Advocacy to reduce inequalities

Advocacy is a widely recognised way to influence policy and practice and achieve positive change on a range of issues, that affect individuals, communities and our wider environment.

Inequalities remain an issue in Scotland and the gap between the most and the least well-off continues to widen.

Advocacy is one way of challenging and taking action to reduce inequalities. While advocacy alone cannot solve all the inequalities issues in our society, it plays a key role in promoting equitable outcomes for all.

Effective advocacy requires sound evidence, leadership, collaboration, clear communication, and an appropriate choice of advocacy approach.

It provides a means to support or implement improvements in policies and practices towards upholding the rights of individuals and communities, tackling injustice, and improving the quality of their life outcomes.

Common characteristics of advocacy involve:

* Something bigger than those advocating for change
* Raising awareness and understanding of the factors that impact on people’s life outcomes
* Taking collective responsibility to deliver positive change that will result in reducing inequalities.

Advocacy aimed at tackling inequalities do not always have to be large-scale for example national/regional level, it can be done by smaller groups of people who want to see change and we can all play a role in advocacy.