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 = Consumer protection