

A Quick Introduction to Advocacy

What is Advocacy?

Advocacy encompasses a broad range of activities (including research, public education, lobbying, and voter education) that can influence public policy, and oftentimes involves taking action to speak out and bring awareness to issues in order to bring lasting, systematic change

How are Advocacy and Service Related?

Advocacy plays an important role within service by broadening the impact, increasing the reach, and improving the sustainability of an organization. The goals of both are the same, they simply are different avenues towards changes taken in tandem. Advocacy in the large scale, service at the community level.

Why is Advocacy Important?

Advocacy is the number one way service organizations can advance the issues they care about and work towards systemic, lasting change. This is because advocacy seeks to target and prevent social issues in the long term. It addresses the root of a problem rather than its symptoms.

How Can Students Get Involved in Advocacy?

Numerous organizations at UCLA are dedicated to advocacy and they range from spreading awareness through social media campaigns to working towards policy changes at multiple levels of jurisdiction. With all these choices, there is an organization for every advocacy interest. Additionally, many service organizations also include advocacy as extensions of their work. For example, Bruin Shelter and Special O. The List of Community Service Organizations is a great place to find more advocacy groups on campus.