

ECAY4003: Advocacy in Action: The Role of the Advocate

ECAY4003

2023

The Role of the Advocate:

Skills, Qualities and Understanding

- What is a 'skill'?

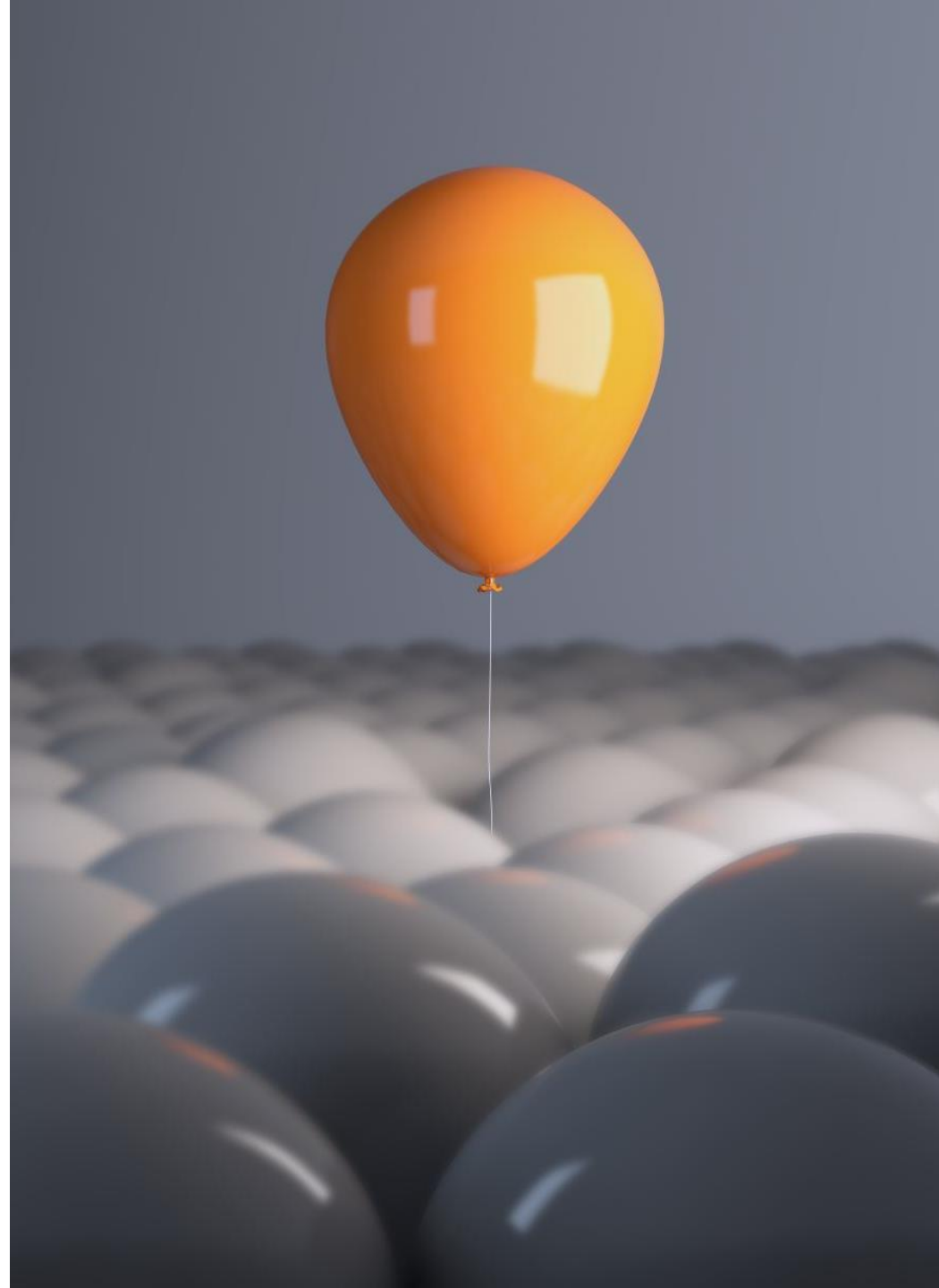
I can.....

- What is a 'Quality'?

I am.....

- What is 'Understanding'?

I know.....





