

Advocacy Framework: A Continuum of Actions



Raise Awareness

Member education:
-Speakers, newsletter articles
Public education:
-Events, forums, letters to the Editor
Research, data: value of change

Turn Support into Action

Capacity building:
-Member training, study groups, webinars
Resource development:
-Advocacy tools & resources
Peer support networks

Advocate for Specific Goals

Meeting with or writing to elected officials on:
-Federal, provincial, & municipal legislation & funding
Strategic partnerships
Advocacy campaigns, initiatives

Respond to Opportunities & Threats

Changes in government
Proposed legislation or funding changes
CFUW at the UN
Advocacy campaigns
Online action networks