in different ways
 - Respect confidentiality – your story is yours to share
 - You can start one way and change as you go
 - Be mindful of phone use
 - Move forward, move back
 - Stay open-minded
 - Remain patient with others' learning
- PAT:** Patience, Acceptance, Tolerance
- Use “I” statements
 - Commit to learning, unlearning, and relearning

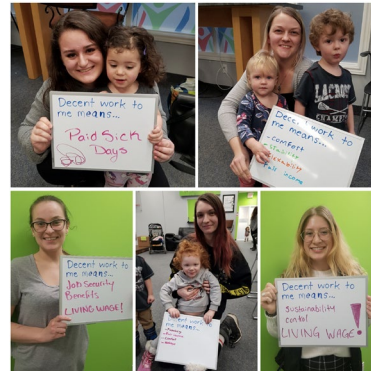
What is Advocacy?

- Advocacy is action taken by individuals or groups to change policies and systems for the better.
- It's about:
 - Influencing decisions that affect our lives
 - Raising awareness about issues
 - Shifting attitudes, policies, and systems
- Individual advocacy vs system & policy advocacy



Why Advocacy Matters

- Advocacy helps to:
 - Challenge unfair systems and policies
 - Build understanding and empathy
 - Grow public support for change
 - Create solutions that reflect real needs



Factors for Effective Advocacy:

- ✓ An issues you are passionate about – a clear message
- ✓ Strong research & evidence
 - Lived expertise gives advocacy power & urgency
 - Facts & stats back up your message
- ✓ A well thought out action plan
- ✓ A base of support
- ✓ Strategic use of advocacy tools & actions



Let's find out how to action plan, build a base of support & be strategic to reach our goals!



Levels of Government

- Effective advocacy starts with knowing which level of government is responsible – so you can take your message to the right place.

Federal

Makes decisions that affect the whole country

Examples:

- Income supports
- National housing programs
- Immigration

Provincial

Handles services that affect daily life in Ontario

Examples:

- Healthcare
- Social assistance
- Education
- Labour laws
- Housing legislation

Municipal

Manages local programs & services

Examples:

- Bylaws & zoning
- Emergency services
- Public transit



Two levels:

1. City, Town, Township
2. County



Check out the Four Levels of Government 1-pager for more information.



Impactful Advocacy Follows an Action Plan

- **A campaign action plan is your roadmap.** It helps you move from ideas to real change – one step at a time.



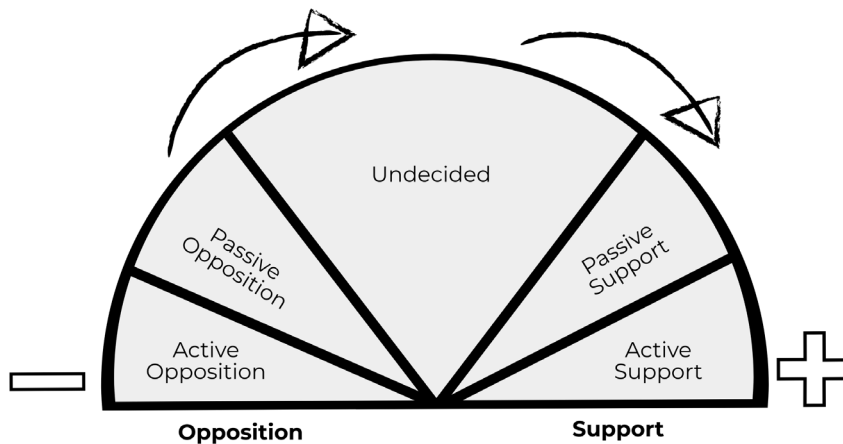
- **It helps you know where to focus...**
 1. Target decision makers (e.g. The premier)
 2. Build your base of support (e.g. community members)
- **Take action when...**
 - decision-makers are focused on your issue
 - people are paying attention to your issue



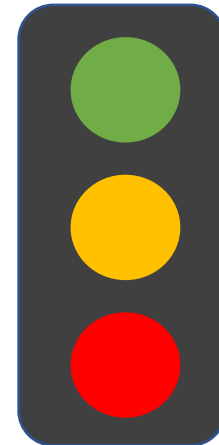
Build a Base of Support

- Use these tools to know where people stand on your issue, so you can focus your advocacy where it will have the most impact.

