

Let's discuss strategies for advocacy!

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Plan

- What is advocacy?
- Context
- Why nurses should advocate?
- How advocacy is embedded in nursing CH practice
- Discussion on advocacy
- Conclusion

What is advocacy?

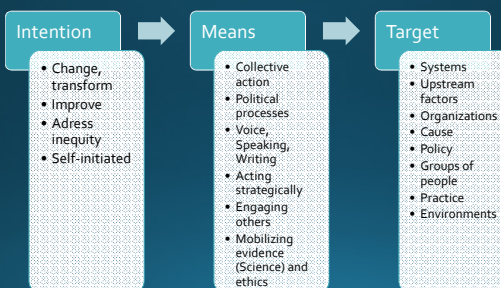
"Advocacy is a critical population health strategy that emphasizes **collective action to effect systemic change**. It focuses on **changing upstream factors** related to the social determinants of health, and explicitly recognizes the importance of **engaging in political processes** to effect **desired policy changes at organizational and system levels**." (NCCDH, 2015)

"Speaking, writing or acting in favour of a particular cause, policy or group of people" (PHAC, 2008)

"Advocacy involves **engaging others, exercising voice** and **mobilizing evidence to influence policy and practice**. It means **speaking out against inequity** and inequality. It involves **participating** directly and indirectly in **political processes** and acknowledges the important roles of evidence, power and politics in **advancing policy options**." (CNA website, 2015)

"Blending **science, ethics and politics**, advocacy is **self-initiated, evidence-based, strategic action** that health professionals can take to help **transform systems** and **improve the environments and policies** which shape their patients' behaviours and choices, and ultimately their health." (ICN, 2010)

What is advocacy?



Context

Some global trends

- Health reforms
- Growing inequalities in health
- Changing patterns of illness
- Aging of societies
- Global health threats
- Health workforce imbalances

On growing inequities in health...

« Social injustice is killing people on a grand scale, and the reduction of health inequities, between and within countries, is an ethical imperative. »

- Marmot and al, 2008, p.1661

Why nurses should advocate?

- Because they believe in a cause
- Because evidence shows a need for action
- Because it's our duty/responsibility
- Because it's part of what we do: care
- Because we are ideal witnesses

How is advocacy embedded in nursing CHN practice?

- Part of the great achievements in PH and nursing history
- Part of Core competencies for PH practice in Canada (PHAC)
- Part of entry to practice PH nursing competencies (CAN and CHNC)
- Part of Home health nursing competencies (CHNC)



Discussion on advocacy

- What brought you to play an advocacy role – or to abstain from it?
- What were the factors that made it easy/difficult to play this role?
- What strategies did you develop? / what would you do differently next time?

Discussion on advocacy

- What emerged from your discussion?
 - Motivations
 - Facilitators
 - Obstacles
 - Strategies
- Questions?

Conclusion

- PhD project...

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