

THE AGENTS OF CHANGE

Advocacy Manual

Date 24-04-2017

Authors:

Richard Schweizer, Policy Officer, One Door Mental Health
Ellen Marks, General Manager Advocacy and Inclusion, One Door Mental Health
Max Pahlow, Janssen Cilag
Rob Ramjan, Chief Executive Officer, One Door Mental Health



One Door Mental Health, 2017

For all requests and inquiries concerning this document please contact advocacy@onedoor.org.au or by mail to: One Door Mental Health, Locked Bag 5014, Gladesville, NSW, Australia, 1675.

Suggested citation

Schweizer R, Marks E, Pahlow M, Ramjan R (2017). One Door Mental Health: Agents of Change: Advocacy Manual. One Door Mental Health; Sydney, Australia.

CONTENTS

| | | |
|------------|--|----------|
| 1.0 | Definitions | 5 |
| 2.0 | Foreword | 6 |
| 3.0 | Summary | 7 |
| 4.0 | Background | 7 |
| 4.1 | Who is the Agents of Change for? | 7 |
| 4.2 | What is advocacy? | 7 |
| 5.0 | The Advocacy Process | 8 |
| 5.1 | Phase one – Defining the campaign issue | 11 |
| 5.2 | Phase two – Engaging members to undertake advocacy action..... | 12 |
| 5.3 | Phase three – Developing the campaign strategy | 14 |
| 5.4 | Phase four – Providing members with the right resources..... | 16 |
| 5.5 | Phase five – Undertaking advocacy action | 19 |
| 5.6 | Phase six – Evaluating the campaign | 20 |
| 6.0 | Appendices | |
| | Advocacy Advice Form (AFF) | 22 |
| | AFF Response Letter (Positive) | 24 |
| | AFF Response Letter (Negative) | 25 |
| | Campaign Brief | 26 |
| | Call-To-Arms Letter | 28 |
| | Response Sheet | 29 |
| | Campaign Timeline | 30 |
| | Key Messages and Facts Sheet | 31 |
| | Advocacy Schedule | 32 |
| | Tool-Kit Cover Letter | 33 |

| | |
|------------------------------------|----|
| Tips for Effective Advocacy | 34 |
| Campaign Target Response Sheet | 41 |
| Campaign Tool-Kit Feedback Sheet | 42 |
| Campaign Evaluation Questionnaire | 44 |
| Campaign Highlights | 46 |
| Who's Who of Australian Government | 47 |

THE AGENTS OF CHANGE

Advocacy Manual

1.0 Definitions

The Australian Health Advocacy Manual details a series of steps involved in conducting effective advocacy. Standard terminology has been used throughout this document to make it easier to read.

- **Consumer:** a person who is living with a mental illness, or has experienced living with a mental illness.
- **Carer:** a carer of a person who is or was living with a mental illness.
- **Advocacy Campaign:** A coordinated series of activities conducted by individual members of the consumer or carer group to achieve political change deemed desirable by the organisation.
- **Participant:** Those members of the consumer or carer group who have nominated that they want to become involved in a particular advocacy campaign.
- **Advocacy Office (AO):** The General Manager of Advocacy and Inclusion who is responsible for following the systems outlined in this manual to co-ordinate the advocacy campaign.
- **Target:** An individual who has the capacity to influence a desired outcome, typically a politician or public servant. These people are the ‘targets’ of the advocacy activity conducted by participants.
- **Executive:** A generic name for the Executive Director, CEO or Chair of the organisation with overall day to day responsibility for the organisation.
- **Social Media:** A range of online tools for engaging members and advocacy, including Facebook, YouTube, Flickr, Twitter, Change.org, and LinkedIn.

2.0 Foreword

“There is power in unity and there is power in numbers” Martin Luther King, 1963.

The consumer and carer voice play a very valuable role in delivering a healthy Australian community. While service delivery is an important part of many groups’ activities, consumer and carer groups in Australia are increasingly focussing on advocacy initiatives as a means to influence the quality and funding level for relevant health services.

One Door Mental Health is committed to advocating for improved community awareness and access to quality mental health services in Australia. Consumers and carers associated with One Door Mental Health through services, support groups, staff and volunteers are highly motivated to undertake advocacy actions.

This manual seeks to support best practice political advocacy in the health sector. It is a guide, a resource and a process all in one. Using the systems identified in this manual will help to deliver real political influence for advocates intent on achieving change at the local, state or federal level of government.

Every carer and consumer has a right to improve their situation. We seek to ensure they are well equipped to do so – particularly in the areas of input and influence. To assist this process, we have developed this comprehensive advocacy manual which we hope will be a beneficial and empowering tool for advocates in the implementation of positive changes in the health system.

We encourage anyone passionate about advocacy and mental health to get involved.

Best wishes and good luck,

Dr Ellen Marks

The General Manager of Advocacy and Inclusion
One Door Mental Health

3.0 Summary

This manual outlines strategies for grass roots advocacy, where social policy change is made through collective action by members of the community who work on changing access, stigma and quality of services for those living with a mental illness or carers. The manual sets out the six main phases of an effective advocacy campaign. Each phase contains a number of steps and template documents designed to help the advocacy process run as smoothly as possible.

One Door Mental Health acts as the convener and capacity-builder rather than the 'driver'. One Door will facilitate the efforts of individual advocates outside the organisation to engage on a particular issue.

Please note: the personal opinions and experiences of individual advocates do not necessarily reflect the policies and positions of One Door Mental Health. If you would like the direct support of One Door, please contact the Advocacy and Inclusion Division of One Door on advocacy@onedoor.org.au.

4.0 Background

4.1 Who is the Agents of Change for?

The Agents of Change can be used by anyone employed by One Door Mental Health as a resource for a structured approach to grass-roots advocacy in consultation with the Advocacy Office. The Agents of Change provides detailed steps, guidance and tools for developing and implementing and facilitating an advocacy campaign.

4.2 What is advocacy?

Advocacy is the actions taken to influence or produce systemic change to ensure fair treatment and social justice for people with mental illness and their carers.

In the 30 years we have been helping people with severe and persistent mental illness, we quickly learned that there is only so far one-on-one support goes. There are systemic and societal barriers to people with lived experience getting the help they need.

Breaking down these barriers doesn't just happen. A great deal of expertise goes into collaboration, research, recommendations, lobbying and education. All these parts work together to create an inclusive community where everyone can lead a positive life.

The team at One Door Mental Health know that every Australian plays a role in creating a world in which people with mental illness are valued and treated as equals.

5.0 The Advocacy Process

Advocacy programs seek to support a cause with the aim of bringing about beneficial change or outcomes for that cause. The fundamental driver of advocacy is people acting on issues of personal relevance and connecting with people who are of the same mind on common issues, in a united voice to make their views known to those who have the power to make beneficial change.

Grassroots mental health groups have the potential to make use of the commitment and passion of individuals committed to a cause and can then have a significant influence on decision.

This manual has been specifically developed to help support groups establish a systemised advocacy program and organise effective advocacy campaigns. The approach set out in this manual involves the co-ordination of organisational members to deliver the right message to the right targets at the right time. There are six main phases to this process:

Phase 1 – Defining the campaign issue

Phase 2 – Engaging members to undertake advocacy activity

Phase 3 – Developing the campaign strategy

Phase 4 – Providing members with the right resources

Phase 5 – Undertaking advocacy activity

Phase 6 – Evaluating the campaign

This process has been designed to make being part of an advocacy campaign an easy and rewarding experience. Remember, every little piece of advocacy is important and can make a difference to the lives of the people you are trying to help.

