# How we Thrive: Supporting Wellbeing and Excellence among Prevention Practitioners

## Video 3: How do prevention practitioners advocate within their own organisations?

### Who is this video for?

This video provides tips on advocating for prevention work within an organisation, and promoting understanding about why the organisation has chosen to have a focus on prevention.

It is for practitioners who are advocating for their own work, as well as their managers who may be required to advocate on their behalf or on behalf of the organisation as a whole.

### When might you use this video?

This video is a useful resource for any time a worker is required to advocate for the importance of prevention work. This could be the result of organisational resistance, or more general funding and operational barriers.

This video might also be used by prevention practitioners at their inductions, or when they are undertaking work planning, to help them identify skills they would like to develop through training and other professional development opportunities.

**Advocacy is particularly important when dealing with competing priorities and funding pressures.**

### So, what is needed for effective advocacy in primary prevention?

**Managers need to champion prevention messages within organisational leadership, and ensure the work is understood from the top down.** This means knowing the evidence base, and advocating to leaders about how the work applies to them.

*“It’s important that the work is understood from the top down, because that’s where the decisions are made, that’s where the space is made in the organisation to focus on work like this.”*

**Managers need to understand their power and reflect on how they use it in organisations and community spaces**. Managers must continue the prevention conversation when practitioners are no longer present.

*"It’s important for managers to reflect on their position, the power that they have, and reflect deeply on the way they use their power and the messaging that they’re giving, particularly external to their organisation.”*

**Practitioners must have a practiced narrative about the importance of their work, so they can ensure it does not drop off entirely when response needs to be prioritised.** This might be the in the wake of climate or public health disasters, or as the result of funding pressures.

*“We absolutely have to work alongside colleagues in the response sector, but we also have to make sure that at the same time we’re talking to decision makers, policy makers, those within organisations, organisational leaders, about what prevention is, and what that has to do with them and their role.”*

*“Don’t back down.”*