TASK

- Before we look at the skills and knowledge required to be an Advocate in more detail, we will discuss the 'qualities' that we need to be effective.
- *In small groups, using the flipchart paper and pens draw an Advocate and illustrate the qualities that they require.*



- **They are Passionate**
 - Enthusiastic, driven, compassionate, caring.
- **They are well informed**
 - Great advocates are often the most knowledgeable person in the room on their area of focus. They continually learn, plugged into current streams of information, always ready to share their knowledge and expertise.
- **They are great communicators**
 - Whether expressing themselves verbally, in writing and regardless of the medium (Print, video, social channels) advocates communicate clearly, persuasively and respectfully to share information and viewpoints.
- **They are goal oriented**
 - Without a clear goal, there is no clear focus and no clear path forward.
- **They are connectors**
 - A great advocate makes connections at all levels, building partnerships and coalitions with useful resources. They are often the first person people go to for information and support.

- **They are Flexible**

- The most effective advocates know the power of collaboration and compromise. Not every battle can be won. Sometimes small victories are the only road to success.

- **They are inspiring**

- What does it mean to be inspiring? A great advocate moves us, and they stir our thoughts and feelings. They can give hope for a brighter tomorrow and help to outline the path in order to reach it.

- **They are empowering**

- The Best advocates not only inspire, but they also instill a desire to pitch in and help to collectively achieve a worthwhile goal. How to raise voices in order to be heard and help others to find their own voice. Advocates also remind us that we all matter, and we all have a part to play.

- **They are persistent**

- Advocacy is not a sprint; it is a marathon. Great advocates show up and keep showing up. They are not deterred by setbacks or disappointment. They are the first to arrive and the last to leave.

- **They are servants**

- Great advocates are public servants. They do their work not for glory or fame, but for the quiet satisfaction of helping others and the steadfast belief that the work is the right thing to do and the only thing to do.





Qualities - Discussion

Activity

- Read through Annex 1 of:

The Welsh Government Code of Practice for Advocacy in the Social Services and Wellbeing (Wales) Act 2014 'The role of the independent professional advocate'

- Identify the skills, qualities and understanding that are required to perform the role.





Setting Professional Standards

Sector Skills Councils

- Sector Skills Councils (SSCs) are independent, employer led UK wide organisations.
- They aim to develop high quality skills standards with employers which support productivity and profitability, growth and enhance competitiveness in UK and overseas markets.
- SSCs are licensed by the UK Commission for Employment and Skills (UKCES).
- One of these is 'Skills for Care and Development'





National Occupational Standards Strategy 2022 and beyond

September 2022



National Occupational Standards

- A National Occupational Standard (NOS) is a document that describes the knowledge, skills and understanding an individual needs to be competent at a job.
- All of the completed and approved NOS are kept on a database. This is easily accessible and allows people to search for the different jobs they are interested in.
- A NOS Strategy document is available that sets out the overall policy for NOS.

National Occupational Standards 2022



NOS can be used in many ways, for example:

- awarding bodies can create qualifications to train individuals for a job. These qualifications can then be used in an Apprenticeship Framework.
- employers can create a job description to recruit new staff or a training plan to develop their skills
- individuals can research different types of jobs and match their skills/experience to those that are needed



NOS on Advocacy

Advocating on Behalf of Clients –LSIAG08

- This standard is about advocating on behalf of clients.
- It is aimed at people who provide advice and guidance to clients who use services such as public services, education and training, health services and those provided by welfare professionals and others.
- The standard looks at how to prepare for advocacy whilst considering the needs of clients and presenting their interests.

Performance Criteria

1. Review information on requirements of clients in line with their needs
2. Clarify with clients any additional information required in line with their needs
3. Explain the advocacy process to clients in line with their needs
4. Confirm who should be contacted to pursue the interests of clients in line with organisational boundaries
5. Identify key aspects of clients' requirements to inform discussions and negotiations
6. Check that people, documentation and associated materials are available for presentations in line with organisational practice
7. Check oral and written presentations are clear and appropriate for the intended audience

Performance Criteria

8. Present clients' interests in ways that emphasise key aspects and their affect
9. Take action to resolve issues presented by other parties in line with organisational practice
10. Take action to address problems identified with advocacy in line with organisational practice
11. Update clients of advocacy proceedings/outcomes in line with their needs
12. Assess results of advocacy in line with organisational requirements
13. Comply with all relevant legal, professional and organisational requirements and guidelines in relation to advocating on behalf of clients
14. Record details of advocacy in line with organisational requirements