Defining the issue

• Phase 1: Defining the issue

- Step 1** – *Advocacy Advice Form (AAF)* submitted to the AO for consideration from website by a concerned member of staff or the public.
- Step 2** – *AAF Response Letter* from AO to author of the AAF.
- Step 3** – If the issue is selected for a campaign a *Campaign Brief* is written by the AO.

Engaging members

• Phase 2 – Engaging members to undertake advocacy action

- Step 4** – *Call-to-arms Letter* and *Response Sheet* written by the AO and distributed to potential participants via mail, email and social media channels.
- Step 5** – Response Sheets returned recorded by AO

Developing the Campaign Strategy

• Phase 3 – Developing the Campaign Strategy

- Step 6** – *Campaign Strategy* is developed by the AO
- Step 7** – *Campaign Timeline* is developed by the AO

Providing resources

• Phase 4 – Providing members with the right resources

- Step 9** – *Campaign Tool-Kit* developed by AO and distributed to participants/uploaded to website (*Key Messages and Facts Sheet, Advocacy Schedule, Cover Letter, Tips for Effective Advocacy, Campaign Target Response sheet and Feedback Sheet*)

Undertaking advocacy

• Phase 5 – Undertaking advocacy activity

- Step 10** – Follow up of participants is undertaken by the AO to ensure that the allocated activities are completed by the participants

Evaluation

• Phase 6 – Evaluating the campaign

- Step 11** – *Campaign Evaluation Questionnaire* completed by the AO
- Step 12** – *Campaign Highlights Letter* written by the AO and published on the website
- Step 13** – Participants categorised on level of participation

There are a number of documents to be developed by the AO, some templates can be found in the appendices.

These template documents form the backbone of the systemised advocacy program and are central to the success of the advocacy campaign. The processes, templates and guides, in this manual help 'systemise' the advocacy work many health groups already conduct with varying degrees of effort and success within the Australian community.

Background Documents

- Advocacy Advice Form (AAF)
- AAF Response Letter
- Campaign Brief
- Call-to-arms Letter
- Response Sheet
- Campaign Strategy
- Campaign Timeline

Campaign Toolkit Documents

- Key Messages and Facts Sheet
- Advocacy Schedule
- Cover Letter
- Tips for Effective Advocacy
- Campaign Target Response Sheet
- Feedback Sheet

Evaluation Documents

- Campaign Evaluation Questionnaire
- Campaign Highlights letter

5.1 Phase one – Defining the campaign issue

The first phase in the systemised advocacy program is to identify the advocacy issue(s) to be targeted by the organisation. To formalise this process, an *Advocacy Advice Form* (AAF) has been developed.

Advocacy Advice Form (AAF)

The AAF is a one-page document outlining the potential advocacy campaign issue. An issue can be identified by any member of the support group. The AAF can be completed online or downloaded and returned to:

Advocacy Office,
One Door Mental Health,
Locked Bag 5014,
Gladesville, NSW, 1675.

The AO then reviews each AAF and decides whether or not to initiate an advocacy campaign based on the AO's knowledge of the political process and feasibility of a campaign. For the AO executive to make an informed decision, the AAF must be concise and supported by any relevant background information.

A template document can be found as Appendix I or by clicking [here](#).

AAF Response Letter

The *AAF Response Letter* is a brief response to an individual who has filled out an AAF. The response should be either a positive letter, stating that One Door will advocate on this issue, or a negative response thanking the person for their engagement.

A template document can be found as Appendix II or by clicking [here](#).

Campaign Brief

The AO then needs to further investigate the issue in order to develop the *Campaign Brief*. Gathering the right information will improve the chances of success. This information will be used in phase three when the *Campaign Strategy* document is being prepared.

The *Campaign Brief* document is an internal document developed by the AO which details all relevant campaign information. The information in the *Campaign Brief* will form the backbone of the advocacy campaign and help the AO develop the *Campaign Strategy*, *Campaign Timeline* and *Advocacy Schedule*.

This document will include:

- Background to the issue.
- Potential drivers and barriers to the success of the campaign, including internet-based resources such as social media

- Potential allies and opponents of your objectives, including existing organisations with complementary goals and missions.
- Key dates relevant to the campaign.
- Key decision makers the support group should target.

Information gathering

An important step in organising and implementing a successful advocacy campaign is gathering the right information to make sure you're on the right track. In order to complete the *Campaign Brief* you will need to find the following information:

- Background on the advocacy campaign issue.
- Potential drivers and barriers to the success of the advocacy campaign.
- Potential allies and adversaries who could impact the advocacy campaign.
- Key dates relevant to the advocacy campaign.
- Key decision makers One Door Mental Health can target for their advocacy efforts.

Useful sources of information include:

- The internet
- Government departments
- Government reports
- One Door archives – The Simon Champ Library
- Hansard (Federal & State – Parliamentary Record)
- Media archives on popular media sites
- Libraries and online journals

A template Campaign Brief document can be found as Appendix III or by clicking [here](#).

5.2 Phase two – Engaging members to undertake advocacy action

This phase involves engaging potential participants of the selected campaign.

Every effective political campaign should include a central website. This site should:

- Be clear and concise
- Be easy to navigate
- Outline campaign goals
- Provide links to support websites (such as online petitions, details for contacting members of parliament, and the address for Facebook or LinkedIn groups)
- Possibly be linked on an existing site that generates greater traffic, such as the One Door homepage
- Use services to monitor website traffic

- Use services that optimise results gained through search engines.

At this point it is worthwhile to consider what role the internet and social media may play in your campaign. Social media are internet-based tools that can be used to engage members and advocate your cause. Although there is a wealth of social media available, six key tools are noted here:

- Facebook
- YouTube
- Flickr
- Twitter
- LinkedIn
- Change.org

Campaign organisers should become familiar with the processes and penetration of these sites in order to amplify the impact of their campaign. In using social media, campaigners should:

- Become familiar with the processes and penetration of these sites.
- Set up 'groups' dedicated to the issue being advocated.
- Encourage members to visit and join/like these groups.
- Maintain a regular presence on social media such as Twitter.
- Generate original advocacy content (or use existing content not under copyright) for sites like YouTube or Flickr.

Although developing content may seem difficult, effective video, podcast or visual content can convey the message clearly and with great impact. Such content should be

- Short
- Targeted
- Relevant
- Entertaining
- Memorable

When using social media, organisers may need to find a balance between empowering members to act, and the need to control content or opinion that is posted. Typically, when using a resource like a Facebook group, the campaign organisers should maintain the authority to scan and vet posts to that group by members or the public.

To engage participants the AO dispatches a *Call-to-arms Letter*, which is uploaded to social media channels, the website and sent via mail/email to potential participants. Potential participants can also be found through the organisation's database.

Call-to-arms Letter

Participants receive by mail, email, or via the website/social media, a *Call-to-arms Letter*. The letter, written by the AO, needs to be inspirational in tone so as to rally a large number of participants. The letter is an invitation to members to register their preferred level of involvement and indicate the activities in which they are prepared to engage.

