

THEORIES ON WHAT TO CONSIDER FOR A SUCCESSFUL ADVOCACY

Communication 380: Advocacy and Social Mobilization
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**with notes per slide & hyperlink videos*





Mary Yole Apple Declaro-Ruedas
University of the Philippines- Open University



*We are change agents **but** we are not able to change society, the way it should be. **Why?***

Because the path is different and difficult, the system is corrupt, the structure and system are closed.

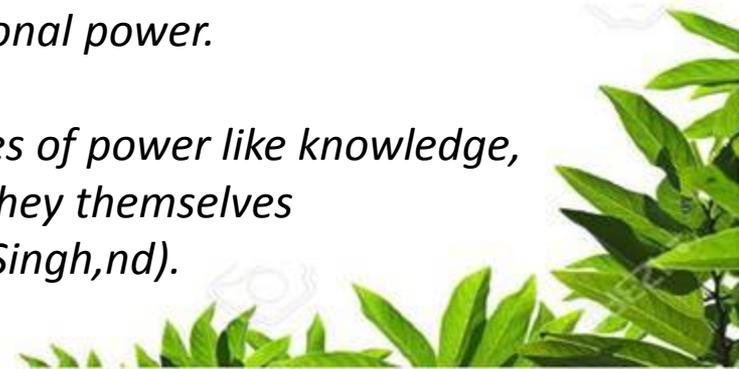
***What we usually do is** either we consider the structure as an enemy or use only force to open it.*

***And therefore** most of our efforts are misdirected because we only use one route to reach the goal.*

***But** the concept of advocacy presents many ways to get there. It is said that the rule of advocacy is to know the system, get into the system, work within the system and use efficiently the system*

***because** the system in our society is closed and governing institutions (the State) have legal and institutional power.*

***Therefore** social advocates should use other sources of power like knowledge, information, and the people in which they themselves are strong and others are weak (Singh,nd).*





Advocacy is an “organized efforts and actions that use the instruments of democracy to strengthen democratic processes (Cohen as cited by Goldberg, 2002).



In the social and economic development context the aims of advocacy are to create or change policies, laws, regulations, distribution of resources or other decisions that affect people's lives and to ensure that such decisions lead to implementation (Sprechman and Pelton, 2001; Howe, 2009).



