



ADVOCACY

GUIDE



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WHAT IS ADVOCACY?



- ▶ The term “advocacy” originates from the Latin verb *advocare*, meaning **“to call for help”**.
- ▶ Initially, it referred to someone representing another in court. Over time, it has come to refer broadly to activities that promote and defend the rights of individuals and groups.
- ▶ Today, advocacy generally refers to actions taken to support or advance a particular cause or policy.
- ▶ In civil society, advocacy refers to the efforts of rights-based organizations to influence decision-making processes at the national and international level. In this respect, it encompasses all forms of initiative aimed at shaping the decisions of institutional elites in pursuit of a collective interest.

Origins of Advocacy

- » The belief that social change is possible through politics,
- » The notion that the state exists to serve its citizens,
- » The conviction that achieving meaningful social transformation requires both strategic planning and targeted intervention.

WHAT ADVOCACY IS NOT

Advocacy vs. Campaigning

Campaigning usually involves public mobilization – such as collecting signatures, sending letters, emails or messages – to build widespread support around a cause. Advocacy aims to influence public health policies and to promote participation in decision-making processes.

Advocacy is Not Lobbying

Lobbying is a form of advocacy that focuses specifically on influencing legislation. It aims to exert influence within decision-making bodies where representatives hold authority—such as parliaments, commissions, and international organizations. Lobbying is often practiced by profit-driven entities to shape public opinion and decision-making processes in alignment with their own interests. Advocacy, by contrast, is carried out on a participatory basis and is oriented toward serving the public interest.

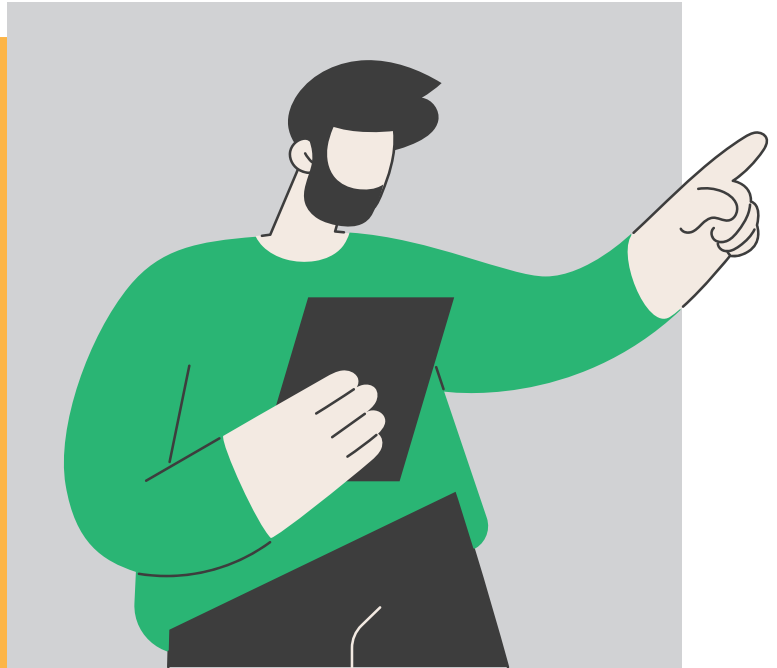
Advocacy is Not Propaganda

Propaganda refers to a set of persuasive programs designed to gain supporters for a particular idea or movement. For an activity to be considered propaganda, it must aim to control attitudes and lead to desired behaviors, and this objective must be conducted as part of a campaign. Advocacy, in contrast, is grounded in rights-based, transparent, and participatory processes.



STATE-CENTERED VS. SOCIETY-CENTERED ADVOCACY

Advancements in technology, while offering significant benefits, also introduce complex and evolving risks to public health, necessitating broader, more proactive, and nuanced advocacy strategies.



State-centered advocacy focuses on influencing decision-makers.



Society-centered advocacy focuses on raising public awareness and building public opinion.

