Module 4
Advocacy
Learning Outcomes

1. Understanding of the difference between ‘justice’ and ‘charity’ and between ‘advocacy’ and ‘service’

2. Understanding of the possible effectiveness of advocacy, some ways of engaging in advocacy and of what is needed for successful advocacy

3. Contribute to a discussion with other course participants by sharing their experience of previous involvement in advocacy

Contextualisation

On The Turning Away By The Scattered People

Click to play youtube.com/watch?v=cX_2UgVloew

Q. Which line from the lyrics speaks to you about the meaning of advocacy?
Q. What does ‘Advocacy’ mean? Define it!

Q. What are the differences between Charity/Service and Justice/Advocacy?

<table>
<thead>
<tr>
<th>Charity &amp; Service</th>
<th>Justice &amp; Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Reflection & Engagement

Link plan-international.org/advocacy-toolkit

Q. Looking at the outreach activities your school is involved in, which projects limit your involvement to ‘service’ and which allow opportunities for ‘advocacy’?

Q. “Advocacy for social justice and human rights is not for hobbyists or amateurs”. How do you respond to that statement? Does that mean we should not participate in advocacy unless we are experts?

Group Task

- An Impact Assessment of Advocacy’ (List the different techniques used in these examples that allow people to share their message and campaign for change. Create a visual image of how these techniques might reach audiences of differing size and influence.)

Link plan-international.org/advocacy-toolkit
Task

- Illustrate the power of advocacy as a tool for change in a poster
How to get involved in Advocacy:

1. Form ERI Groups in your schools
2. Appoint ERI Advocacy Teacher

What is an ERI Advocacy Teacher?
Within this programme, we ask that each school select 1 or 2 Advocacy Teachers. The responsibility of these teachers is to support their Youth Ambassadors in their duties. This means getting relevant permission from school management to run campaigns, as well as ensure school support for these campaigns. As justice work is a relatively new concept for our schools, it is also vital that Advocacy Teacher guide and mentor their Youth Ambassadors to ensure that they engage in campaigns that are not solely charitable in nature. This is also a wonderful opportunity for your school to have a teacher on staff who is able to prioritize your school’s justice engagement.

3. Appoint ERI Youth Ambassadors

What is a Youth Ambassador?
At any given time, there are over 250,000 students in hundreds of Edmund Rice schools across the globe. Imagine the potential to be a force for justice in our world if those students could speak with one voice!

The ERI Youth Ambassadors project aims to link Edmund Rice and affiliated schools in their efforts to build a more just, sustainable and compassionate world, where all enjoy dignity, equality, freedom and the full enjoyment of their human rights.

Every ER School is asked to nominate two students to be our Youth Ambassadors for a period of one year before successors take over.

The student's role would be to come up with Justice Campaigns for their school to take part in, as well as support other campaigns already in existence. This usually takes place with the support of the school ERI Group.

They are then asked to post their schools activities on the ERI Youth Ambassadors Facebook page in order to inform their fellow Ambassadors around the world of their work. An Advocacy Teacher will also be selected by each school to mentor and support their Youth Ambassadors in this important and exciting work!

Duty of a Youth Ambassador
Both YAs should join the Youth Ambassadors Facebook Group. The purpose of this closed group is to share posts, information, videos and images of the different initiatives their school is undertaking. Students will also be able to see what other schools across the globe are doing, as well as share ideas and support each other. The group could also be used to offer expressions of solidarity with campaigns from other schools, or to request such expressions of solidarity for work they are doing.

Click to play youtube.com/watch?v=v3p2VLTowAA

It is the responsibility of the YA to monitor the posts on the group and share this information with their wider school community.

It is important that permission be sought from the student’s parents and principal before submitting student's details to be added to the YA Facebook page. This page is closed, and no-one other than the YAs, project coordinator and each schools Advocacy Teachers can see the posts.

Take a look at the page here:

Link https://www.facebook.com/groups/450276608347572/

The YAs of each school are responsible for running various justice campaigns throughout the year. These campaigns might include petitions, rallies, or awareness-raising activities.

Please note that these campaigns must be JUSTICE campaigns and not solely CHARITY projects. This means that fundraisers, collections etc. should NOT be the majority of your work.
4. Adopt and promote the English Schools' Advocacy Mission Statement

Inspired by the vision of Blessed Edmund Rice, St Aidan's College supports the promotion of a rights-based and faith based approach to social justice and ecological advocacy.

We encourage all in our school community to promote the vision of Edmund Rice International for the world and for humanity, rooted in the social justice teaching of the Catholic Church.

TO ACHIEVE THIS WE PLEDGE TO:

• Sustain and develop an Edmund Rice International Justice Group

• Appoint Youth Ambassadors as representatives of this group

• Ensure each group is under the guidance and supervision of a nominated staff member whose role it is to liaise with senior leadership and the ER Office

• Facilitate the delivery of an ER Advocacy Course

• Fully support any campaign deemed appropriate by staff link and senior management

• Work with other ER Schools to support ERI campaigns

• Promote the work of ERI in Prep schools