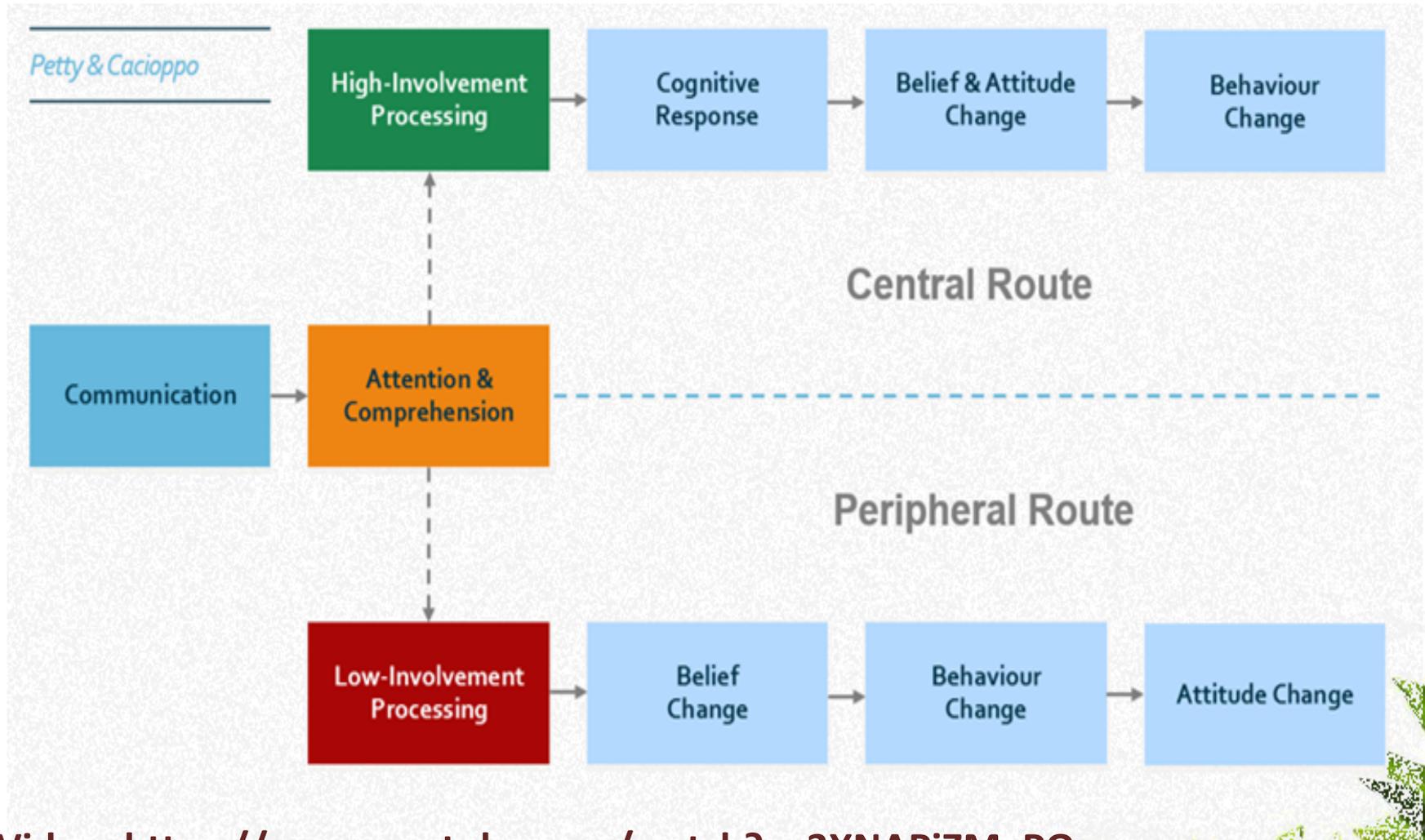
Theories On What To Consider For A Successful Advocacy

(Ndonye, 2014; Stachowiak, 2013)

1. Elaboration Likelihood Model
2. Heuristic-Systematic Persuasion Model
3. Self efficacy Model



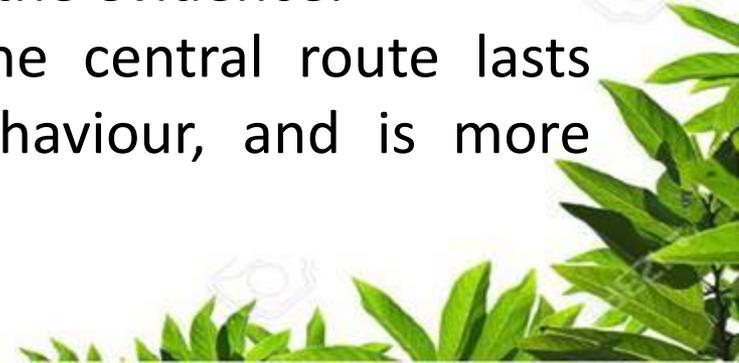
Elaboration Likelihood Model



Video :<https://www.youtube.com/watch?v=3XNAPiZMgPQ>

The model's most relevant postulates are as follows:

1. People process information in one of two ways: through either a central route or a peripheral route.
2. Whether the central or peripheral route is used depends on the motivation and the ability to process the information.
3. When the eI is elevated, an argument is processed on its merits, and attitude change depends on the merits of the argument.
4. Processing can be "biased" in such a way that it is inclined to a particular attitude regardless of the evidence.
5. Attitude change that occurs via the central route lasts longer, has more influence on behaviour, and is more resistant to counter persuasion.