Both approaches are complementary in nature. **The public pressure generated through society-centered advocacy can increase the effectiveness of state-centered advocacy.**

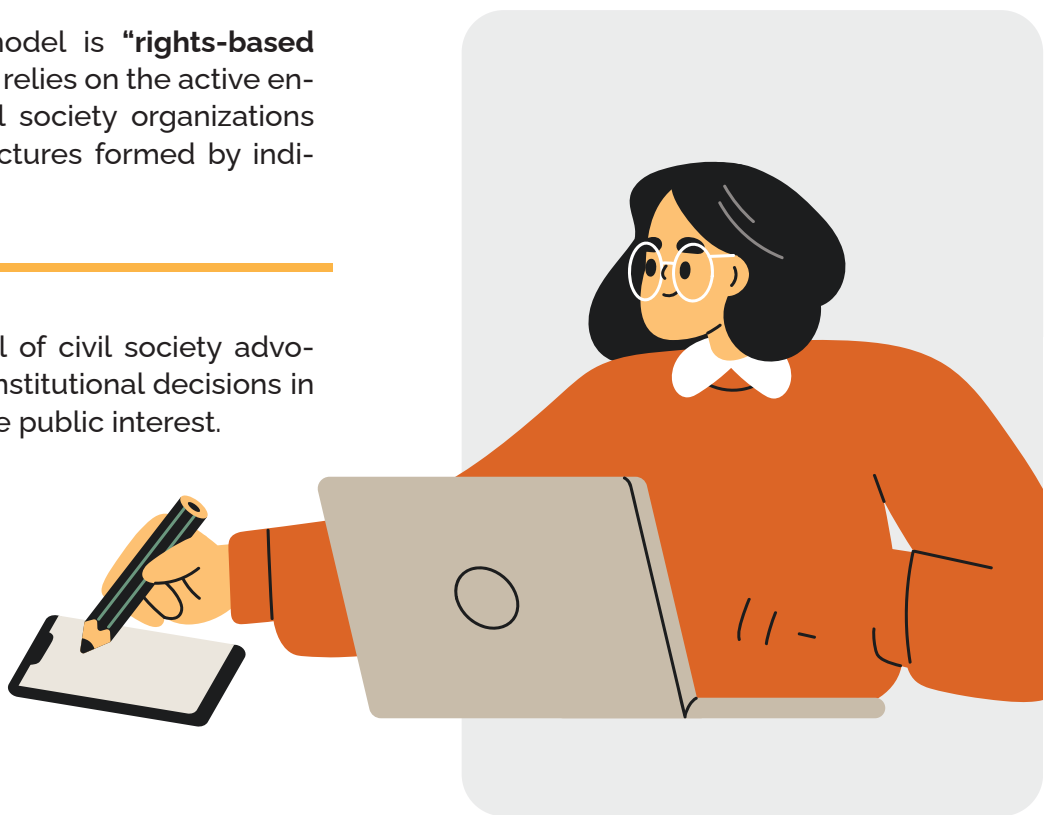
RELATIONSHIP BETWEEN ADVOCACY AND CIVIL SOCIETY

The association of advocacy with civil society stems from the growing need for disadvantaged groups to have a say on social, economic and political conditions.



The prevailing model is “**rights-based advocacy**”, which relies on the active engagement of civil society organizations as collective structures formed by individuals.

The ultimate goal of civil society advocacy is to shape institutional decisions in alignment with the public interest.



WHY ADVOCATE?

The phrase “**If you are not at the table, you are on the menu**” is widely used to emphasize that without participating in public decision-making processes, it is impossible to influence outcomes. This highlights the distinction between mere citizenship and active citizenship.



Characteristics of an Engaged Citizen:



Informed about public policies.



Participates in or demands inclusion in decision-making processes.



Plays a role in shaping policy priorities.



Takes action against harmful policies.

KEY STEPS IN ADVOCACY



Raising Awareness

Communicate the significance of the issue to the public.



