



# SLA

SASKATCHEWAN LIBRARY  
ASSOCIATION

## Advocacy — the Basics

### Advocacy - What it is?

Wendy Newman quoted Ken Haycock @SLA 2016: "Successful advocacy is planned, deliberate, and sustained over time and is proactive."

### Advocacy - What is isn't!

It is not an emergency response but rather ongoing communication to express value.

### Key concepts:

- Advocacy is planned, deliberate, sustained.
- Planning AND passion.
- Cultivating relationships.
- Showing respect.
- Talking transformations with stories.
- Addressing priorities of targets.
- Matching messages with targets.
- Advocacy needs to be a way of life.

### Who is responsible for advocacy?

- We all should be responsible for advocacy.
- We all have a voice and we should use it to share what is valuable and also share any concerns that we might have.