Specifically, the letter should include:

- A summary of the issue for which the participants will be campaigning.
- Why the issue is important to members.
- An outline of what specific action participants will be undertaking.
- What the organisation is hoping to achieve from the campaign.
- An outline of what activities potential participants can undertake if interested in becoming involved with this particular campaign.

As a guide, the letter or email should be no more than two pages in length and should be accompanied by a *Response Sheet*. A self-addressed, postage-paid (stamped) return envelope (for those letters sent by mail) or the contact details should also be included with the *Call-to-arms Letter*.

Furthermore, the letter should outline the next steps, with a bolded return date to encourage a quick response. The responses to these are then recorded as they are received by the AO.

A template document can be found as Appendix IV or by clicking [here](#).

Response Sheet

A *Response Sheet* is a mechanism for people to confirm their advocacy participation, or a return email address for people to register their interest.

After the *Member Response Sheets*, relevant emails or online submissions for participation have been received by AO the relevant data is entered into the database. Soon after, the participants will receive their Campaign Tool-Kit, including information on how to log in to a secure portal on the website which contains all the relevant documents for the participant to use in advocacy.

A template document can be found at Appendix V or by clicking [here](#).

5.3 Phase three – Developing the campaign strategy

Campaign Strategy

Once you have a clear understanding of the *Campaign Brief*, and have developed the *Campaign Schedule* and *Campaign Timeline*, you will need to start thinking about your *Campaign Strategy*. The *Campaign Strategy* takes the following elements into consideration:

- Message
- Format

- Timing
- Volume
- Target audience

The *Campaign Timeline* (Appendix VI) document will help the AO to clarify their campaign strategy.

To develop a sound *Campaign Strategy* you need to consider your key messages. Your message is what you want to say. To develop your key messages please refer to the *Key Messages and Facts Sheet* (Appendix VII)

The next step in the *Campaign Strategy* is to decide the best format or means to get your message across, for example via email, letter or fax, or a rally in front of Parliament House. Using social media may also be effective; either generating advocacy content or encouraging people to participate in social media groups. This element takes into consideration all the advocacy activities that participants have shown initial interest in undertaking.

After deciding on the right advocacy activity mix, you will then need to decide when is the best time to undertake the campaign and the individual advocacy activities. This answer will be clearer after you have completed the *Campaign Timeline*.

Once you have decided on the right key messages, format and timing elements, the next step is to decide the volume (number) of advocacy activities needed to make your campaign successful.

In order to develop the right volume, you need to consider the key advocacy campaign dates and subsequently increase or decrease the volume of the advocacy mix accordingly. The aim is to coordinate activity to achieve a 'crescendo' effect.

The last step in developing your *Campaign Strategy* is deciding on your targets. That is, who is the appropriate decision maker that you want to send your letters or emails to, or visit with? The decision maker can be any number of people depending on what you are advocating for. Refer back to your *Campaign Brief* for guidance on this step.

A successful advocacy campaign involves developing a plan of action and allocating time, and resources to follow that plan. With this in mind, the *Campaign Strategy* is a very important part of the success of your advocacy campaign. A considerable amount of time and energy should be invested into developing the right combination of the *Campaign Strategy* elements discussed above.

Campaign Timeline

The *Campaign Timeline* is an internal document prepared by the AO. The *Campaign Timeline* will help the AO manage the participants and their specific activities effectively. Timing can make or break an advocacy campaign. There are many aspects to timing including:

- Deciding when a campaign should be undertaken.

- Compiling a list of milestones that must be actioned.
- Determining the sequence of campaign activities.

Use the following steps to guide you in the construction of a *Campaign Timeline*:

Step 1: Write down the date you expect the campaign to be completed by.

Step 2: Identify and write down the key external dates that are relevant to the campaign. These dates are those that are out of the support group's control, e.g. Parliament sitting days or Upper House Inquiry meeting dates.

Step 3: Identify and write down key internal dates that are relevant to the campaign e.g. distribution of Advocacy Tool-Kit etc.

Step 4: Compile a list of actions, in chronological order, that need to be undertaken to complete the campaign.

Step 5: Sort the campaign schedule into phases of 10 weeks in excel.

Step 6: Insert relevant dates and the relevant advocacy activities next to the corresponding dates into the Excel spreadsheet. Don't forget to include both internal and external dates as well as the expected campaign completion date into the spreadsheet.

Step 7: Create a graphic version of your Campaign Timeline.

Step 8: Check that all the information entered in the Excel spreadsheet matches the graphic version.

Step 9: Print out Campaign Timeline graphic version for clear reference.

More detailed informant on the *Campaign Timeline* can be found at Appendix VI or by clicking [here](#).

5.4 Phase four – Providing members with the right resources

Advocacy Tool-Kit

The Advocacy Tool-Kit is the resource that will enable the participants to undertake their allotted advocacy activities. The kit is developed by the AO and distributed to participants using the secure online portal or by email/mail where appropriate.

The Advocacy Tool-Kit includes:

- Key Messages and Facts Sheet
- Advocacy Schedule
- Cover letters examples
- Tips for effective advocacy
- Campaign Target Response Sheet

- Feedback sheet

Key Messages and Facts Sheet

The *Key Messages and Facts Sheet* is a summary of all the key advocacy campaign elements. The *Key Messages and Facts Sheet* should include all necessary background information on the advocacy issue and key messages that the participant should use in their advocacy activity.

This should be no longer than two pages and should clearly capture the advocacy position and main arguments for the campaign. The *Key Messages and Fact Sheet* should be:

- Succinct
- Clear
- Simple
- Easy to communicate
- Relevant to the campaign

Approval from the CEO is needed to confirm One Door Mental Health's stance on the advocacy issue for the campaign.

Develop a potential list of advocates and their contact details (those who have indicated they would like to be interviewed by the media) for easy reference. This document is for internal reference only and is not for distribution to the media. The media may contact One Door Mental Health about the issue being advocated. It is also important that you ensure you have the contact details of One Door Mental Health's key spokesperson on the *Fact Sheet*.

A template document can be found as Appendix VII or by clicking [here](#).

Advocacy Schedule

The *Advocacy Schedule* is one of the most important internal documents in the campaign. It details the campaign strategy and specific activities (who, what, by when and targets) that have to be conducted by the participants and by the AO.

The *Advocacy Schedule* is written by the AO and distributed to the participants detailing what activity they have to do and by when.

To develop an *Advocacy Schedule*, please undertake the following steps:

Step 1: Use the *Response Sheets* to identify the people who want to be an advocate, sorted by desired advocacy activities to get an idea of how many people are interested in undertaking each advocacy activity.

Step 2: Highlight key dates from the *Campaign Timeline* and identify the campaign peaks.

Step 3: Use the *Campaign Strategy* to identify how many people will be needed to undertake certain advocacy activities at particular times throughout the campaign

Step 4: Write individual campaign schedules that will accompany *Positive Response Letter* an *Advocacy Tool-Kit* to participants.

Step 5: Distribute individual *Advocacy Tool-Kits*.

An example of an *Advocacy Schedule* can be found in Appendix VIII or by clicking [here](#).

