



OSPAPPH Executive Advocacy Guidelines

The mission of OSPAPPH is to elevate physical activity as a priority in Ontario. One of the ways we accomplish this is through advocacy. The purpose of these guidelines is to ensure that OSPAPPH carries out its advocacy activities effectively and efficiently while adequately representing our membership.

1. Guiding principles

The following principles guide our approach to advocacy:

- 1.1 Evidence-informed** – advocacy statements and positions are informed and guided by current evidence
- 1.2 Determinants of physical activity** – advocacy reflects the environmental, social and individual determinants of physical activity
- 1.3 Inclusive** – advocacy activities consider the whole population and all age groups, as well as specific populations who face the greatest barriers to physical activity
- 1.4 Relevant** – advocacy activities align with OSPAPPH’s strategic plan, current work, and the Ontario Public Health Standards

2. Types of advocacy

There are three main types of advocacy that OSPAPPH will carry out:

- 2.1 Developmental and proactive** – advocacy positions developed through a consultative process with the executive and/or members and requiring some discussion and analysis.

Examples: key messages documents, Healthy Kids panel consultation, Modernizing Child Care consultation, position statements, letters to MPs and MPPs.

- 2.2 Individual member-specific or external group** – where an individual health unit or external group wishes to obtain OSPAPPH support or endorsement for an advocacy position.

Examples: local level issues, letters of support for grant applications, and consultation surveys.

- 2.3 Urgent and responsive** – issues that require an urgent or immediate response and that therefore may not allow time to engage the membership.

Examples: response to Healthy Kids panel report, response to Ontario Cycling Strategy, and reaction to a news item, announcement or report.



3. Advocacy process

Following is the process for developing, responding to, and communicating advocacy:

3.1 Developmental and proactive

- 3.1.1** OSPAPPH will use a collaborative process to develop advocacy positions on issues that are important to the society. This may include surveying members to determine priorities, creating an ad hoc work group to develop the position, and soliciting feedback from the membership before the position is submitted.
- 3.1.2** The society will strive to build consensus on all of the advocacy positions it develops.

3.2 Individual member-specific or external group

- 3.2.1** An individual health unit may wish to obtain OSPAPPH's support or endorsement for an advocacy position that it is taking locally, or may request that OSPAPPH submit an advocacy letter on a broader issue. The society may also receive requests for support or endorsement from external organizations.
- 3.2.2** A requesting health unit must write the advocacy letter, including references, and send it to the executive for review. External groups should provide a form letter if possible.
- 3.2.3** OSPAPPH will review the advocacy position or request for support/endorsement, determine whether it aligns with our priorities and mandate, and decide if the advocacy position or letter of support can be sent as a collective response from the society.
- 3.2.4** Approval of the executive is required for this type of advocacy. Requests may be reviewed at an executive meeting or by e-mail. The executive will confirm whether or not it can meet the request within 10 business days.

3.3 Urgent and responsive

- 3.3.1** The society will determine its capacity for this type of advocacy as each opportunity arises. It may call upon members to develop the advocacy position.
- 3.3.2** The executive must approve the position before it is submitted. Because of the need for a timely response, there may not be time to consult with the membership.

4. Communication

- 4.1** All OSPAPPH advocacy positions will be submitted on OSPAPPH letterhead, with the signatures of the co-chairs.
- 4.2** OSPAPPH will post advocacy positions on its web site and may also use e-mail, the newsletter and AGM to inform members of its advocacy activities.