

E-Learning Series Live Discussion

**MOVING
THE DIAL**

In the May event of the CBRCanada “Moving the Dial” series, Dr. Salomeh Ahmadi hosted a webinar and live discussion about a community-based participatory project investigating South Etobicoke housing affordability.

Participants in the live discussion shared insights on mobilizing communities and building sustainable advocacy beyond community-based research studies.

Key insights shared about how to build sustainable advocacy initiatives, such as coalitions, within community-based research include:

1

Community-Owned Advocacy Initiatives

Community-based research projects can include capacity-building aspects that provide community members skills to self-advocate and self-organize grassroots, community-owned advocacy initiatives. As these initiatives expand, the community should maintain ownership and agency over them.

Relationships must be built and sustained.

2

Buy-in for advocacy initiatives can be built through storytelling that builds understanding and empathy toward the cause. Continued buy-in occurs through trusting and safe relationships that require intention to sustain over time, and through providing meaningful engagement opportunities.

3

Mentorship to Maintain Initiatives Across Generations

Facilitating and organizing advocacy efforts requires skills that should be passed on from advocacy leaders to other members to promote succession of leadership and sustainability of these initiatives over time. This will allow initiatives to learn from past successes and challenges and avoid the need to ‘re-invent the wheel’ if leadership is passed on. Additionally, it provides benefits in the form of skill-building for members of the initiatives, particularly for the next generation of youth advocates and leaders.

Impact must be monitored and evaluated.

4

Advocacy initiatives should have clear and specific goals, agendas, and strategic plans to reach those goals built on theories of advocacy and action as well as community knowledge and expertise. Tracking progress towards these goals and celebrating successes allows for a continued buy-in of initiative members and maintained momentum of the initiative within the community.

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The CBRCanada secretariat is located at Wilfrid Laurier University.