Cover Letter

The *Cover Letter* is a letter from the AO to prospective volunteers in the campaign. The letter thanks these volunteers and encloses an *Advocacy Tool-Kit* for the volunteer to use in their campaigning.

A template *Cover Letter* can be found as Appendix IX or by clicking [here](#).

Tips for Effective Advocacy

The *Advocacy Tool-Kit* will also include tips on how to undertake effective advocacy. Tips are provided on:

- Writing letters/emails.
- Conducting face-to-face meetings.
- Making lobbying calls.
- Working with the media.
- How the participants can look after themselves.
- Using the internet and social media.

Tips for Effective Advocacy can be found as Appendix X or by clicking [here](#).

Feedback Sheet

The *Feedback Sheet* is a one-page document which participants fill in, detailing the activities they have undertaken. The *Feedback Sheet* uses a combination of 'tick-a-box' questions, and open-ended questions for more detailed responses. The *Feedback Sheet* also encourages members to make a copy of all advocacy correspondence with decision makers and return it to the support group.

This document will help the organisation keep track of what advocacy activities have been completed. It may be worthwhile using an online survey service, such as Survey Monkey, in order to gain feedback from participants. Survey Monkey has the advantage that it is relatively easy to use and can be administered over the internet.

A template *Feedback Sheet* can be found as Appendix XII or by clicking [here](#).

5.5 Phase five – Undertaking advocacy action

To achieve optimum results, the sequence of the advocacy activities should be planned in advance. This will build a crescendo of noise and create a 'surround sound' effect. To achieve this effect all activities should be co-ordinated according to a predetermined schedule that sets out the participants, the activities, the timeline and the messages to be delivered. Phases one through to four have sought to achieve this co-ordination.

Undertaking advocacy action is the main phase of the advocacy campaign – it is what everyone has been working towards. There are a variety of activities that the support group and participants can get involved in. These include:

- Letter writing
- Sending emails
- Participating in social media
- Generating content for social media
- Signing a petition
- Attending a public meeting or rally
- Writing an article for print media
- Calling in to talkback radio
- Being interviewed for print, TV or radio media
- Writing a 'letter to the Editor'
- Visiting or calling local council members
- Visiting or calling Federal MPs
- Visiting or calling State MPs

Follow-up of participants

This step is to be undertaken by the AO. The participants will need support and guidance from the AO in order to complete their tasks and achieve the desired advocacy campaign results. It is the responsibility of the AO to follow-up participants, ensuring that advocates remain focussed and motivated.

5.6 Phase six – Evaluating the campaign

Evaluation of each advocacy campaign is an important step in the systemised advocacy process. Proper assessment and evaluation allows learnings to be made to improve the effectiveness of future campaigns.

Some evaluation tools have been provided, including the *Advocacy Feedback Sheet* and the *Campaign Schedule*. These tools will help the AO to determine how many participants actually undertook advocacy activities. A *Campaign Evaluation Questionnaire* has also been developed to evaluate the campaign. This questionnaire may be sent via regular mail or, perhaps more easily, through email or any online survey service such as Survey Monkey.

Campaign Evaluation Questionnaire

A questionnaire is provided in this manual to assist the evaluation process. The results from this questionnaire should then be communicated to the executive of the support group. The AO should identify weaknesses and seek to remedy them in advance of the next advocacy campaign.

A *Campaign Evaluation Questionnaire* can be found as Appendix XIII or by clicking [here](#).

Campaign Highlights

It is important to keep participants motivated to carry out their current advocacy activities, while encouraging them to continue to undertake activities in the future. One way the AO can do this is by letting participants know how they have made a difference and how their efforts contributed towards an outcome.

Campaign Highlights is a one-page letter or email written by the AO and distributed to the campaign's participants, detailing the outcomes of the campaign. The letter or email is an opportunity to thank the participants for their support and action.

Categorising participants

All advocates should be rated according to their level of campaign participation to allow the support group to monitor and recognise outstanding participation. After participants have returned their *Tool-Kit Feedback Sheet* and all data has been entered, participants should be categorised accordingly. Recognition of 'champion' participants should immediately follow the advocacy campaign in the form of a certificate or honour roll mention on the website or in the newsletter.

A *Campaign Highlights* template can be found as Appendix XIV or by clicking [here](#).

6.0 Appendices

Appendix I Advocacy Advice Form (AAF)

Advocacy Advice Form (AFF)

What it is

This form can be used to bring an advocacy issue to the attention of the General Manager of Advocacy and Inclusion at One Door Mental Health. We are interested to hear your thoughts, concerns, experiences and solutions to issues that affect those living with a mental illness.

One Door Mental Health will use this information to inform our systemic advocacy work which may include formal or informal submissions to the government but also advocacy campaigns.

What it isn't

While we wish we could advocate on every issue, some issues are not feasible for widespread advocacy so we can't guarantee that every issue sent through an AAF will be selected for an advocacy campaign.

One Door Mental Health cannot offer individual advocacy to consumers or carers.

This is not a complaint form. If you wish to make a complaint about our service please visit <http://www.onedoor.org.au/feedback>

Please do not send information identifying individuals or service providers.

Name:

Organisation (if applicable):

Contact phone number:

Email address:

1. I am:

- A carer of someone living with a mental illness or on behalf of a carer
- A person living with a mental illness
- An organisation with an interest in mental health
- Other

Please specify:

2. The advocacy issue I have identified concerns mental health in:

- National Disability Insurance Scheme (NDIS)
- Aged care
- The Health system (e.g. hospitals and all other clinical services)
- Employment
- Education
- Legislation/government policy
- A government service (e.g. Centrelink)
- Accommodation
- Access to greater community resources
- Access to medications or treatments
- Equal opportunity issues
- Carer support needs
- Other:

Please specify:

Appendix I
Advocacy Advice Form (AAF)

3. How would you assess the urgency of this issue? Please tick appropriate box.

- Low
- Medium
- High

4. Please provide details of the issue you would like to raise with the One Door Mental Health Advocacy Office:

5. Do you have suggestions for improvements that you think would solve the problem?

6. Is there any other information you think might be relevant?

7. Why do you think it is important for us to undertake an advocacy campaign on this issue?

8. What outcome would you like to see as a result of the advocacy campaign?

Supporting documents can be sent to ellen.marks@onedoor.org.au

Appendix II
AFF Response Letter (Positive)



AFF Response Letter (Positive)

[Name]
[Address]
[SUBURB] [STATE] [POST CODE]
[Day] [Month] [Year]

Dear [Name],

Thank you for taking the time to provide information to the One Door Mental Health regarding [insert issue topic]. One Door shares your view about [insert issue topic] and agree this is an important issue for our members, people living with a mental illness and carers.

As a result, the Executive of One Door will develop an advocacy campaign on this issue. You will be receiving more information about this campaign in the next few weeks/months and I hope you will work with us to encourage your networks to also get involved.

As you are probably aware, the One Door has successfully advocated on behalf of people living with a mental illness for many years and have achieved a number of successes over that time.

Thank you once again for your support and for bringing this issue to our attention. I look forward to working with you on this campaign to get a better deal for our members and supporters.