Spectrum of Support

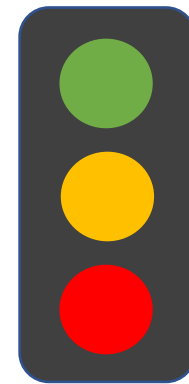


Red, Yellow, Green Light



When communication gets challenging

- You can support or reinforce positions with high level key messages
- Strengthen key messages with personal experience
- Lead with care – support with facts
 - “I’ve seen the difference support can make...”
- Refer to resources that are already developed/approved/accessibile
- Know when to end the conversation
- Reminder: Don’t forget your audience!



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Bridge and block

- “Bridge” from shaky ground to safer ground:
 - “I can’t speak to that specific situation, but what I CAN tell you... in MY experience... [restate key message.]”
 - “What I really want to talk about is...”
- “Block” inappropriate questions.
 - “I’m not going to respond to that.” or “Sorry, that’s not something I can speak to.”

**STRONGLY
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What Advocating Can Look Like

Ways to advocate – You choose what works for you:

- Sharing your story at events or presentations
- Helping shape campaigns or messages
- Attending meetings with decision-makers
- Sitting on working groups or advisory tables
- Writing letters or posts
- Delegating in government meetings
- Media interviews
- And much more!



We change systems together – We support you with:

- opportunities to get involved
- preparing you to know what to expect
- coaching & tools
- focusing your story for different audiences
- cheering you on & debriefing



Things to Keep in Mind

Tips for advocacy...

- Frame the issue positively
- Assume good intentions
- Make your issue relevant
- Keep it simple & clear
- Be evidence informed
- Be ready to compromise
- Plan for & celebrate small wins
- Be creative & have fun!
- Stay the course – big change takes time!



Sharing Lived Experience in Advocacy

- **Your story is powerful – even parts you might think are small.**
 - What feels ‘ordinary’ to you might be exactly what changes someone’s mind.
- **There is no one right way to tell your story.**
 - Each experience adds a different voice and perspective.
- **You don’t have to share everything.**
 - It’s important to us that you prepare and share in a way that feels safe and effective for you and your audience.
- **Different contexts need different versions.**
 - Sometimes it’s a short quote, other times a full speech – we help you adjust depending on the goal.
- **You don’t need to compare your story to others.**
 - Every experience has value – diversity is important for advocacy.
- **Recording your story is for you.**
 - It helps you reflect & be ready to use it as a tool for change – in your way, on your terms.
- **Your story can shift hearts, minds, and policies.**



Break



the response to this assertion. State governments, which claim that this claim was not backed by good evidence. Not many could have missed the subject of this claim for centralisation. It lies within, and simultaneously contributes to, a narrative and practice of the growing centralisation of power by the current government. This sits well with the growing incursions of the Union government into sectors where State governments have a primary responsibility to govern such as health, education and agriculture. Slogans such as 'one nation-one law, one market and one ration' are again part of such appeals to a narrative of a strong nation state rather than one of governance.

Union encroachment

To be sure, such moves to erode the powers of State governments are not new. In post-independent India, the Centre, on several occasions, has used its powers to dismiss or use the Governor to intimidate democratically elected governments. During the Emergency, education was moved to the Concurrent list which was until then a State subject under the constitutional division of responsibilities. However, the adverse changes to federal relations at present are more systemic.

To understand what has changed, at the risk of repetition, there has been increasing centralisation in resource allocations and welfare interventions. The gap

and 82% of public expenditure, respectively. Though some of these have been initiated and supported by previous governments, the intensification of this process is aligned strongly with the rise of the Bharatiya Janata Party (BJP) since 2014. This is particularly visible across the following three domains. While we identify these domains based on Tamil Nadu's experience, they are equally relevant to States such as Assam, Kerala, Punjab and West Bengal.

State-capital relations

While coalition governments in the past enabled the rise and the visibility of regional businesses in post-reform India, the current dispensation is working towards centralising economic power in conjunction with political centralisation. It is becoming clear that aligning politically with the BJP is critical to do business. While the rise of yoga guru Baba Ramdev's business empire is indicative of this, the decline of business groups from southern India over these last few years suggest the reverse of this process.

We can also see the consolidation and expansion of a few big business groups seen to be close to the BJP, probably at the expense of smaller players. On the one hand, the Centre has sought to limit Indian big business from global competition by choosing not to enter into the Regional Comprehensive Economic Partnership

agreement. Other players are more likely to benefit from removal of state-level barriers to trade at the expense of smaller regional players. This re-calibration of State-capital relations works against smaller entrepreneurs and entrepreneurship.