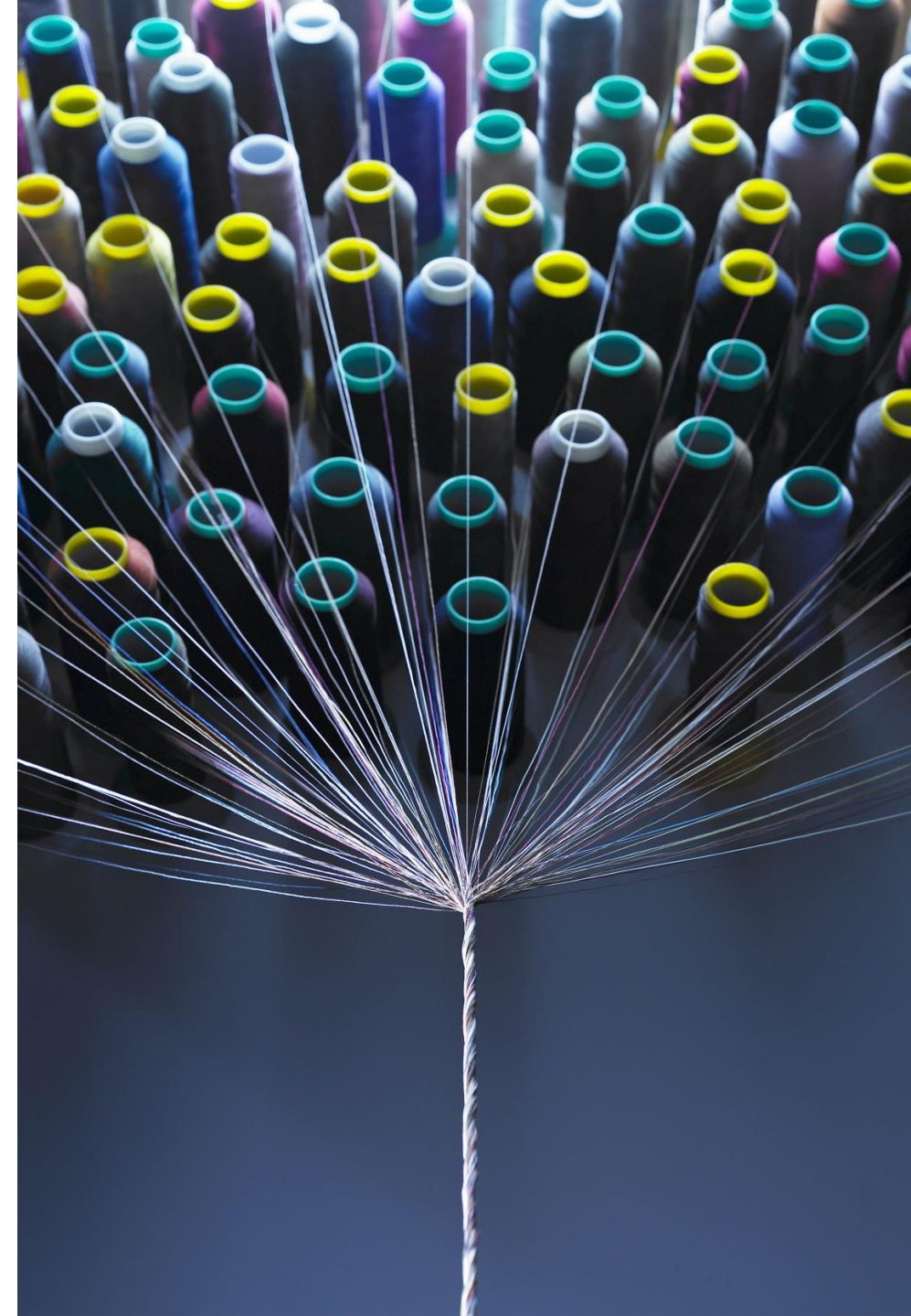
Advocacy and NOS

- As we have seen, there are a large number of NOS that relate to the role of an advocate
- In small groups look at the examples you have been given and identify the skills, qualities and understanding that are required



The Advocacy Job Description/ Person Specifications

- We have explored *Annex 1 of the Social Services and Wellbeing (Wales) Act 2014* and Various National Occupational Standards, setting out the competencies for Advocates.
- We will now look at how these relate to actual jobs in the field of Advocacy
- Most Job descriptions are in two parts;
 1. Roles and responsibilities
 2. Person Specification



Task

- Search the internet for a job that you may be interested in as an Independent Professional Advocate.
- Look for the Person Specification
- The Roles and Responsibilities section outlines the Key duties involved in the job
- Feedback to the classroom
- Are there any common factors between our person specs?



References

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