Best wishes,

[Insert name of Executive Director]
[Title of Executive Director]

One Door Mental Health

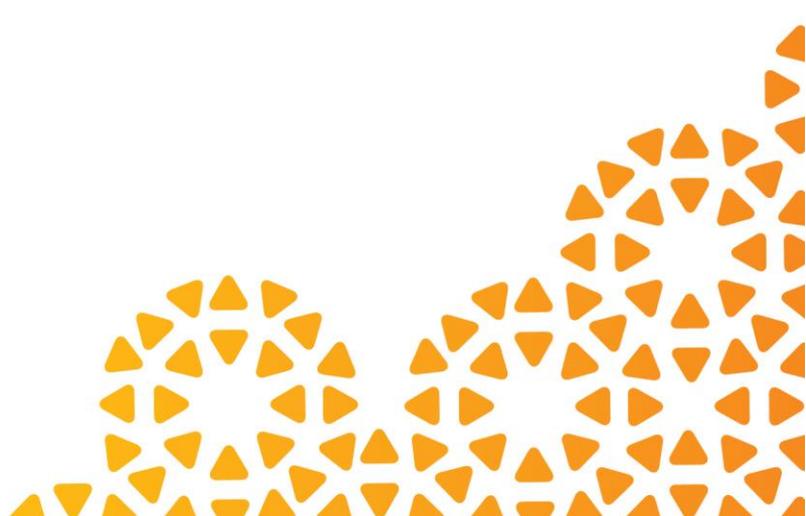
Locked Bag 5014, Gladesville NSW 1675

1800 THE KEY (843 539)

Patron: His Excellency General The Honourable
David Hurley AC DSC (Ret'd), Governor of New South Wales

onedoor.org.au

ABN 58 903 786 913



Appendix II
AFF Response Letter (Negative)



AFF Response Letter (Negative)

[Name]
[Address]
[SUBURB] [STATE] [POST CODE]
[Day] [Month] [Year]

Dear [Name],

Thank you for taking the time to provide information to One Door Mental Health regarding [insert issue topic].

As you are probably aware, One Door Mental Health has successfully advocated on behalf of people living with a mental illness for many years and have achieved a number of successes over that time.

One Door Mental Health shares your view about [insert issue topic] and agree this is an important issue for our members. Unfortunately, at this time our resources are committed elsewhere.

We have been committed to fighting for [insert other campaigns and issues]. As a result, we wish to pass on our thanks to you for bringing this matter to our attention. We will keep it in our files until the opportunity arises in the future for us to take it on.

Thank you once again for your support and for bringing this issue to our attention. I look forward to working with you on future campaigns to get a better deal for our members and supporters.

Best wishes,

[Insert name of Executive Director]
[Title of Executive Director]

One Door Mental Health

Locked Bag 5014, Gladesville NSW 1675

1800 THE KEY (843 539)

Patron: His Excellency General The Honourable
David Hurley AC DSC (Ret'd), Governor of New South Wales

onedoor.org.au

ABN 58 903 786 913



Appendix III Campaign Brief

Campaign Brief

The AO Executive has endorsed the following Campaign Brief.

Name of the advocacy campaign:

Date:

1. What advocacy interest area does this category fit into? Please tick appropriate box.

- National Disability Insurance Scheme (NDIS)
- Aged care
- The Health system (e.g. hospitals and all other clinical services)
- Employment
- Education
- Legislation/government policy
- A government service (e.g. Centrelink)
- Accommodation
- Access to greater community resources
- Access to medications or treatments
- Equal opportunity issues
- Carer support needs
- Other:
Please specify:

2. Please provide a brief summary of the campaign issue.

3. What is the rationale for the campaign?

4. What are the goals/objectives of the advocacy campaign?

5. What are the potential drivers and barriers to success?

6. Who are the potential allies and adversaries regarding this issue?

7. Who is the media spokesperson for any media inquiries on this issue? Outline of the campaign components.

Appendix III Campaign Brief

| Campaign Activities | Y/N | By When | Person Responsible |
|--|------------|----------------|---------------------------|
| Letter writing | | | |
| Targeted emails | | | |
| Face-to-Face Visits with government officials, policy advisors | | | |
| Letters to Editor | | | |
| Phone calls to government officials, policy advisors, etc | | | |
| Local media opportunities | | | |
| Attending public gatherings/rallies | | | |
| Generating content for social media | | | |

8. Who are the decision makers (government officials etc.) that need to be targeted?

9. What are the desired outcomes of the campaign?

10. Please estimate how much you think this advocacy campaign will cost to undertake.



Call-To-Arms Letter

[Name]
[Address]
[SUBURB] [STATE] [POST CODE]
[Day] [Month] [Year]

Dear [name],

[Call-to-action heading]

One Door Mental Health believes [insert issue] is a fundamental issue for people living with a mental illness, their families and their carers.

One Door Mental Health is planning to undertake an advocacy campaign to lobby the Government to [insert information on what the support group is campaigning for]. By conducting an advocacy campaign One Door is hoping to achieve the following:

- [insert campaign objectives]
- [insert campaign objectives]

Achieving these goals will mean people with a mental illness will have a better quality of life.

[Expand on how achieving the above campaign objectives will affect those living with a mental illness or their carers].

As a supporter of One Door Mental Health and someone who has an interest in mental health, you CAN influence positive changes by joining with us to undertake advocacy action. Please fill in the enclosed Response Sheet and return it to One Door to indicate your level of support.

The more people who join us in undertaking advocacy action on this issue, the stronger our voice and the more effective our cause.

Good luck and best wishes,

[Insert name of Executive Director]
[Title of Executive Director]

One Door Mental Health

Locked Bag 5014, Gladesville NSW 1675

1800 THE KEY (843 539)

Patron: His Excellency General The Honourable
David Hurley AC DSC (Ret'd), Governor of New South Wales

onedoor.org.au

ABN 58 903 786 913



Appendix VI Campaign Timeline



Response Sheet

Name:

Contact phone number:

Date:

Name of the advocacy campaign:

Are YOU prepared to be involved? Please tick appropriate box.

- Yes, I would like to undertake advocacy activity on this issue
- No, I would not like to undertake any advocacy activity at this point in time

If yes, please tick the box of the activity that you would be prepared to engage in (you may tick more than one box if you wish):

- Letter writing
- Sending emails
- Generating or sharing content on social media
- Signing a petition
- Call in to talkback radio
- Being interviewed by print, TV or radio media
- Writing a letter or email to your local paper's editor
- Visiting your local council members
- Visiting your State/Federal MP
- Calling/writing to your local council members
- Calling/writing to your State/Federal MP
- Other

please specify:

Please return the call-to-arms response sheet in the self-addressed postage paid, return envelope by [insert date] to:

Advocacy Office,
One Door Mental Health,
Locked Bag 5014,
Gladesville, NSW, 1675.

Or by email to advocacy@onedoor.org.au

We appreciate your continued support of One Door Mental Health.

Sincerely,

[Insert name of Executive Director]
[Title of Executive Director]

Appendix VI Campaign Timeline

Campaign Timeline

Step 1: Write down the date you expect the campaign to be completed by.

Step 2: Identify and write down the key external dates that are relevant to the campaign. These dates are those that are out of the support group's control, e.g. Parliament sitting days or Upper House Inquiry meeting dates.

Step 3: Identify and write down key internal dates that are relevant to the campaign. These dates are controlled by the support group, e.g. distribution of Advocacy Tool-Kit etc.