Educating

The advocate should have advanced knowledge of public health policies, such as:

- The adequacy of tobacco control legislation,
- The global rise in illicit drug use,
- Children's exposure to alcohol marketing.



Warning

Raising public awareness by identifying current risks and anticipating future threats.



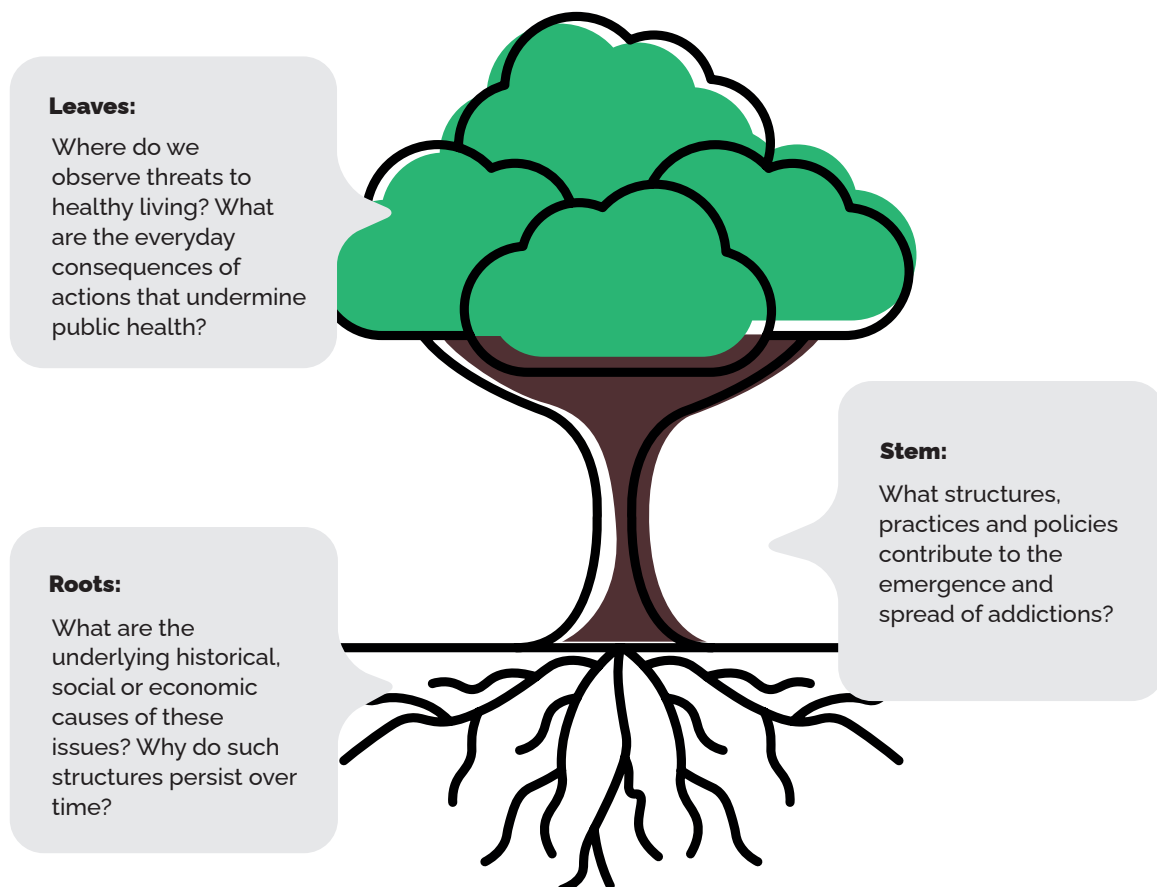
Proposing Solutions

Developing alternative solution proposals that prioritize the public interest and contributing to decision-making processes.

ADDRESSING PUBLIC HEALTH ISSUES THROUGH ADVOCACY

Advocates use a variety of tools such as the “Causal Factor Tree” to thoroughly analyze public health challenges.

