ADVOCACY DEFINED: “Public support for or recommendation of a particular cause or policy”

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 ≠ 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.