Step 4: Using Excel, compile a list of actions, in chronological order, that need to be undertaken to complete the campaign.

Step 5: Sort the campaign schedule into phases of 10 weeks.

Step 6: Insert relevant dates next to the corresponding week(s) into the Excel spreadsheet.

Step 7: Insert the relevant advocacy activities next to the corresponding dates into the same Excel spreadsheet. Don't forget to include both internal and external dates as well as the expected campaign completion date into the spreadsheet.

Step 8: Create a graphic of the timeline

Step 9: Check that all the information entered in the Excel spreadsheet matches the graphic version.

Step 10: Save and print out Campaign Timeline graphic version for clear reference.

**Appendix VII
Key Messages and Facts Sheet**

Key Messages and Facts Sheet

Heading: campaign slogan

Campaign rationale:

What is the issue?

-
-
-

What are the objectives of the advocacy campaign?

-
-
-

What is the current situation?

Briefly outline the current status of the advocacy issue in point form. Highlight any important things said or 'not said' by the decision makers.

-
-
-

What needs to change?

Briefly outline how the current situation regarding the particular advocacy campaign affects people with living with a mental illness and what One Door Mental Health thinks needs to change.

-
-
-

Appendix VIII Advocacy Schedule

Advocacy Schedule

This document details the campaign strategy (who, what, by when and targets) and specific activities. To develop a campaign schedule, please undertake the following steps:

Step 1: Enter contact details for those who have responded to the Call-to-arms letter indicating an interest in undertaking advocacy action into an Excel document.

Step 2: Sort names by desired advocacy activities e.g. writing letters to get an idea of how many people are interested in undertaking each advocacy activity.

Step 3: Refer to Campaign Timeline. Highlight key campaign dates both internal and external relevant to the advocacy campaign. From the Campaign Timeline you will be able to identify the campaign peaks.

Step 4: Refer to Campaign Strategy. This information will help identify how many people will be needed to undertake certain advocacy activities at particular times throughout the campaign.

Step 6: Insert Campaign Strategy figures in to the Campaign Schedule Excel document.

Step 7: Check Campaign Schedule Summary page to ensure all figures match the projected Campaign Strategy.

Step 8: Write individual campaign schedules that will accompany Positive Response Letter and a Participants Tool-Kit to participants.

Step 9: Distribute individual Participants Tool-Kit.

Advocacy Schedule Table

| Week | Letter | Email | Visits | Calls | Letters-to-Editor | Media | Rallies | Admin |
|--------------|--------|-------|--------|-------|-------------------|-------|---------|-------|
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| 6 | | | | | | | | |
| 7 | | | | | | | | |
| 8 | | | | | | | | |
| 9 | | | | | | | | |
| Total | | | | | | | | |

Appendix IX Tool-Kit Cover Letter

Tool-Kit Cover Letter

[Name],
[Address],
[SUBURB], [STATE], [POST CODE]
[Day] [Month] [Year]

Dear [Name],

Thank you for taking the time to respond to our call for members to volunteer to undertake advocacy action on [insert issue].

We appreciate your enthusiasm and interest in joining your fellow members in fighting for change through this advocacy campaign.

To help you get started, please find enclosed an *Advocacy Tool-Kit* outlining useful information which will assist you in undertaking effective advocacy activities on [insert issue]. This kit contains a number of tools to help you communicate your story clearly and effectively to the right people. In addition, a specially tailored campaign schedule has been enclosed to help you keep track of your activities.

Inside the kit you will find a document called the *Advocacy Schedule*. This document will let you know what you need to do and when it would be best for you to do it. It would be great if you could follow this advice, as your actions form part of a larger coordinated approach to winning our campaign. We have put together an integrated campaign which will make the most of everyone's individual efforts. Your effort will really make a difference.

The success of One Door Mental Health's grassroots advocacy campaigns flows from the strength of many individuals, like you, who undertake advocacy activities. Every letter or email you write, or call you make, will go a long way in bringing about positive change in the lives of people living with a mental illness.

Your campaign leader is Dr Ellen Marks and she can be contacted on advocacy@onedoor.org.au. If you have any questions concerning the current advocacy campaign, need any assistance with using the Advocacy Kit or would like any information on any future campaigns, please email.

Good luck and best wishes,

[Insert name of Executive Director]
[Title of Executive Director]

Appendix X Tips for Effective Advocacy

Tips for Effective Advocacy

It is important that as an advocate you aim to be constructive. What we mean is; advocacy is not about complaining.

Good advocacy is about constructive criticism and proposing positive solutions to problems.

Being an advocate can be challenging, especially when you first become involved. However, with the right tools and a few simple tips, advocacy can be a very rewarding and personally satisfying way to see positive changes.

Below are a few hints on how to get the most out of your efforts.

Tip 1- Looking after yourself

You are the most important part of the advocacy process. If you don't look after yourself you may become tired and irritable and find it hard to motivate yourself to complete your advocacy activity. These things may help you to maintain your wellbeing during your advocacy actions:

- Develop a personal plan.
- Decide on how much time you have available for advocacy activities.
- Decide on the amount of time you feel is needed to undertake the agreed advocacy activities.
- Prioritise the tasks involved in undertaking your advocacy activities.
- Set personal goals.
- If you become too tired from undertaking your advocacy activities and want to talk to someone about how you are feeling, call 1800 THE KEY (1800 843 539)

...and remember have fun!

Tip 2 – Writing letters/emails/faxes to your target

Writing a personal letter to a politician is a powerful tool. A written or typed letter may have more impact than an email, although an email is simpler and quicker. Often, it motivates the politician you are targeting to find out more about the particular issue you are raising, and ultimately to take action to satisfy the concerns of voters (especially if it is an election year).

- The letter should be short and concise. Focus on only one issue per letter. The letter should be specific and leave your target in no doubt as to the issue you are referring to, your views and how you want to see the issue resolved.
- The letter should always ask at least one question and make it clear that you expect a reply.
- You should try and keep the letter to one page, with a maximum of two pages.
- A typed letter is preferable, however if you don't have access to a computer make sure your hand writing is easy to read.

Make a copy of your letter and send it to One Door Mental Health at:

The Advocacy Office,
One Door Mental Health,
Locked Bag 5014,
Gladesville, NSW, 1675.

Or email to advocacy@onedoor.org.au

Appendix X

Tips for Effective Advocacy

Guide – Campaign Letter

Target name
Target address
SUBURB, STATE, POST CODE
Day-Month-Year

Your name,
Your address,
SUBURB, STATE, POST CODE

Dear (insert name),

- Write a statement outlining the purpose of your letter and what you would like them.
- Write a brief description of the particular issue you are advocating on.
- If your letter pertains to a particular piece of legislation or program, clearly identify the legislation or program.
- Identify any names of people you have contacted in regards to your issue (if applicable).
- Write down any facts or beliefs you know about the particular issue and provide any evidence to support your stance on the issue.
- Identify what you would like to see happen with regards to the particular issue and what positive things will happen if the issue is resolved.
- Ask for commitment from your target to take action on your issue.
- Thank them for their time in considering the matter.

Sincerely,

Don't forget to sign your letter and print your name after your signature.

Appendix X

Tips for Effective Advocacy

Tip 3 – Face-to-face meetings with your target

A face-to-face conversation between two people is one of the most effective forms of interpersonal communication. Please find below some tips on how to ensure your meeting with your target goes as smoothly and successfully as possible.

