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| The Advocacy Initiative |
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| Advocacy Posts | January 2013 |

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|   | Introduction from Anna

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| Anna presenting at 3rd KEF |   |
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Dear Friends,As The Advocacy Initiative approaches the half way mark of its current phase, we are excited about taking our activities up a gear in 2013. The final stages of our research projects are being put in place and we are looking forward to sharing this with you in the next few months, along with deepening the work on our communication and capacity objectives.We are starting the new year with two seminars on funding and public opinion. The details are included below and we hope to see you there. Our study on policy maker perceptions of social justice advocacy will be completed in the coming months, and work will begin on our capacity and evaluation tools. We are also planning a series of local events, as well as continuing our programme of Knowledge Exchange Forums.In 2012 over 30 people got involved in reference groups developing these projects and supporting the Steering Group in implementing our work plan. Let us know if you would like to get more involved, or indeed if you have specific issues you think social justice advocates need to be thinking about.We look forward to seeing you soon,Anna |   |
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|   | 3rd Knowledge Exchange Forum feedback - now available on our website

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| A Christmas Market image |   |
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The 3rd Knowledge Exchange Forum presented our mapping study of social justice advocacy, and participants looked at five case studies of effective advocacy.  A selection of photographs and the video of the mapping study presentation are now available to view on our website at <http://www.advocacyinitiative.ie/learn/tools/3rd-knowledge-exchange-forum-what-works-18th-decem/> along with a report on key lessons learned at the 3rd Knowledge Exchange Forum. The event was a great success with lively and interesting discussions from all the case studies featured.We are looking for your topic suggestions for future forums, the next one is planned for April. If you have any ideas please e-mail [clodagh@advocacyinitiative.ie](http://www.advocacyinitiative.ie/data/db_issues/clodagh%40advocacyinitiative.ie). |   |
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|   | Sign up for our Public Opinion Poll briefingWhat does the public think of our advocacy work? On February 6th we will be hosting a briefing on the first round of the Public Opinion Poll data on Social Justice Advocacy in the National Women’s Council of Ireland offices from 12-1pm on Parnell Square East, Dublin 1. The objective of the poll is to better understand public attitudes towards NGOs engaging in advocacy and policy development.  The data will be presented by Patrick Brennan from the polling company, nfpSynergy.   Places are limited so please register on our website at: <http://www.advocacyinitiative.ie/discuss/events/2013/02/06/public-opinion-poll-briefing/> |   |
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|   | Book your place now on our Funding Study presentation What is the link between advocacy and public funding in Ireland? On February 11th Brian Harvey will present the first part of his research for the funding study commissioned by The Advocacy Initiative . The presentation will take place in the National Women’s Council of Ireland office from 12pm to 1pm.At the seminar Brian will be inviting organisations to become invovled in the second phase of this research, which will explore in greater depth the ‘ground truth’ experience of public funding and advocacy.Book now to avoid disappointment as places are limited on our website at: <http://www.advocacyinitiative.ie/discuss/events/2013/02/13/funding-study-presentation/> |   |
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|   | NEW BLOG – What Now for Local Advocacy?

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| Image of Senan Turnbull |   |
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Following the Government's announced local government reforms at the end of 2012, Senan Turnbull assesses the broad potential of the proposals and more specifically their potential impact on social justice advocacy at local level. Read his comments here: <http://www.advocacyinitiative.ie/discuss/2012/12/05/what-now-for-local-advocacy/> |   |
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|   | Advocacy Around the World**New guide - Speaking Up! Foundations and Advocacy in Europe**GrantCraft have launched a new guide, Speaking Up! Foundations and Advocacy in Europe, at the European Foundation Centre's Autumn 2012 Assembly in Brussels. The guide provides insight into how funders advocate and sponsor advocacy for public policy change. Foundation practitioners reflect on strategy, timing, collaboration and messaging in effective advocacy. In addition, the guide includes essentials for engaging in advocacy at the level of the European institutions. It is available to download at: <http://www.advocacyinitiative.ie/learn/category/fundingandadvocacy/>**Social Justice Media Conference**The Near Media Co-op is hosting a conference on the subject of “Social Justice Media – Examining the Evidence, Exploring the Possible” on 9th March at Parnell’s GAA club in Coolock. The event will provide an opportunity to embrace all new facets of social media and attendees can attend one of the planned 'bubble sessions' informing on such topics as: Citizen Journalism; Media Literacy, and Community Television. For more information visit: <http://nearfm.ie/socialjusticemedia/>. |   |
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| Promoting understanding, awareness and effectiveness of social justice advocacy in Ireland. |