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Assessment 2

Write the copy for a potential public facing webpage/press release to highlight how an Advocacy organization of your choice aims to meet the requirements.

Citizen Advice: Meeting Legislative Requirements to Empower Individuals.

Thousands of people in Wales receive yearly assistance from local Citizens Advice (2024). As an independent advocacy organisation and registered charity (Jones, p.1, 2011), we achieve this by giving counsel, instruction, and support by influencing laws and procedures that have an impact on the individuals we assist (Citizen Advice, n.p., 2024).

With offices in Cardiff and Rhyl, Citizens Advice is an independent organisation that serves both England and Wales (Citizen Advice Bureau, p.2, n.d.). In Wales, we are known as Citizens Advice Cymru. With twenty Citizen Advice Bureaus, we are affiliated with Citizens Advice Cymru, providing services with more than 375 sites and serving communities throughout Wales, focusing on accessibility, confidentiality, safeguarding, and empowerment (Citizens Advice Bureau, n.d.). Citizen Advice aims to change the perceived laws and procedures that have an impact on people's lives by guiding them and creating a safe place which allows individuals to voice their opinions in a nonjudgmental environment, which is required for the issues they encounter (Citizen Advice Bureau, p.2, n.d.).

Our mission at Citizens Advice (2014) is to empower individuals by giving free, unbiased, independent, and private advice about rights and responsibilities. We strongly oppose prejudice, uphold equality, and cherish variety (Citizen Advice, p.20, 2014; Social Care Wales, n.p., 2023; Jones, 2009). Since 1939, we have provided pro-bono, non-biased, private, and independent guidance (Citizen Advice, p.2, 2014). In the UK, we provided in-person, phone, email, and web chat assistance to over 2.7 million people in 2015–2016 (Citizen Advice, p.2, 2016). This provides us with a special understanding of their wants and worries (Citizen Advice, p.2, 2016).

However, we serve more than just our clients; we also leverage experiences to advocate for important causes that benefit a larger audience (Citizen Advice, p.2, 2014; Social Care Wales,

n.p., 2023). As an organisation, we believe that service providers priority should be, inclusive services for a variety of clientele; especially those who are vulnerable and difficult to reach (Citizen Advice Bureau, p.16, 2015). We evaluate too whether the demands of Welsh-speaking service users are sufficiently satisfied, considering the significance of customer-centric service design and delivery (Citizen Advice Bureau, p.16, 2015). Service providers can improve customer satisfaction, and cost-effectiveness, getting insight into the Welsh-speaking consumer's experience, comprehending and meeting the needs of Welsh-speaking clients (Citizen Advice Bureau, p.16, 2015).

Local Citizens Assistance provides basic consumer assistance in social security, home ownership, fees, wellness, economic assistance, job opportunities, inequality, family and personal worries immigration, citizenship, and education as part of Citizens Advice membership. This advice is based on a certified standard of quality and accessibility (Citizen Advice, p.2, 2016).

Every year, we conduct a poll to find out how effectively we meet our clients' needs and how efficient our guidance is in promoting success. In 2022/23 our survey findings were: 7.8/10 people said they were happy or extremely happy with the service; 8 out of 10 stated they would utilise the service once more; 7/10 people stated, using the service was simple or extremely simple. More than half said that after contacting the helpline, their issues were fixed in five to twenty-five weeks (Citizen Advice, p.31, 2023).

All contemporary health and social care laws acknowledge the critical need for advocacy when people and marginalised groups require assistance to have their rights upheld and their opinions heard (Cyngor Sir CEREDIGION County Council, p.1, 2023). Advocacy aims to enable people and groups to participate in the choices and procedures that impact their lives (Cyngor Sir CEREDIGION County Council, p.1, 2023).

The way social care is provided in Wales changed because of the Social Services and Well-Being (Wales) Act 2014, or SSWB Act (Citizen Advice, p.3. 2016). According to the Welsh Government, the act aims to remove obstacles to people's well-being by giving them meaningful control and a stronger voice over the care they get (Citizen Advice, p.3, 2016). Early intervention is emphasised to keep requirements from becoming urgent and to encourage short-term resource investment for the greatest total return on public funds (Citizen Advice, p.3, 2016). The same purpose has the Well-being of Future Generations (Wales) Act 2015 (Citizen Advice, p.9, 2016). This Act aims to improve social, economic, environmental, and

cultural aspects of life for the people living in Wales (Citizen Advice, p.9. 2016). Our organisation actively enables and encourages legislative initiatives that put the interests of people's empowerment and well-being first (Citizen Advice, p.5, 2016). These policies and lobbying provide us with information about the systems and organisations that consumers interact with, as well as new hazards that they may face. This continues to offer us guidance and assistance (Citizen Advice, n.p., 2023).

The goal of the Welsh Government is to guarantee that every Welsh citizen can comprehend information, advice, and assistance (IAA) services (Citizen Advice, p.5, 2016). Citizens Advice Cymru supports and aligns this goal by partnering with the regional government (Citizen Advice, 2016). Our services include information about the types of care and support which is available, factual on how to receive care and support, and a way to voice concerns about the welfare of persons who need care and support. (Citizen Advice, p.5, 2016).

We are dedicated to make a difference in individuals' life. When individuals' voices need to be heard, we support and empower them in overcoming obstacles and running campaigns on important causes (Citizen Advice, p. 43, 2016). We aim to support equality and diversity, cherishing variety, whilst opposing harassment and discrimination. 'For everyone, we are here' (Citizen Advice, p. 43, 2016).

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