



Welcome!

Community Advocacy Training: Advocacy with the PTF

Wednesday, June 25, 2025

Welcome Back!

1. Check-in: How are you feeling?
2. Icebreaker: What have you been doing to beat the heat lately?
3. Agenda:

Time	Topic	Presenter
	Welcome Back!	
9:30am – 9:45am	• Check-in • Revisit group agreement • Icebreaker	Chelsey Edwards, PTF
9:45am – 10:00am	Review of CAT learnings	Chelsey Edwards, PTF
10:00am – 10:30am	Sharing Stories & Advocacy Messages	Group presentations
10:30am – 10:45am	Break (15 minutes)	
10:45am – 11:15am	Sharing Stories & Advocacy Messages	Group presentations
11:15am – 11:45am	Campaigns and Advocacy Opportunities	Dominica McPherson & Chelsey Edwards, PTF
11:45am – 12:15pm	Practice Elevator Pitches	Group work time
12:15pm – 12:45pm	Debrief & Closing • Reflecting on experience with CAT • Appreciating each other	Group activity
12:45pm – 1:30pm	Celebration Lunch	

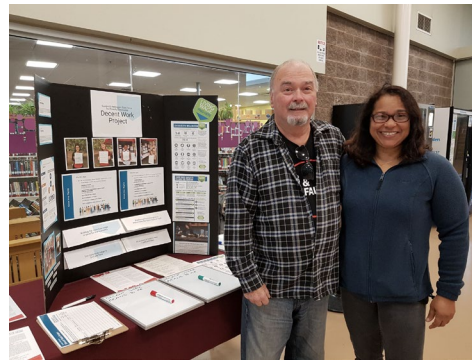
Group Norms

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

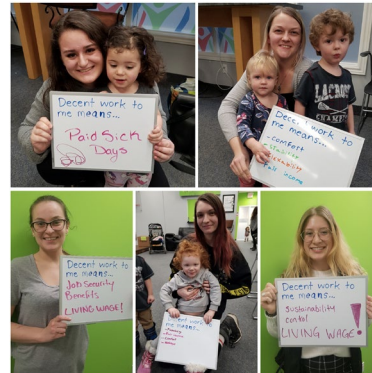
What is Advocacy?

- 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



Storytelling as advocacy...

- A powerful form of community education & awareness
- It personalizes important issues & has an emotional impact
- Storytelling builds relationships, creates connection & encourages action
- Can give elected officials the courage to do the right thing

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



Changing the rules in the hunger game (10 photos)

Food insecurity hurts low-income families most, but studies show it impacts everyone's healthcare costs



Troy Bridgeman
Oct 20, 2017 12:45 PM



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



The 3P's of Public Speaking

Prepare – Start Off Strong

- 1) Understand your audience** – Know who you will be talking to: what are they interested in, what do they know, and what are their needs.
- 2) Set clear objectives** – What are the takeaways you'd like your audience to gain from your speech. What are you advocating for?
- 3) Structure your speech** – Write down what you'd like to say as a script that you can utilize.

Practice – Rehearse!

Rehearse, Rehearse, Rehearse.

The more times the better. The best rehearsal is one that is done out loud, as if you were really doing it. Stand up, pretend there is a room full of people and deliver it as accurately as possible.



Present – Show Up as Best as You Can

Choose comfortable clothes to wear, bring a water bottle, and arrive early so you can relax.

Stand (or sit) in a comfortable position that you can maintain while talking

Look up! Make sure to look out into the audience. You can make eye contact with individuals or you can scan the room.

Project your voice: make sure the people at the front, middle, and back of the room can hear you.

Be patient: don't rush through the presentation. Try to make sure that you are well paced and breathing during the speech.

FOUR I'S OF OPPRESSION

IDEOLOGICAL



cultural beliefs
values, norms,
ideas and
assumptions- often
unexamined

INTERPERSONAL



actions,
language &
behaviors that
show up in
relationship

INSTITUTIONAL



policies,
procedures,
structural &
systems: laws,
healthcare,
education, etc

INTERNALIZED

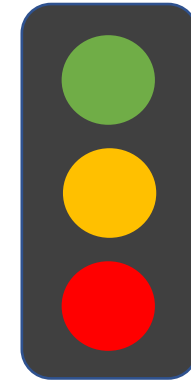


beliefs, thoughts, &
feelings about
ourselves that can
have a 'positive',
'negative' or
'neutral' tint

Working towards racial equity & our collective liberation from all forms of oppression involves examining and creating change in all these spaces.

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!



What has been successful for you when navigating challenging communication?

**STRONGLY
WORDED
LETTERS**

www.stronglywordedletters.ca



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.”





Time to Share Our Stories

Break

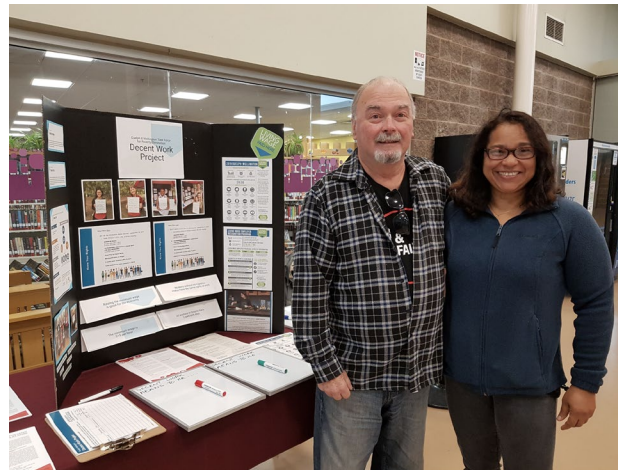


A close-up, shallow depth-of-field photograph showing the hands of several people of different ethnicities (light skin, dark skin, and a person in a white shirt) clasped together in a circle. The background is blurred, suggesting an indoor setting with a couch. The text "Time to Share Our Stories" is overlaid in the center in a white, sans-serif font.