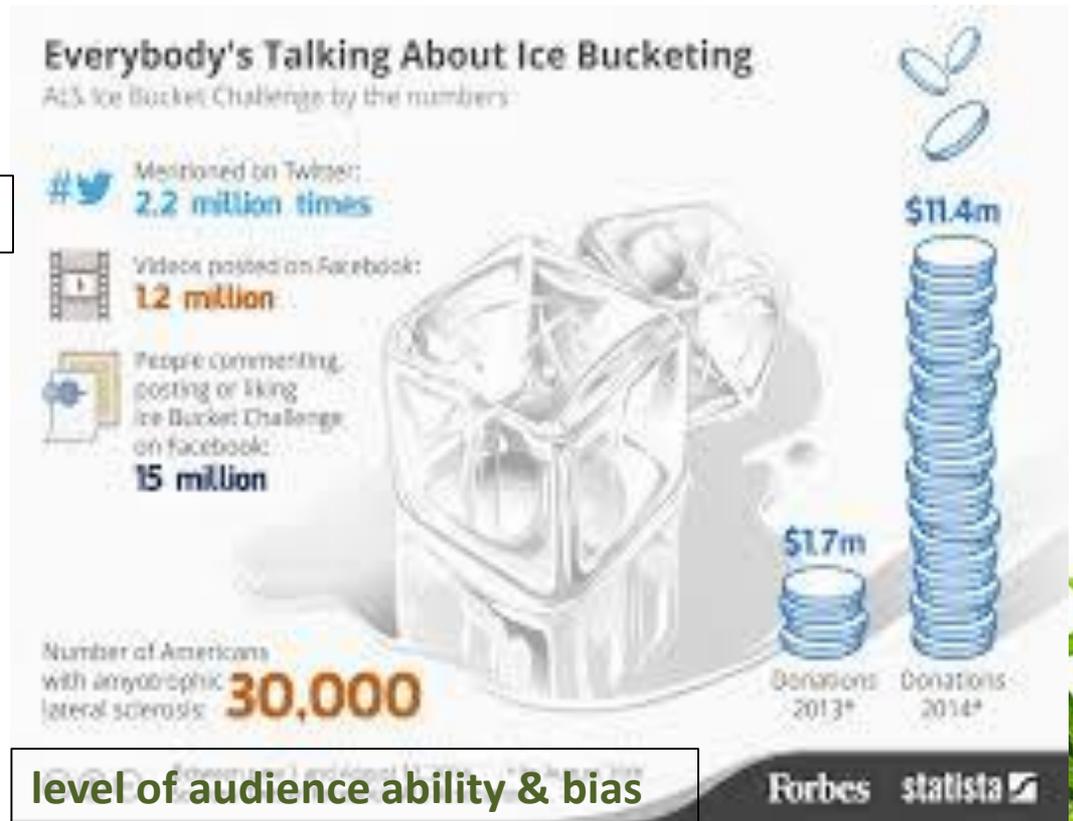
Ice Bucket Challenge



level of audience motivation

The ELM gives us a number of variables that may apply in a “persuasion context.”

ALS
ASSOCIATION
Create a world without ALS.
Strength of the message



level of audience ability & bias

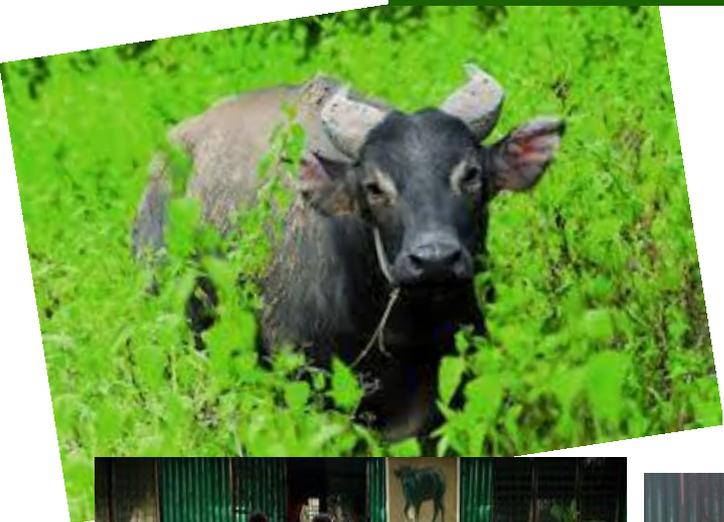
Advocacy of OMSC



TAMARAW

conservation and protection month

"Let's save our treasure, its tamaraw or never"



