



Advocacy: Increasing Citizen Voice and Agency

November 6 - November 23, 2018

This certificate provides practitioners with insights into the underlying concepts and current trends in advocacy and mobilizing citizens for action. Through discussions about written and video case studies and exercises to apply strategic planning tools, participants will enhance their ability to create an enabling and just environment for development through their advocacy campaigns.

“My studies at Coady have not only increased my knowledge and skills in community development, but have changed my attitude and given me the skills essential for leadership.”

Coady graduate

Advocacy: Increasing Citizen Voice and Agency

Personal benefits

- Develop skills in influencing public policy at various levels; visioning; contextual analysis; problem/issue identification; power mapping; goal setting; analyzing arenas for action; strategy selection; lobbying and negotiation; citizen mobilization; coalition-building; and monitoring and evaluating advocacy campaigns;
- Learn the theoretical foundations and critical issues in human rights advocacy;
- Strengthen communication skills which are key to making an effective case for change.

Organizational benefits

- Increase capacity to strategize and co-ordinate joint advocacy campaigns;
- Improve consistency and effectiveness of advocacy campaigns;
- Identify organizational legitimacy and credibility to undertake advocacy;
- Enable greater influence in public policy and mobilizing public opinion to support social, economic and political change.

Who should take the Program?

This program is designed for new and/or experienced advocacy and development practitioners who work with human rights and social justice organizations, primarily in the global South.

Scholarships

Thanks to the generous financial support of Global Affairs Canada, as well as a number of individual and institutional donors, Coady International Institute is able to offer partial scholarships to most candidates accepted into the Institute's education programs.

Please visit coady.stfx.ca to ensure you meet the deadlines.

How to apply

For information on scholarships, detailed admission requirements and how to apply, please visit: coady.stfx.ca/education/



Based at St. Francis Xavier University, Coady International Institute offers programs relevant for today's community development practitioner and social change actor. The Institute is an educational organization dedicated to identifying, developing and disseminating knowledge on effective development practice. As a leader in the study and practice of community-based development, Coady Institute provides relevant programs that help others make a positive difference in their own communities.