

What makes for effective consumer advocacy?

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What is consumer advocacy?

- Actions taken by individuals or groups to promote and protect the interests of the buying public
- There is a stigma that consumer advocates assume an adversarial role in exposing unfair business practices or unsafe products that threaten the welfare of the general public
- Consumer advocates use tactics to raise awareness of issues affecting consumers to counteract financial and political power
- There is NO HARD and FAST RULE when it comes to consumer advocacy

Hurdles in Consumer Advocacy (THR and SNPs)

- Government
- Tobacco companies
- “Health advocates”
- Fake news
- (some) people

What makes for effective consumer advocacy?

Knowing and **STICKING** to your goals

What makes for effective consumer advocacy?

Be aware of the bigger picture

What makes for effective consumer advocacy?

Be informed, savvy and empowered

What makes for effective consumer advocacy?

Tell a story

What makes for effective consumer advocacy?

Be collaborative and open-minded

What makes for effective consumer advocacy?

Have foresight

What makes for effective consumer advocacy?

Remember the what, who, and why of your
advocacy

Consumer advocacy

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Consumer protection