



Canadian Federation of University Women
ONTARIO COUNCIL



Women Helping Women

**Ontario Council Advocacy
2022-2024**



CFUW encourages its members to use their expertise to bring about change, with particular reference to women's issues such as violence against women, early learning and child care, education, economic prosperity and the empowerment of women as leaders and decision-makers.

This is achieved through advocacy.



- Activism is about making people listen, but **advocacy is working on identifying solutions and inviting all parties to listen to each other's problems.**
- **Advocacy allows one to educate for change.**
- Both activism and advocacy are important and necessary, but **advocacy and advocates are more likely to incite sustainable, long-term change.**

<https://usidhr.org/activism-vs-advocacy/>



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How Do Clubs Effectively Advocate?

- Know your subject
 - Research, research, research
- Know your target (local – municipal/county, provincial, national)
- Education
 - Club general meetings
 - Study Groups
 - Fact finding forums
 - Resource guides
 - Slide shows/movies
- Letter writing campaigns
 - Email or post?
 - Personalize



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How Do Clubs Effectively Advocate?

- Develop booklets/pamphlets/posters to inform
- Participate in/organize seminars/workshops/conference presentations
- Liaise/collaborate with local community groups, local chapters of unions/organisations/experts
- Use the press
 - Press conferences/press releases/press coverage
 - Televised debates/interviews
 - Radio interviews



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When Can Clubs Advocate?

- Clubs can advocate on any local issue at any time (sign off by President)
- To advocate on a provincial (ON) issue:
 - A policy/resolution must exist either through CFUW OC or CFUW National
 - Go to website for possible toolkit (backgrounder)
- To advocate on a National issue:
 - A policy/resolution must exist through National
 - Go to website for possible toolkit (backgrounder)
- Letters in all cases must be signed by Club President
- If a policy/resolution does not exist, Clubs can 'ask questions'
- A Club member can only identify themselves as a CFUW member if a policy/resolution exists



Important Note

- CFUW OC and National are non-partisan (free from (political) party affiliation, bias, or designation) organisations and when acting as a CFUW member, Clubs must also be non-partisan



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What is the Advocacy Function of Ontario Council?



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Advocacy Committee Terms of Reference

- Acts as a forum for discussion on behalf of CFUW Ontario Council.
 - Assists with tracking current and emerging advocacy issues.
- Supports and promotes policy by developing advocacy action, such as programs, partnerships, meetings and other tactics.
 - Where there is an absence of policy, researching and writing proposed resolutions for consideration at Ontario Council AGM.



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Advocacy Committee Terms of Reference

- Liaises with identified groups and partners to move relevant and shared issues forward.
 - Responds to calls for consultation and support from local and other groups/partners on issues related to CFUW Ontario Council policy.
- Supports and responds to Clubs (members) as they move their advocacy issues forward.
 - Represents CFUW OC on advocacy related matters when requested.



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Where to Find Help

CFUW National website – Members Only – Take Action – Advocacy

- Plus Study groups

Ontario Council Website - The CFUW Ontario Council Advocacy Handbook

- A [Club Advocacy Campaign](#), a step-by-step process
- [CFUW Ontario Council Advocacy Guidelines](#) for Clubs to use
- CFUW [Who Does What](#) at each of the advocacy levels: local Club, provincial and federal



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Where to Find Help

Ontario Council Website - The CFUW Ontario Council Advocacy Handbook

Research:

- [Why? What? Who? When? Where? How?](#)
- [Our three levels of Government: What do they do?](#)
- [Role of the Municipal Government](#)
- [CFUW Policy & CFUW Ontario Council Policy](#)



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Where to Find Help

Ontario Council Website - The CFUW Ontario Council Advocacy Handbook

- Network:
 - [CFUW in the Community](#)
 - **Social Media** – coming soon
- Ask:
 - [Connecting with Elected Officials on behalf of CFUW](#)
 - [Meeting with Elected Representatives](#)
 - [Writing Powerful Letters and E-Mails](#)
 - [Letter-Writing the Lost Art](#)



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Top Issues for Ontario Council Advocacy (Club Consultation 2019)

- Health - Long Term Care; Public Health cuts; Home Care
 - Privatization
- Climate Change/Environment
 - Eroding greenspace
- Affordable Housing
 - Homelessness
 - Privatization of public housing
- Education and Schools - Funding; Mental health support
 - Privatization
- Women's Rights - Pay Equity; Poverty; Child Care



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OC Regular Communication of Advocacy Activities/Reminders

- Important dates
 - Black History Month – February
 - Canadian National Human Trafficking Awareness Day - February 22
 - International Women's Day - March 8th
 - Which clubs are planning to do what
 - Equal Pay Day – April 12th
 - Earth Day – April 22nd
 - National Indigenous Peoples Day - June 21st
 - National Day for Truth and Reconciliation - September 30th
 - October – Women's History Month
 - 16 Days of Activism Against Gender Based Violence
 - From November 25th (International Day for the Elimination of Violence Against Women) until December 10th (Human Rights Day)
 - December 6th – anniversary of the Montreal Massacre (Ecole Polytechnique Massacre)



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OC Advocacy 2022-2024 Plans

- Currently finalising strategic plan
- Developing 'Advocacy Collaboration Corner' (website)
 - Which clubs are actively advocating on specific issues - to promote collaboration/exchange of ideas
- Writing report covering emerging issues across Ontario (monthly) – to be published in Ontario Council News and posted on website
- Reviewing Advocacy Toolkits, including Backgrounders
- Making additions/changes to All Candidates Meetings SOP



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OC Advocacy 2022-2024 Plans

- Reviewing OC Resolution timelines
- Will be preparing provincial spring budget commentary
- Prepare and issue briefs as required
- Letter writing campaigns as required
- Reposting partner posts
- Advise/aid Clubs



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OC Advocacy 2022-2024 Plans

- Liaise with partners
 - Gender Equality Coalition of Ontario
 - Ontario Health Coalition
 - Ontario Climate Emergency Campaign
 - Ontario Coalition for Better Child Care
 - People for Education
 - Campaign 2000
 - Courage for Freedom
 - Project Maple Leaf and Project ONRoute
 - Canadian Environmental Law Association



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Questions?