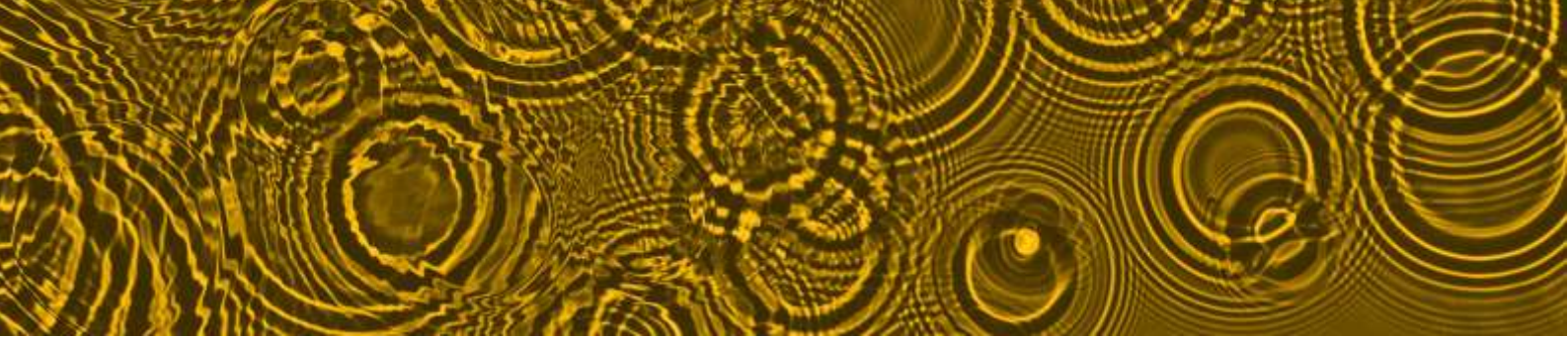




Facilitator Guide: Advocacy in Health Communication

Students can undertake this module after they have completed the Introduction to Health Communication module which provides a foundation for key health communication concepts.

Health communication always happens within specific social and political contexts that shape health, and indeed our own health communication. As health communicators we will be called upon to advocate and mediate with communities and with the clients in our care.

Health communication leads us here, to understand who we are advocating with, and how to develop clear and effective communication that motivates community to act for positive change.

This module is available to you as a facilitator to support learning objectives and activities in tutorials, and other class activities. It can also be useful to scaffold assessment in your course.

Learning Objectives for Advocacy in Health Communication module:

1. Understand the inextricable role of health communication within effective advocacy
2. Understand the role of communities (and audiences) in designing and evaluating health advocacy strategies
3. Identify a range of tools that can support health communication advocacy.

Estimated learner time for Advocacy in Health Communication module: 45 minutes

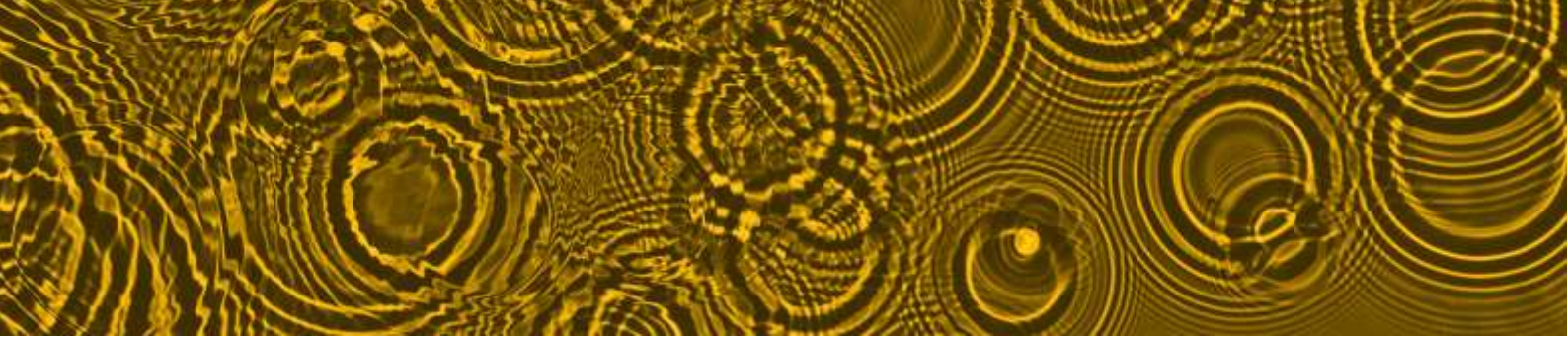
Ideas for extending on the module content with students:

We suggest that students engage with this module on their own prior to class and that elements can be imported to tutorials or other classroom settings for further discussion. Example discussion questions for exploring the content in more depth are provided below. Additionally, the videos from the module can be shown in class or tutorials as a prompt for further discussion:

- In [the first video](#) Dr Linda Selvey narrates her story of activism as a medical student, public health physician and academic.
- We also hear the example of advocacy by Traditional Owners in the Torres Strait in [Our Islands Our Home](#)

Example discussion questions:

- In your area of study and/or work, what might be the role of health communication for effective advocacy?
- Provide some examples when you or others in your context have advocated for health and wellbeing. What advocacy tools were used in these examples? Were they successful? Why/why not?



Example learning activities:

1. **Think/Pair/Share:** Ask students to spend a few minutes brainstorming examples of health communication in advocacy contexts. Then ask students to form pairs with a colleague in class to share their insights.
2. **Discussion Question:** What about health communication in advocacy contexts seems easy? What do you think are the most challenging aspects of health communication when advocating with communities, or with individuals?

You can ask students to answer these questions in a variety of ways, such as via small group discussion, or perhaps via an online platform such as Padlet or Jamboard. We have created a [Jamboard template here](#) that you may like to [make a copy](#) of and use with your students.

Additional resources that support the teaching content

1. https://www.who.int/alliance-hpsr/resources/ModuleIII_U3_AdvocacyV2.pdf
2. Shields K, Somerville P. In the tiger's mouth : an empowerment guide for social action. Philadelphia, Pa.: New Society; 1994.
3. Our Islands our Home: Support the #Torresstrait8 as they take their case against the Australian government to the United Nations for inaction on climate change. Available from <https://ourislandsourhome.com.au/>
4. Advocacy in action: A toolkit for public health professionals. 4th Ed. Public Health Advocacy Institute of Western Australia 2019. Available from https://www.phaiwa.org.au/wp-content/uploads/2019/09/2019_Advocacy-in-Action-A-Toolkit-for-Public-Health-Professionals-1.pdf].
5. Gilmer, Erin. (August 26, 2020). *A Preface to Advocacy: What You Should Know as an Advocate*. Disability Visibility Project.
6. Center for the Theory of Change: Setting standards for theory of change. What is Theory of change? Available from <https://www.theoryofchange.org/what-is-theory-of-change/>
7. Beautiful Trouble. Methodology: theory of change[Internet]. Available from <https://www.beautifultrouble.org/toolbox/#/tool/theory-of-change>
8. The Commons Social Change Library. Available from <https://commonslibrary.org/6>
9. The change agency.org. Supporting Community Action. Creative Commons Attribution-NonCommercial 4.0 International License. Available from <https://thechangeagency.org/>
10. The changemakers: Stories of people changing their world. Available from <https://changemakerspodcast.org/>