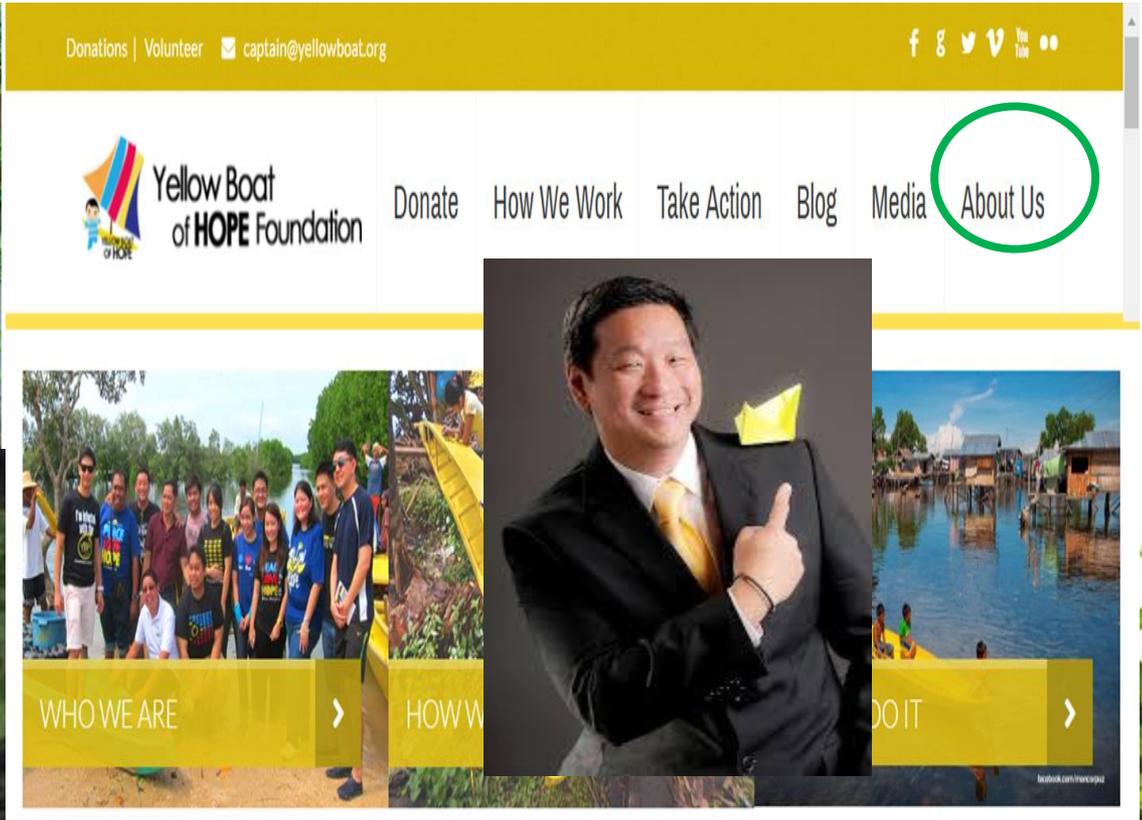
Heuristic-Systematic Persuasion Model

- HSM is similar to the ELM with two routes
 - **Systematic route**: a careful and systematic thinking process...similar to the Central Information Processing Route from the ELM.
 - **Heuristic route**: use of cognitive shortcuts...similar the peripheral route from the ELM.
- HSM differs from the ELM in that **the two processes can be simultaneous**



Video: <https://www.youtube.com/watch?v=Kn48t7N9vBI>

The ***expert heuristic*** is another simple basis for determining attitudes. In this case, attitudes are based on the opinions or recommendations of trusted and knowledgeable experts. The inference here is that “experts are usually right.”



Example

When asked to donate to a foundation (Yellow Boat of Hope) or to an advocacy (IBC) some will quickly dig into their pocket or do the challenge and donate.

So what?

Embed heuristics and trite statements in a peripherally-aimed speech, and there's a good chance they will get through.

