ADVOCACY VS. LOBBYING & CAMPAIGNING: WHAT’S THE DIFFERENCE?

Campaigning, advocacy and lobbying are a range of tools, mechanisms, initiatives, processes and/or organised actions to initiate and promote changes in policies, programmes or spending.

<table>
<thead>
<tr>
<th>Advocacy</th>
<th>Lobbying</th>
<th>Campaigning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actions that aim to change attitudes, policies and practices</td>
<td>Strategic, formal and informal means of influencing specific decision makers on an specific issue</td>
<td>Actions, events and activities to achieve a change and to raise awareness on a specific issue working more widely across organised groups or people</td>
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The aim of advocacy, lobbying and campaigning is similar, but the processes are different.

**What is the difference?**

**Advocacy** is any plan that attempts to influence policy makers and stakeholders through activities designed to increase public attention.

**Lobbying** is one kind of advocacy with the goal of persuading governments and its leaders to take a particular position about a specific piece of legislation.

**Campaigning** includes lobbying those in power to make changes, and a combination of a number of actions to build public support for change.

**How?**

- **Research**
  - Lobbying
    - Face-to-face meetings and discussions
    - Direct incentives and diplomacy
    - Personal letters

- **Awareness raising**
  - Public events: demonstration, petitions, vigils and exhibitions
  - Distribution of brochures and posters
  - Publicity
  - LOBBYING

- **Policy analysis**

- **Activities and Events**
  - Working in coalitions

- **Partnerships**

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What do you want to change? Who are you trying to influence?
Identify the problem / the target(s) / key decision-makers

Who can affect decision making? Which other organisations have the same aims?
Identify & involve allies, organise partnerships and agree roles

What is your message? Who will do it?
Set goals and objectives
Strategy/Actions

What to do? How to do it?
Identify and mobilise the required resources
Carry out a set of planned activities (Action plan)