The BJP also seeks to centralise rent-seeking in parallel to restrict the political financing of regional parties. Regional parties tend to rely on region-specific rent thickly on political funding such as mining and real estate. The BJP has sought to curtail this through a levelling of corruption allegations and the use of central agencies to keep them in check. The reduced avenues for accumulation among regional parties weaken the ability of regional parties to compete with the BJP electorally.

Institutional transgression

The second challenge is in the use of executive and legislative agencies. Central institutions are increasingly weakening the policy levers of State institutions. Institutions such as the Income Tax Department, the Enforcement Directorate and the National Investigation Agency are being used to intimidate opponents. Such positions are not occupied by others.

For instance, the Centre has been modifying the powers of the National Investigation Agency (NIA) to investigate terrorism. The NIA has been used to investigate the business of the

taxpayers agenda. Governors appointed to administrative roles instead of their statutory roles. Importantly, such moves are also meant to ensure national uniformity in educational institutions. One such example is NEET, or the National Eligibility cum Entrance Test in medical education, which subverts the affirmative action policies developed at the regional level in response to local political demands.

This is evident in the domain of health as well. Apart from imposing a national lockdown during the first wave of the novel coronavirus pandemic without consulting State governments, the Centre has now put State governments at a disadvantage in vaccine usage by fixing differential pricing for procuring vaccines for them. This forces State governments to pay more as they are deprived of their reserve shares.

Socio-cultural foundation

The third and crucial change lies in the social-cultural foundations of federalism. A Chief Minister argued that the federal constitution is a social contract between the State and the people.

Key variables: This erosion of often counter to restore the powers of States. It is as that such as to much in the political arena powers include are inherently Centre. Vested powers with the over-riding power on matters in are the primacy. What is that the degree has deep variables: the coalitions at the States in the period 1996-98 and the culture. Hence federal coalition the legal-con federalism to a plural India and political

Kalyanasaram is a postdoctoral fellow for International Brown University. Professor at the Development Studies, M. Visweswaraiah Madras Institute. The views expressed are

of its vaccine Team Euro initiative to the billion fund and European and institutional partners in capacity in medicines technology

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Joseph Boro Represents Security in European

at the Paris summit on financial support for Africa on May 18, where the continent's leaders stressed that Africa imports 99%

Supporting Africa All countries must avoid restrictive measures that affect vaccine supply chains. We also need to facilitate the transfer of knowledge and technology, so that more countries can produce vaccines. For our part, we are strongly encouraging European producers to do so, especially in Africa. I participated at the Paris summit on financial support for Africa on May 18, where the continent's leaders stressed that Africa imports 99%

Our European industrial partners have committed to deliver 1.3 billion doses of vaccines before the end of 2021 to low-income countries at no-profit, and to middle-income countries at lower prices. They have also committed themselves to further deliver over 1.3 billion doses for 2022 – many of which will be delivered through COVAX.

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Close the vaccination gap

Immunisation needs cooperation and is a prerequisite



JOSEPH BORRELL

By the end of 2021, one of 21 of 100 people have received at least one dose of COVID-19 vaccine. We need to close the vaccination gap between advanced and developing countries. What the World Health Organisation (WHO) Director-General Tedros Adhanom Ghebreyesus called "vaccination apartheid" – being so is both morally right and in everyone's interest.

Therefore, we need global multilateral action to increase the production of vaccines and accelerate the roll-out worldwide. Since the beginning of the novel coronavirus pandemic, this is the path chosen by the European Union (EU). It is now also the path defined by the G20 leaders at the Global Health Summit in Rome on May 21.

A worry

The pandemic is still killing thousands of people every day and at the current pace, the whole world will not be vaccinated before 2023. Yet, a widely vaccinated world population is the only way to end the pandemic; otherwise, the multiplication of variants is likely to undermine the effectiveness of existing vaccines.

Vaccination is also a prerequisite for lifting the restrictions that are holding back our economies and freedoms. These restrictions penalise the whole world, but they weigh even more heavily on developing countries. Advanced countries can rely more on social mechanisms and economic policy levers to limit the impact of the pandemic on their citizens.

If the vaccination gap persists, it will reverse the trend in recent decades of declining poverty and growing liberties. Such a negative development would hold back economic growth and increase geopolitical tensions. The cost of a global pandemic would be too high. We cannot afford to let this happen.

As the world's largest vaccine producer, the EU welcomes the vaccination plan proposed by the International Monetary Fund in order to be able to vaccinate 40% of the world population in 2021 and 60% by mid-2022.