Donations | Volunteer | captain@yellowboat.org [f](#) [g](#) [t](#) [v](#) [live](#) [oo](#)

[Yellow Boat of HOPE Foundation](#) [Education](#) **Donate** [How We Work](#) [Take Action](#) [Blog](#) [Media](#) [About Us](#)

Approximate costs (depending on location & logistics) of items you can donate as of August 2016. *Note: US citizens can donate in the U.S. to receive a tax deduction (see below for details).

Small School Self-Paddle Boat	PHP 10,000	US \$212
School Boats (15-20 Students)	PHP 75,000	US \$955
Small Motorized Boat For Adopt A Fisherman	PHP 30,000	US \$640
Motorized Boat	PHP 50-120,000	US \$2,551
1 Classroom	PHP 1m	US \$21,240

Monthly Donation USD/month

One Time Donation \$100 USD

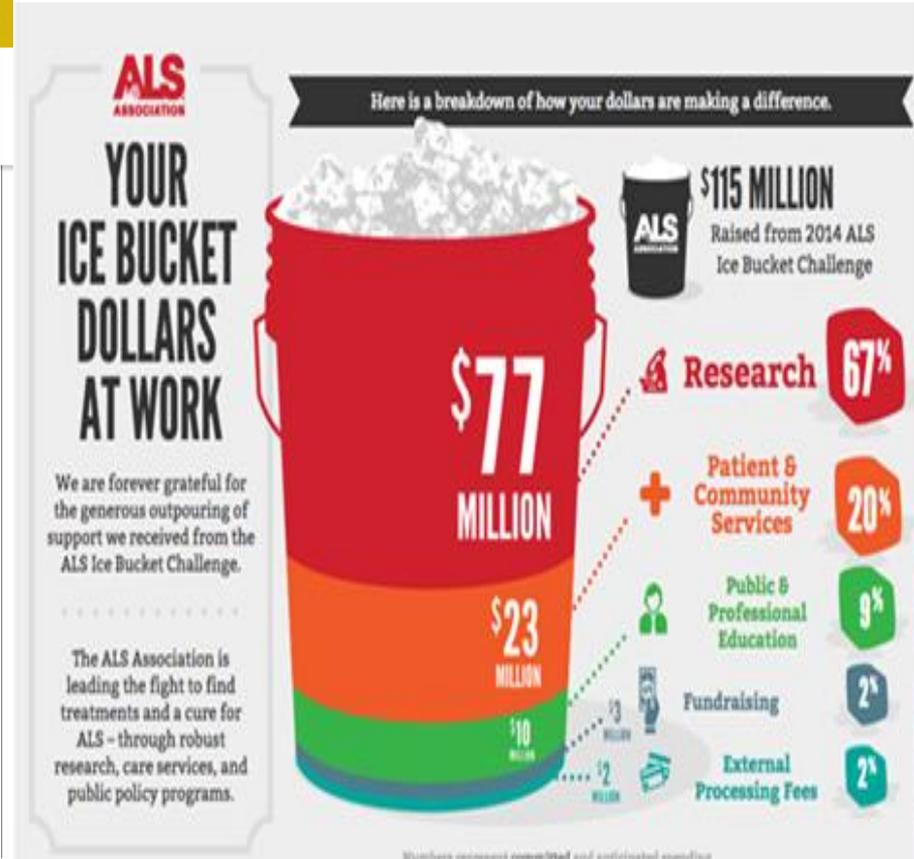
Offset credit card surcharge?