Time to Share Our Stories

Importance of Lived Experience in Advocacy

- People directly impacted by poverty hold essential knowledge about what works and what doesn't in current systems.
- Your insights help shape solutions that are practical, equitable, and grounded in real life.
- When lived experience is centered, advocacy becomes more powerful, relevant, and just.



How we frame PTF advocacy:

- Non-partisan
- Positive & hopeful framing
- Strategic
- Centers communities most impacted
- Calling people in rather than calling people out

Things to keep in mind for advocating:

- Key messages
- Head vs heart
- Remember: your story is yours – you don't have to be a spokesperson
- Public vs private sphere
 - Remember: nothing is “off the record”
- No one size fits all for advocacy – approach changes based on what we're advocacy for and who we are trying to reach



Ways to Get Involved with PTF Advocacy

Share your story

Contribute anonymously or publicly through storytelling initiatives, speaking engagements, written materials, or media advocacy.

Co-create campaigns & advocacy actions

Help shape messaging, materials, and strategy for campaigns and advocacy actions focused on housing, income, and other root causes.

Participate in meetings

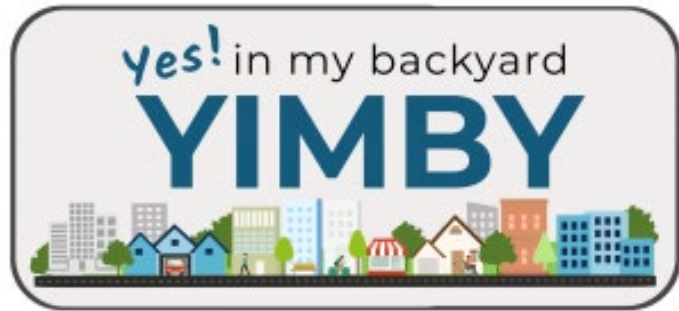
Engage with policy makers, community partners, and key players at committees, roundtables, forums, advocacy meetings or public consultations.

Join Community Voices!

Collaborate with others who experience poverty and help shape our priorities and actions.



PTF Advocacy Campaigns



When you say 'Yes in My Backyard' (YIMBY), you:

- support a welcoming community where everyone can access the housing they need free of discrimination
- encourage others to show their support for safe and affordable housing that meets community needs
- help to build the community support necessary to give elected officials the courage to do the right thing.



Key messages:

- Food insecurity can affect anyone, anytime.
- An income security crisis is the root cause.
- Policy change is the answer.
- Together we can demand change.
- **Current focus issues:** basic income, social assistance, & more!





Community Voices

- A PTF group for and by people with lived experience of poverty
- Amplifies community members experiences with poverty
- Informs & participates in the PTF's collaborative work to advocate for system and policy change
- Monthly meetings are an opportunity for community members to share their thoughts and experiences
- CV helps to increase awareness and understanding of poverty issues.



Community Voice Member:
Zera Koutchieva,
Community Voices Member

Callings & Roles for Collective Liberation

A	Analyst , applies critical and systemic thinking, maps methods to understand issues	N	Negotiator , comes to an agreement with someone else in favor of the collective
A	Architect , plans, and designs new structures for collective liberation	R	Researcher , carries out academic, scientific, or investigative research
D	Developer , contracts and supervizes the building of new structures	S	Scientist , has expert knowledge of one or more of the natural or physical sciences
E	Engineer , invents designs, analyzes, builds and tests complex systems & machines	S	Strategist , skilled in planning action or policy especially in climate crisis, war or politics
I	Inventor , invents a particular process, system, culture or device that are good for people & planet	W	Writer , writes books, stories, poetry, films, TV shows, articles, Op-Eds for new paradigms

The pragmatic skills we need to dismantle oppressive systems and radically imagine and build the world we deserve



Callings & Roles for Collective Liberation

A	Abolitionist , favors the end of forced labor and carceral punishment	H	Healer , heals intergenerational wounds and provides a path forward
A	Advocate , holds a cause or series of causes to heart and carries them to justice	L	Luminary , inspires people to rise beyond their expectations
A	Artist , inspires people to be in touch with their humanity	P	Problem Solver , engineers tangible solutions to real life problems
C	Communicator , tells stories and touch the soul of millions of people	T	Trouble Maker , isn't afraid to ruffle some feathers
D	Designer , works in service to create for collective liberation	V	Visionary , receives downloads from the Universe to guide people

The creativity we need to dismantle oppressive systems and radically imagine and build the world we deserve



**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.

Time to Reflect: How do you feel about your time in this training?





Certificate
Presentation Time



Let's Eat!

Thank you!

Thank you for coming to our session!

We are so glad we got to spend this time together!

Goodbye