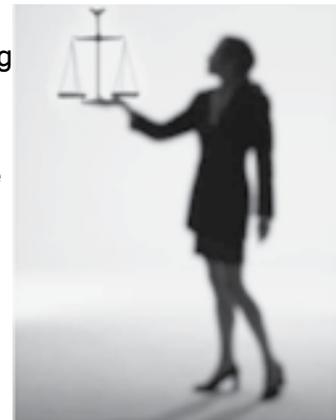


10 TIPS FOR ETHICAL ADVOCACY



1. **Feel the feelings.** Recognize when you are bothered by a client story or community issue. Consider keeping a list in your notebook or journal.
2. **Channel outrage to champion change.** Prioritize your concerns and choose one issue you're passionate about to take to the next level.
3. **Conduct a needs analysis.** Make sure that your concern isn't more about you than those you hope to help. Document what's not working with the current system and what needs to change.
4. **Raise awareness.** You may have access to stories and insights that others don't. Keep in mind the [4 Stages of Learning](#) model – others may still be in the “unconscious incompetence” stage (i.e., they don't know what they don't know).
5. **Make a case for advocacy.** Decide who has the power to help you resolve the issue. Also decide who needs to know what you're doing (especially if you're doing this on work time or with your organization's clients).
6. **Maintain confidentiality or get informed consent to release information.** The individual(s) you hope to advocate for may not be ready to share their stories – they may feel too vulnerable. Consider developing composite case examples that don't include identifying information and are attributed to a group of counsellors rather than just you.
7. **Stay focussed.** Set [SMART goals](#) and develop a realistic action plan. Don't get side-tracked or try to tackle too much at once.
8. **Draw your line in the sand.** Have clear boundaries in place; don't neglect your own self-care while attempting to help others. Know what's within your control and let go of what isn't.
9. **Facilitate self-advocacy.** Help those you are supporting learn to help themselves through modelling, coaching, mentoring, or teaching relevant critical thinking and communication skills.
10. **Monitor your approach.** Become familiar with relevant ethical codes, start an ethical review committee in your workplace, and use ethical decision-making models such as the one found on pages 3-4 of the [CCPA Code of Ethics](#).



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