Subtotal

Monthly Donation.....\$0

One Time Donation.....\$100

Total Charge Today



Self efficacy Model

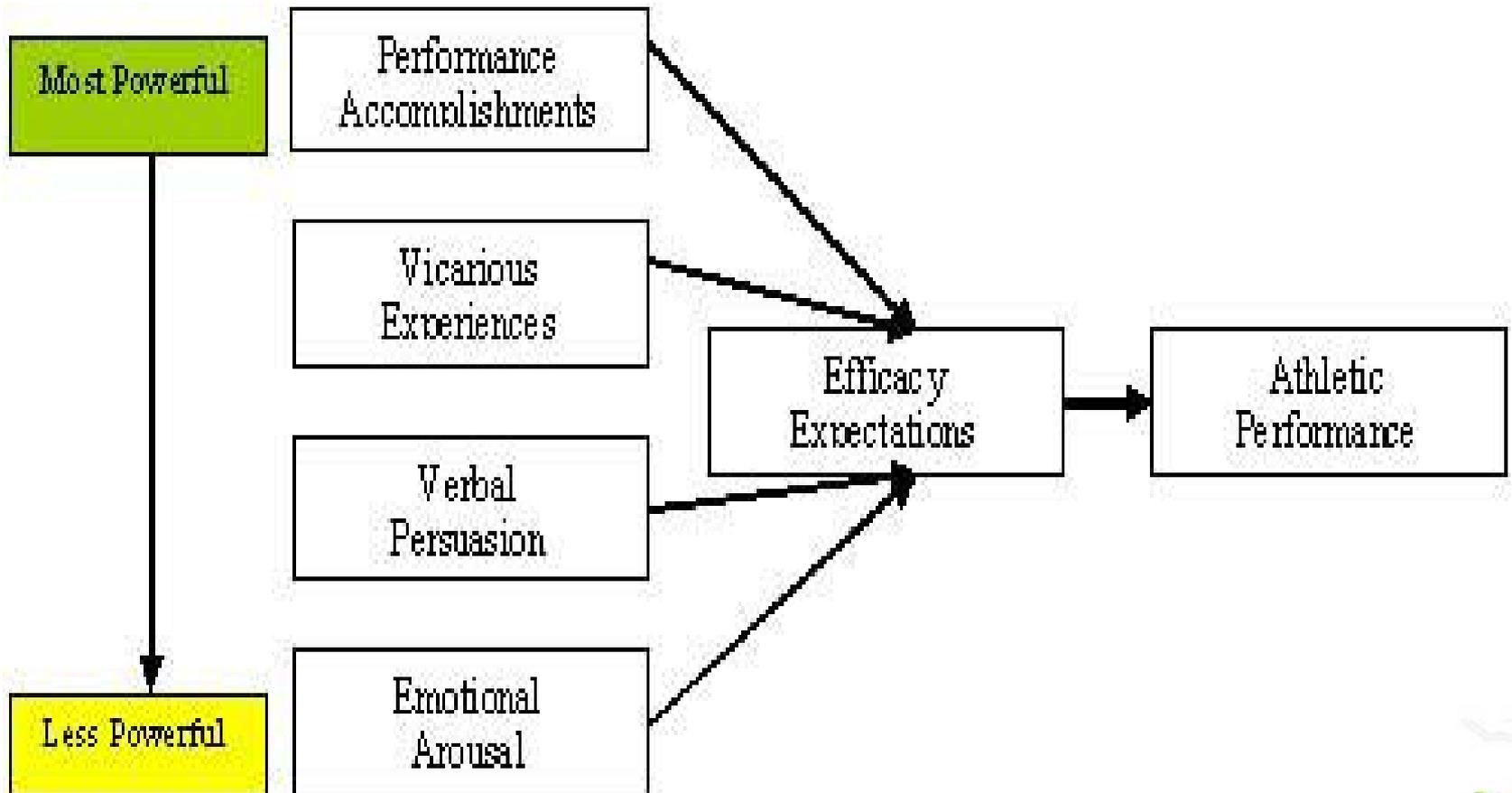
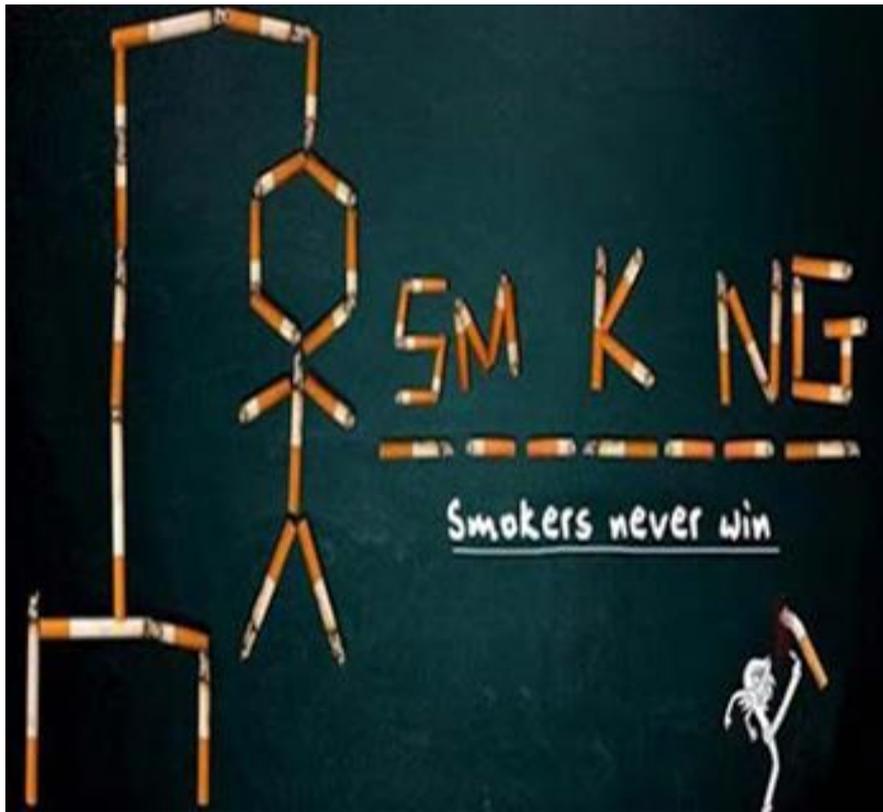


