



So many issues ... so little time

Prioritising advocacy

Women's Health Queensland Wide
(Women's Health)



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Women's Health





HREOC Submission
 Inquiry into the sexualisation of children in the
 contemporary media environment
 18 April 2008
 Human Rights and Equal Opportunity Commission



Source: <http://www.asu.asn.au/>



Source:
http://www.health.qld.gov.au/northside/documents/northwest_chc.pdf





Advocacy at Women's Health

- To improve awareness of women's health issues
- To promote the organisation
- To address health issues that affect women across Queensland



The challenges ...

Strategic

- Political implications of taking a feminist position
- Implications of provocative advocacy on funding
- Context of other women's services
- Currency of the women's health issue/ population group
- Sustainability of Women's Health as an organisation

Operational

- Core business
- Clear goals
- Limited resources
- Risk assessment/ management



Prioritising activities

- Strategic planning

Critique

- SWOT analysis isn't focused enough to direct priorities.



Prioritising – what will we advocate about?

Which issues?

- Is this a women's health issue arising from our service delivery and/ or within the women's health sector?
- Is this issue consistent with women's health priorities identified in government policy?
- Does this issue have state-wide implications?
- Will advocacy on this issue benefit Queensland women as well as the organisation?

What can we offer?

- What aspects of our experience of these issues are unique?
- What position does the organisation want to take on issues?
- What do we specifically hope our actions will achieve?
- How do we measure our success?

What role should we play?

- Is another organisation leading advocacy around this issue?
- What can we value add?



Specific issues - how will we advocate?

Level 1 – Strategic

- Is it in the strategic plan?
- What did we say about cost/ benefit of being involved and the uniqueness of our contribution?
- What will we achieve?
- How will we know we've made a difference?

Level 2 – Management

- Where does it fit in operational plan?
- What strategies will achieve our goals?
- Which skills are needed and which position aligns with those skills?
- Who is interested in/ motivated to be following this through?
- What capacity is available?
- Impact/ resource assessment.

Level 3 – Operational

- Whose work plan will it be allocated to?
- Where do we record what we are doing/ not doing?
- How do we report on what we are doing/ not doing?
- What material resources are required?



Discussion

- Have you faced similar challenges in prioritising advocacy in your organisations?
- How have you addressed these challenges?
- Could anything be done differently to honour feminism more?
- Any comments are welcome ...



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