

# POLICY ADVOCACY



## WHY IS ADVOCACY IMPORTANT?

Because public policy can play a powerfully positive role in making the world a better place, but can also be a destructive force - we need to make sure it is playing that powerfully positive role.

## ADVOCACY DEFINED:

"Public support for or recommendation of a particular cause or policy"

## ADVOCACY ≠ LOBBYING

Advocacy is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. Lobbying only refers to specific communications with decision makers about existing or potential legislation and urging a vote for or against.

## IT ISN'T EASY... BUT IT MATTERS!

Influencing public policy change can be difficult and complex, particularly for those with limited power and resources. **That is why RIFPC exists** — to join forces and increase shared power! **It's a journey, not a destination** — advocacy is a long-term commitment that requires persistence and dedication.

Engaging in advocacy is an opportunity for Council members to share priorities, represent communities, advance policies, and promote funding of meaningful objectives.



**Together Council members can** bring benefits to the local food system, and to the communities, organizations, and businesses we represent by attracting greater attention and creating broader impact.