



Effective Individual Advocacy

Tips for Success

1. Be known personally for acknowledging successes in addition to identifying shortcomings.
2. Advocate individually when 'one-on-one work but use the Family Council when issues are more widespread, or when a family needs particular help presenting their single case.
3. When working with an issue that appears to you to be widespread, be sure to determine exactly how widespread the issue is, and work to gather support if necessary.
4. Be informed of your entitlements (regulations, Bill of Rights, and so on).
5. Know what you want to try to achieve in your advocacy effort.
6. Know who to approach and in what order during your advocacy journey.
7. Consider compromises or a time frame that might be reasonable and acceptable.
8. Always frame your questions, concerns or suggestions in terms of the best interest of the resident(s)
9. When seeking change with individual staff members or with individual administrators, try to make them partners in the search for solutions.
10. If an important advocacy effort takes you to an administrator, consider following up your discussion with an email. "Paper trails" prompt action.
11. Be confident, be brief, be factual.
12. Be a good, patient listener. You may be unaware of important considerations.
13. Remember that all the workers you are speaking to have feelings.
14. Be aware that some shortcomings are more the fault of the Ministry of Health or Health Authority policy than the facility team. Those faults need action from the council or from a regional association of councils.