EU's lead role

To achieve this goal, we need closely coordinated multilateral action. We must resist the threat posed by linking the provision of vaccines to political goals and "vaccine nationalism". The EU has rejected both since the beginning of the pandemic. The EU has been increasing its own production, while exporting large volumes of vaccines and contributing substantially to the vaccines roll-out in low-income countries. Euro-



peans can be proud of this record. India's "Vaccine Maitri" is another example of global solidarity. In 2020, the EU supported the research and development of vaccines on a large scale and contributed significantly to the new generation of mRNA vaccines. The EU has become a major producer of COVID-19 vaccines. With, according to WHO, around 10% of the doses used globally, the EU has also exported 2.6 billion doses to 90 countries, with about as much as it has received from the EU.

The EU is also committed to financial solidarity – what we call "financial vaccine" – is also committed to financial solidarity. In 2020, particularly in the Western Balkans. It aims to donate at least 100 million more doses to low- and middle-income countries before the end of 2021, as agreed at the last European Council. With €2.8 billion, the EU has also been the main contributor to the COVAX facility, which enables poorer countries to access vaccines; around one-third of all CO-

examinations by changing the pattern of questions or through online mode by curtailing significant required to surrender their unique, capable, curious, and wondrous learning capabilities to the senseless countervailing perspectives – the pandemic now allows us to see what is taken for granted about gate-keeping

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LETTERS TO THE EDITOR

Letters emailed to letters@thehindu.co.in must carry the full postal address and the full name or the name

Exams cancelled

The decision to cancel the Class XII board examinations has come unexpectedly, and after a long

session is concerned. Students and parents do not want more stress. NAVEEN KATTA

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How can we advocate in the media

- Advocacy in the media can look like news articles about public speeches, interviews, letters to the editor, and more!

Trapped in a never-ending cycle of poverty

More than 3,000 Guelph residents receive payments from the Ontario Disability Support Program; the money can be barely enough to survive, never mind get ahead



Richard Vivian
May 16, 2022 9:55 AM



2 / 3 Sharon, a Guelph resident and ODSP recipient, is left with a post-rent monthly budget of \$321, which has to cover groceries, phone and Internet, home and vehicle insurance as well as gasoline. | Richard Vivian/GuelphToday



Local CTV News App Watch CTV News Now In Pictures

By Colton Wiens and Sidra Jofri

Published: May 28, 2025 at 8:25AM EDT



DOMINICA MCPHERSON
GUELPH & WELLINGTON TASK FORCE FOR POVERTY ELIMINATION

LETTER: 'Yes in my backyard,' resident says of proposed supportive housing development

'I am in support of permanent supportive housing being built,' reader says, talking about her own experiences with homelessness

GuelphToday Staff
Dec 10, 2020 6:05 AM



Council approves idea of daytime shelter, downtown still an option

Evaluation scoring to be reduced if shelter is located on a main street



Richard Vivian
May 28, 2025 8:15 AM



Sharon Feller urged council not to ban proposals for a daytime shelter service from the downtown. | Richard Vivian/GuelphToday

Mayor's Event for Mental Health highlights social determinants

'If it were that simple just to stop using, or to get an apartment, or to get a job, like who would want to sit in this level of discomfort, in this level of palpable pain? Nobody would'



Taylor Pace
Oct 10, 2023 7:00 PM



2 / 8 Maggie Phelan, an anti-poverty and mental health advocate speaking at the Mayor's Mental Health Event on Oct. 10, 2023. | Taylor Pace / GuelphToday



Experiences with Being Interviewed: Peer Mentors Maggie and Sharon

Council approves idea of daytime shelter, downtown still an option

Evaluation scoring to be reduced if shelter is located on a main street



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May 28, 2025 8:15 AM



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2 / 8 Maggie Phelan, an anti-poverty and mental health advocate speaking at the Mayor's Mental Health Event on Oct. 10, 2023. | Taylor Pace / GuelphToday

**Time to work on our worksheets.
Your group will be assigned to you!**

Time to practice your elevator pitches!

Pretend your partner is a public official
and you are in an elevator. You have 2
minutes to advocate to them.

Wind in Your Sails



Think of what can
motivate you with
writing your story
over the next week

Thank you!

Thank you for coming!

Next week...

We will be going over anti-oppression!

**We will be having our second drop in session on
Monday from 10 am at the Grove Hub (737 Woolwich)
Transit to the West End:**

Route 99 North, stop Woolwich and Marylin Northbound

Driving:

Free parking on site at the side of the building