Organising a visit:

- Telephone in advance for an appointment with your target.
- When identifying yourself, state where you are from and why you would like to meet with your target.
- Be very concise, keep the phone call to less than 5 minutes. You do not need to go into detail about your issue at this point, you are more than likely speaking to a receptionist or diary manager, not the target.
- Organise a time and date that suits both parties.
- Find out approximately how much time has been allotted for your visit so you are able to prepare how much information you need to take.
- Find out exactly where the meeting place is located and plan your travel arrangements.
- If you are unable to organise an appointment immediately, send a letter or an email requesting an appointment with your target.

Before the visit:

- It is a good idea to learn as much as you can about your target. For example, their professional history/background, and, where they stand on your issue.
- Prepare a list of talking points and possibly a brief agenda to ensure you keep on track in the meeting.
- It is important that you are on time to your meeting, and keep to your allotted time, as government officials are very busy.

The actual visit:

- Dress appropriately for your visit. You want your target to take you and your issue seriously so take this into consideration when deciding what you wear to the meeting.
- It is a good idea to have all your materials (fact sheets, agenda and talking points) in a folder or binder.
- Identify yourself and your purpose immediately.
- Explain your issue giving your position and any supporting arguments.
- Obviously you will feel a little tense, but try to relax as much as possible during your visit to ensure your message is clear and understandable.
- Ask for a specific commitment from your target.
- Leave behind any written material with your contact details, such as the 'Fact Sheet' that you prepared.
- Thank your target for their time.
- Follow-up with a note of appreciation to your target and use this as an opportunity to reiterate your issue and any action required by them.

Appendix X

Tips for Effective Advocacy

Tip 4 – Calling your target

- Before calling, ensure you have the correct contact details.
- Write down any talking points you would like to bring up throughout the conversation.
- Have the 'Fact Sheet' (included in the 'Advocacy Tool-Kit') and the talking points in front of you during the call.
- Identify yourself and the reason for your call.
- Obviously you will feel a little tense, but try to relax as much as possible during your call to ensure your message is clear and understandable.
- State your position with regards to the particular advocacy campaign.
- Make a compelling argument about the advocacy issue you are calling to discuss.
- Answer any questions to the best of your ability. If you don't know the answer, tell your target that you will get back to them and make sure you do.
- Ask your target what their views are on the particular issue.
- Ask for some sort of commitment (ask them to take action in some way) with regards to this issue.
- Write down what your target is saying on the *Call Sheet (WHICH DOCUMENT IS THIS?)* (included in the Advocacy Tool-Kit).
- Indicate the next steps that you are undertaking, if applicable, and mention any relevant deadlines.
- Make sure they have your contact information for any future correspondence.
- Thank them for their time and summarise any activities to be undertaken.
- Follow-up with another phone call, email or letter in a couple weeks.

Tip 5 – Working with the media

The media help people to develop a picture in their heads about world views. News influences many aspects of people's daily lives, including their socio-political activities. Therefore, working with the media is a great tool to deliver your message to a large number of people and influence them on a particular subject, your advocacy campaign. There are four ways you can engage the media to report about your advocacy campaign:

1. Using the internet and social media
2. Writing a letter or email to a newspaper's editor.
3. Calling talkback radio.
4. Being interviewed as the subject of a news story.

1. Using the Internet and Social Media

The internet provides a range of opportunities for political campaigning.

Emails can be a fast and effective way to get in contact with a large group of people, to gauge interest in a campaign and to recruit members.

Social media also pose a great opportunity for advocacy campaigns. Social media are diverse and sophisticated. Successfully using social media can significantly raise the visibility

Appendix X

Tips for Effective Advocacy

and effectiveness of your campaign. Whilst social media are a changing phenomenon, at the time of writing the following six platforms may be useful:

- Facebook
- YouTube
- Flickr
- Twitter
- LinkedIn
- Change.org

To be effective on social media you can:

- Encourage other to visit/join/like these groups or pages.
- Share original advocacy content (or use existing content not under copyright) for sites like Twitter, Facebook, LinkedIn, YouTube or Flickr.
- Maintain your presence through follow-up posts or “liking” other similar posts.

1. Letters-to-the-editor

A letter-to-the-editor of a newspaper is one of the most powerful ways to influence your targets.

Letters to the editor are opinions submitted by readers and published by the newspaper on the opinion page. As policy leaders often use these letters to gauge public opinion on important issues, having a letter or email published in a major newspaper can be very useful.

Steps to writing a letter-to-the-editor:

- Familiarise yourself with the coverage and editorial position of the newspaper to which you are writing.
- Make your letter or email timely. You may like to address a relevant article, editorial or letter that recently appeared in the newspaper. Alternatively, try to tie the particular advocacy issue into a recent event.
- Refute or support specific statements, address relevant facts that are ignored, but do avoid blanket attacks.
- Keep your letter or email brief. Letters-to-the-editor are usually very short (100 - 250 words).
- Check spelling and facts, particularly figures. It reassures the editor if there is a footnote explaining where you sourced data.
- Include your name, signature, address and phone number to validate your letter or email.
- It is important to keep in mind that your opinions and experiences may not necessarily reflect those of One Door. If you would like to include the name of One Door in your letter or email, please contact the Advocacy and Inclusion Division of One Door first.
- Post or email your letter to the editorial page. The specific address can be found inside the newspaper or on their websites.
- Monitor the newspaper for your letter. If you don't see your letter within a week or two, follow up with a call the editorial department to enquire.

Appendix X

Tips for Effective Advocacy

- Please send a copy of your letter (published and/or unpublished) to One Door.

2. Calling talkback radio

Talkback radio is a very effective and immediate advocacy activity. Politicians often monitor talkback radio stations like 2UE and 2GB to gauge public opinion.

Listen to the radio you want to telephone. If you are unsure of what station to call contact One Door Mental Health for advice.

Phone and find out the name of the program's producer, news desk Chief or Chief-of-Staff. Phone the appropriate person and talk to them about your issue and about setting up an interview or making a brief comment on air.

3. Being interviewed by the media for a news story

Preparing for an interview:

- Phone the appropriate media (newspaper, TV or radio) to find out the specific focus of the interview. Ask the journalist what kinds of questions he or she would like to address.
- Write down talking points in response to the proposed questions. Consider three major points you'd like to make.
- Review background information and *Fact Sheets*, and gather information to give the journalist.

During the interview:

- Try and be as relaxed as possible during your interview to ensure your responses to the questions are clear and understandable.
- When you don't know the answer to a journalist's question, it is quite acceptable to tell them you will find out the answer and get back to them.
- Remember if you don't want to see a specific comment in print then don't say it.
- Never say "no comment".
- Don't tell the reporter how to write the story.
- Monitor the paper for the article. If you don't see the article within a week or two (depending on publication deadlines), follow up with a call to the journalist to enquire about its publication.
- Please send a copy of any published articles to One Door Mental Health.

