

Essay on advocacy strategies

[Technology](#), [Development](#)



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Introduction

Arthritis, osteoporosis, and chronic back conditions have conjoint effects to the life quality of the patient, the daily activities, and the ability to work. As a way of preserving the life quality of those with these conditions, it is necessary to develop ways in which we will be able to evade the adverse effects acquired upon procuring such conditions. By employing the use of advocacy campaigns strategies that include media advocacy, social marketing, and community organization, it ostensible that we will outdo the adverse effects resultant from the above mentioned conditions. In relation to this, this paper will essentially focus on advocating a policy that will help bring beneficial outcome or rather change to those with arthritis, osteoporosis, and chronic back conditions hence improving on their life quality.

Policy Change

In order to deal with arthritis, osteoporosis, and chronic back conditions, the policy ought to be formulated in order to ensure that the adverse effects subsequent to such conditions are maintained and that the policy change

adopted bring forth a health-related behavioural and/or a cultural change that will help those affected directly or indirectly by these conditions. Considering that the majority of those diagnosed with such conditions are adults, the best advocacy to undertake is the one that will essentially prompt the reduction of treatment expenses and increase awareness to those affected by these conditions (Galer-Unti, Tappe, & Lachenmayr, 2004). This advocacy campaign will not only ease access to medication for those with these conditions but also provide them with the necessary educational background and knowledge (Pulliam, 2009). With ascertained awareness regarding this conditions, those affected will pass the information about the campaign hence increasing the number of those involved in the campaign. In the long run, the many people involved in the advocacy campaign will force the concerned parties to adopt the policy of reducing the price of medication and therein make a considerable number of people aware if the camping.

How to Use Social Marketing to Advocate for This Health Issue

How to Use Media Advocacy to Advocate for This Health Issue

Media advocacy is normally used to promote a debate as a way of gaining numbers in favour of the campaign or rather the policy being implemented (Pulliam, 2009). In our case, we will employ the use of media advocacy to advocate the reduction of treatment expenses of arthritis, osteoporosis, and chronic back conditions. This will be done by placing advertisements with elevated messages in newspapers, Radios and Televisions.

How to Use Community Organization to Advocate for This Health Issue

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