

# #26 ADVOCACY IN ACTION: A TOOLKIT FOR PUBLIC HEALTH PROFESSIONALS

## PUBLIC HEALTH ADVOCACY INSTITUTE OF WESTERN AUSTRALIA

Toolkit, 2013

**Topic for advocacy** Advocacy

<http://www.phaiwa.org.au/wp-content/uploads/2015/12/PHAIWA-Advocacy-in-Action-3rd-Edition.pdf>

### Description of the good example

The toolkit was developed by the Public Health Advocacy Institute of Western Australia in 2013. It's a practical resource that supports and encourages public health professionals, allied health professionals and interested organisations to engage in advocacy. It provides an introduction to public health advocacy, an outline and examples of key advocacy strategies, and samples of practical advocacy tools.

### Target - Who can best use this example or document?

Public health professionals, allied health professionals.

### Highlights and outcomes

#### Why could it be useful for your organisation and advocacy?

It is a knowledge sharing document that provides support for different groups interested in active advocacy. The document builds capacity to engage in active, cross-sector collaboration among public health organisations. It is transferable and brings sustainable activation.

### Learning points - What can we learn from it?

The toolkit has multiple examples and case studies demonstrating how advocacy strategies can be applied, what are the tips and challenges of advocacy, how to evaluate it, how to write letters to politicians, and how to effectively work with the media.

### Further information

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*\*All information in this entry is sourced from the link above and contact mentioned in the document.*