**Appendix XI
Campaign Target Response Sheet**

Campaign Target Response Sheet

Name of person you called:

Office or position of person called:

Date and time of call:

Their stakes:

Issues you raised:

1. Issue:

Their response:

2. Issue:

Their response:

3. Issue:

4. Their Response:

Actions they committed to:

Follow-up needed:

Additional notes:

Appendix XII Tool-Kit Feedback Sheet

Campaign Tool-Kit Feedback Sheet

Name of advocacy campaign:

Your name:

Phone number:

Address:

Email address:

1. Please indicate below the advocacy activity(ies) you undertook:

- Sent letter(s)
- Sent email(s)
- Signed a petition
- Shared on social media
Please specify which site: _____
- Wrote an article for print media
- Called talkback radio
- Interviewed by print, TV or radio
- Wrote letter-to-the-editor
- Visited local council members
- Visited a State MP
- Visited a Federal MP
- Called local council members
- Called a State MP
- Called a Federal MP
- Attended a public meeting or rally
- Other
please specify: _____

2. How would you assess the success of your advocacy efforts? Please tick appropriate box.

- Ineffective Moderately effective Very effective Don't know

3. I have attached copies or a record of the advocacy activity that I undertook.

- Yes No

Appendix XII
Tool-Kit Feedback Sheet

4. Briefly outline below the key outcomes of your advocacy effort.

-
-
-
-

5. Would you recommend any improvements in the advocacy process to help you achieve your advocacy goals?

Please return this Feedback Sheet to advocacy@onedoor.org.au

Appendix XIII Campaign Evaluation Questionnaire

Campaign Evaluation Questionnaire

Name of advocacy campaign:

Date of advocacy campaign:

1. Objectives of advocacy campaign:

-
-
-

2. Outcomes of advocacy issue:

-
-
-

3. How many members said they would undertake advocacy activities?

4. How many members actually undertook advocacy activities?

5. How many specific advocacy activities were completed?

| Activity | Number |
|-------------------------------------|--------|
| Letter writing | |
| Sending emails | |
| Petitions | |
| Rallies | |
| Print media articles | |
| Talkback radio calls | |
| Print, TV or radio media interviews | |
| Letter-to-editors | |
| Visits to local council members | |
| Visits to State MPs | |
| Visits to Federal MPs | |
| Calls to local council members | |
| Calls to State MPs | |
| Calls to Federal MPs | |
| Calls to the Prime Minister | |
| Participating in social media | |
| Generating content for social media | |

Appendix XIII Campaign Evaluation Questionnaire

6. Do you feel the advocacy campaign was effective?

- Yes No

Please briefly explain your answer to the above question

7. What are the key learning's from this advocacy campaign?

Checklist, please tick:

- Have you categorised members?
- Have you recorded participants' information?
- Have you reported the outcomes of the advocacy campaign to the Board?
- Have you distributed the Campaign Highlights letter/email?
- Have you written a summary article of the advocacy campaign for the organisation's website or newsletter?

Appendix XIV Campaign Highlights

Campaign Highlights

[Name],
[Address],
[SUBURB], [STATE], [POST CODE],
[Day] [Month] [Year]

Dear [Name],

(Campaign slogan heading)

Thank you for your time and effort in undertaking various advocacy activities in partnership with One Door Mental Health to [insert campaign issue]. Together we have achieved our objectives [expand on the outcomes of the campaign].

[Insert a sentence reiterating the campaign rationale].

In total, [insert number] members joined together to advocate on [insert issue]. When we rallied our efforts together our voice was amplified significantly, giving us a real opportunity to exert considerable influence.

Together, our advocacy efforts have achieved the following:

[insert campaign achievements]

[insert campaign achievements]

[Insert sentence on how the above achievements affects participants and people with mental illness].

Thank you once again for your support. We hope to enlist your support again for future advocacy campaigns. However, if you no longer wish to undertake advocacy activities on behalf of One Door Mental Health, please contact advocacy@onedoor.org.au

Sincerely,

[Insert name of Executive Director]
[Title of Executive Director]

Who's Who of Australian Government

Australian system of government

In order for One Door Mental Health to exert any influence in the above political process and have their opinions heard, One Door needs to do two things:

- Engage their members to undertake advocacy activities
- Place pressure on the appropriate levels of government

It is important to note that most law-making powers have passed out of the control of Parliament to the Cabinet. Parliament debates and often endorses the laws proposed, but does not legislate.

With that in mind, One Door Mental Health should apply pressure to the levels of government where policy is made and applied: to Cabinet rather than Parliament; with ministers rather than backbenchers; with top public servants, as expert advisers to ministers and with those with the power of delegated legislation.

Local Government

Local council member

NSW has approximately 177 local government areas called local councils. In each local council there are varying numbers of council members from approximately eight to 15 members. Local councillors are elected by their fellow local residents to make decisions on relevant issues that affect their community – for example, planning and building approvals.

State Government/Federal Government

Local member

This is your locally elected Member for Parliament (MP). This person is often your first point of contact. In theory, they should be sympathetic to your opinions on particular issues and have some local knowledge.

Government Ministers

These are MPs are elected into government. They are useful people to influence when undertaking advocacy activities. Ministers have two important roles:

- Policy-making and political activity
- Policy implementation and administration

Cabinet

This is the inner circle of Ministers appointed by the Prime Minister who are responsible for managing the policy directions and business of the government. The core functions of Cabinet include:

Appendix XIII

Campaign Evaluation Questionnaire

- Policy making
- An arbiter, resolving disputes between government agencies
- Allocation of resources, developing and monitoring a budget strategy, making major expenditure and saving choices.
- A watchdog, ensuring individual Ministers and agencies are not making unilateral decisions without government consideration.

Opposition MPs or shadow ministry

This group can be useful to heighten the importance of the particular issue you are advocating on. If a letter or email goes to the government from an Opposition MP, it will be dealt with faster than if it comes from a member of the public. However, you must be wary that your issue may become a political slanging match.

Parliamentary Standing Committees

These are made up of groups of MPs from both sides of the House who recommend policy, hold inquiries and call for public submissions. These committees can be a very good group to target for change.

Backbench Committees

Ministerial Staff

Every Minister appoints his or her own staff to handle the areas of media, policy writing, speechwriting, political advising and making appointments. The Minister depends on these staff and therefore it is important to have them on side as they can be very influential.

Department Heads

These are top level bureaucrats appointed by the government. Every government department has to submit an annual report to Parliament which has an organisational chart and other valuable information. You can also use the Commonwealth Directory for contacts. Departments prepare briefings for ministers on issues relevant to their portfolio.

The House of Representatives

These members decide the party or coalition of parties that will form government. There are approximately 150 members in the House of Representatives with each member elected for three years.

Senators

These are members of the Upper House and should not be forgotten when undertaking your advocacy activities. Each state and territory elects 12 and two members respectively who represent them in the Senate. There are 76 senators in total. The Senate is a house of review and a powerful check on the government of the day.

Appendix XIII

Campaign Evaluation Questionnaire

Depending on the make-up of the Senate, Senate and the non-government Senators are able to use their voting power to reject or amend government legislation. The Senate also has a committee system which can be used to launch inquiries into policy issues.

Parliamentary Secretaries

This group act as Executive Assistants for Ministers. They are often earmarked for a spot in the ministry. They are useful sources of information as they have access to Cabinet papers.

THANK-YOU

Head Office
One Door Mental Health

Locked Bag 5014
Gladesville NSW 1675

1800 THE KEY (843 539)

onedoor.org.au

