

Growing need for **advocacy knowledge and skills** in prevention science and practice

How to inform policy and decision makers about evidence-based prevention policy and practice (including alcohol, tobacco, illicit drugs and other risk behaviours)

THINK ABOUT WHAT YOU WOULD DO ...

- if you noticed somebody implementing an **ineffective or harmful intervention** (e.g. scare tactics approach) in schools in your community?
- if you found out that alcohol and tobacco **policy measures** are **not well implemented** in your country (e.g. violations of age limits, ban or regulation on advertising)?
- if you found out that **unhealthy industries** (such as the alcohol and tobacco industries) are (secretly or openly) **trying to change the law**, which would negatively influence the future health of children and youth?
- if a journalist or editor called you and asked you to provide **expert testimony on TV or radio** on evidence-based policies and practices in the field of substance use or risk behaviours?
- to successfully **promote effective policies and practices** (programmes and initiatives) at a national, regional or local level?

STRUCTURE OF THE TRAINING / WORKSHOP:

- Introduction of the training / workshop
- Advocacy for evidence-based policy and practice: definitions, aims & objectives
- Public policy process (policy cycle) and the decision-making process
- Coalition building / developing effective coalitions
- Making the case for evidence-based policy and/or practice with media advocacy
- Developing an effective advocacy plan
- Additional (optional) modules:
 - What works & what does not work in prevention (policy & practice)
 - Strategies & tactics by unhealthy industries - know your opponents

The training / workshop includes discussions, small and large group work, simulation of actions and other interactive work (depending on the length of the training or workshop).

OUTCOMES INCLUDE AN INCREASED COMPETENCE FOR ADVOCACY WORK AS:

- forging stronger relationships with policy and decision makers and other key stakeholders in the field of prevention
- advocating for the use of research to inform policy and decision makers about evidence-based prevention policies and practices
- providing expert testimony
- writing position papers, press releases and social media posts
- increasing the visibility and recognition of evidence-based prevention
- committing to ongoing advocacy

TRAINING / WORKSHOP DURATION (DIFFERENT OPTIONS):

- 1.5-2 hours introductory workshop (suitable for conferences, congresses & symposiums)
- 4-5 hours workshop (with some interactive work in groups)
- 1-day training (suitable for pre-conference events)
- 1.5-day training (suitable for policy and decision makers and opinion leaders)
- Full 3-day training (for public health and prevention professionals and volunteers, including scientists, researchers and practitioners)
- Full 3-day + 1-day training (including two optional modules)

REFERENCES:

- Ljubljana (Slovenia) (April 2017): Advocacy workshop for the World Bank Group delegation from Bosnia & Herzegovina
- Melbourne (Australia) (October 2017): Advocacy workshop at the Global Alcohol Policy Conference (GAPC)
- Pula (Croatia) (November 2017): Advocacy training for NGO in the field of nightlife prevention
- Cancun (Mexico) (December 2017): Presentation of draft advocacy workshop & training developed by UTRIP (3rd ISSUP Workshop & Prevention Expert Advisory Group Meeting)
- Budva (Montenegro) (January 2018): Advocacy training for the network of NGOs in the field of recovery
- Ljubljana (Slovenia) (February 2018): Advocacy workshop for the World Bank Group delegation from Bosnia & Herzegovina
- Ljubljana/Bohinj (Slovenia) (April 2018): Advocacy workshop as a part of UPC-Adapt (EUPC) pilot training (<http://upc-adapt.eu>)
- San Diego (USA) (June 2018): Presentation of advocacy workshop & training developed by UTRIP (3rd ICUDDR conference)
- Madrid (Spain) (June 2018): Advocacy workshop at the European Network for Smoking Prevention (ENSP) conference
- Ljubljana (Slovenia) (July 2018): Advocacy workshop as a part of study visit by students & professors from Sahmyook University (South Korea)
- Sigtuna (Stockholm) (August 2018): Poster presentation of advocacy workshop & training developed by UTRIP (6th IOGT International World Congress)
- Berlin (Germany) (September 2018): Advocacy workshop at the European Fetal Alcohol Spectrum Disorders Alliance (EUFASD) conference
- Lisbon (Portugal) (October 2018): Pre-conference advocacy workshop at the European Society for Prevention Research (EUSPR) conference

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