Figure 1: Self Efficacy Theory Bandura (1987).

Video: <https://www.youtube.com/watch?v=wrzzbaomLmc>



Ramirez et al. (2006) had applied self-efficacy theory to assess empowerment to advocate on behalf of tobacco control policies.



Peyman et al (2009) explored the relative effects of self-efficacy on oral contraceptive.

Advocacy of OMSC



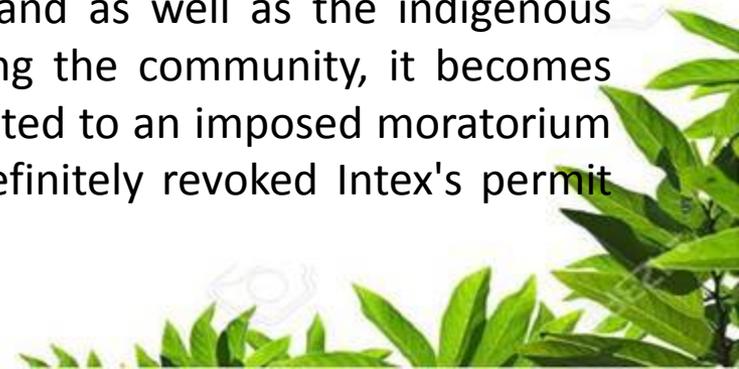
Maternal and Child Health Care
Advocacy to the Buhid Mangyans
of Occidental Mindoro



Reflection

Advocacy cannot succeed as a one man show but is a process that works when target audiences are considered and involved. The Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) and Heuristic Systematic Model (HSM) (Eagly & Chaiken, 1993) are good examples of audience involvement as it shapes cognitive responses. When the audience is treated as stakeholders, the advocacy becomes inclusive rather than exclusive and the stakeholders see the project as part of them and this makes any advocacy successful and sustainable. While, Self-efficacy constructs the role of the individual's perceived capability of successfully performing behaviors; those who are confident of carrying out recommended actions are more likely to attempt and sustain behavioral enactment efforts.

In Occidental Mindoro, Philippines, there is an Anti Mining advocacy in which the Catholic Church had to involve the local government units, schools and local residents to protect the biodiversity of Mindoro Island as well as the indigenous Mangyans from an illegal nickel mine. With involving the community, it becomes easier to succeed and sustain the advocacy that resulted to an imposed moratorium on mining on the island in 2002 and the DENR indefinitely revoked Intex's permit and stopped mining operations.



Discussion question

Could one specific theory explain what to consider a successful advocacy in your own institutions? Why or why not?



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