What is advocacy?

Advocacy means "to give a voice to people".

In practice this means making sure that people, particularly those who are most affected by injustices, are able to:

- Have their voice heard on issues that are important to them
- Defend and promote their rights
- Have their concerns, views and wishes genuinely considered when decisions are being made about their lives.

Advocacy can be a range of activities that aim to change attitudes, policies and practices, such as awareness-raising, lobbying, community organising and networking. It can be aimed at different audiences, including your own organisation or community, the ‘general public’, civil society, politicians and other decision-makers.

There are different levels of advocacy:

- Self-advocacy - When you speak up for yourself.
- Peer Advocacy - When you speak up for others or support someone who needs help.
- Community Advocacy - When you work together with a group of people to make change happen.
- Political advocacy - When you publicly support and speak out for a certain cause to influence legislation and policies.

This programme aims to support you to advocate on the food justice issues you care about, and for you to support people in your groups and communities to do the same.