When addressing issues that threaten healthy living, it is not enough to focus solely on the visible symptoms (the leaves). It is also essential to examine the underlying structural factors that sustain the problem (the stem) as well as the deeper historical, social or economic root causes (the roots).



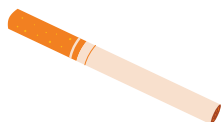
Healthy Living Advocates view addictions that threaten public health through this perspective, engaging in advocacy efforts to shape public health policies and take part in decision-making processes.

ADVOCACY AT GREEN CRESCENT

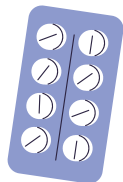
Green Crescent is committed to protecting society – especially youth – from harmful habits, grounded in human dignity and respect. In this context, it:

- ▶ Relies on scientific methods.
- ▶ Tackles alcohol, tobacco, substance, gambling and internet addictions.
- ▶ Conducts preventive and rehabilitative public health-based advocacy efforts.
- ▶ Pays special attention to vulnerable groups.
- ▶ Grounds its work in objective, evidence-based data and global public health principles.

Addictive Substances



Tobacco

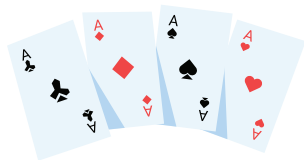


Illicit drugs



Alcohol

Behavioral Addictions



Gambling



Internet and online gaming addiction



Protection of Public Health

Advocacy is carried out to protect public health, with a particular focus on addictive behaviors.

Effective public health advocacy should include:

Objective, evidence-based scientific data and knowledge about what benefits or harms public health,

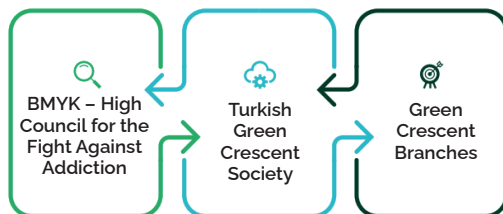
Awareness of the public demands of different communities,

Knowledge of the channels and procedures for engaging in decision-making processes.

HOW ADVOCACY WORKS

HOW NATIONAL ADVOCACY WORKS

At the national level, Green Crescent serves as a communication bridge between the High Council for the Fight Against Addiction (BMYK), its branches and volunteers. Through the Headquarters, Green Crescent shares information and data received from BMYK with branches and volunteers, and vice versa, transmits feedback and data gathered from branches and volunteers back to the BMYK.



HOW INTERNATIONAL ADVOCACY WORKS

At the international level, advocacy efforts focus on adopting global knowledge to the national context and ensuring that Türkiye's public health priorities are effectively represented and addressed in international platforms such as the United Nations and the World Health Organization (WHO).

To this end, the Turkish Green Crescent Society engages a mutual exchange of information and communicates national needs with leading international public health institutions, including WHO, WHO Framework Convention on Tobacco Control Secretariat and the United Nations Office on Drugs and Crime (UNODC).



Shared Goal of Advocacy Activities

Advocacy efforts at both national and international levels are ultimately designed to influence decision-makers in the field of addiction. To that end, the primary objectives include:

- ▶ Proposing improvements to existing legislation where applicable,
- ▶ Proposing new legislation to address identified gaps,
- ▶ Raising public awareness about addiction-related issues affecting society,
- ▶ Regularly evaluating the social impact of awareness-raising efforts.

These initiatives serve broader strategic goals:

- ▶ Supporting the formation and development of legislative frameworks
- ▶ Bringing critical addiction-related issues to the forefront of public policy discussions,
- ▶ Preventing the development of specific policies where necessary, or supporting their implementation,
- ▶ Clearly articulating the organization's policy position through ongoing monitoring and analysis of existing policies.

WHICH LEGISLATION GUIDES OUR WORK?

The following legal frameworks guide our advocacy works:

INTERNATIONAL LEGAL FRAMEWORKS

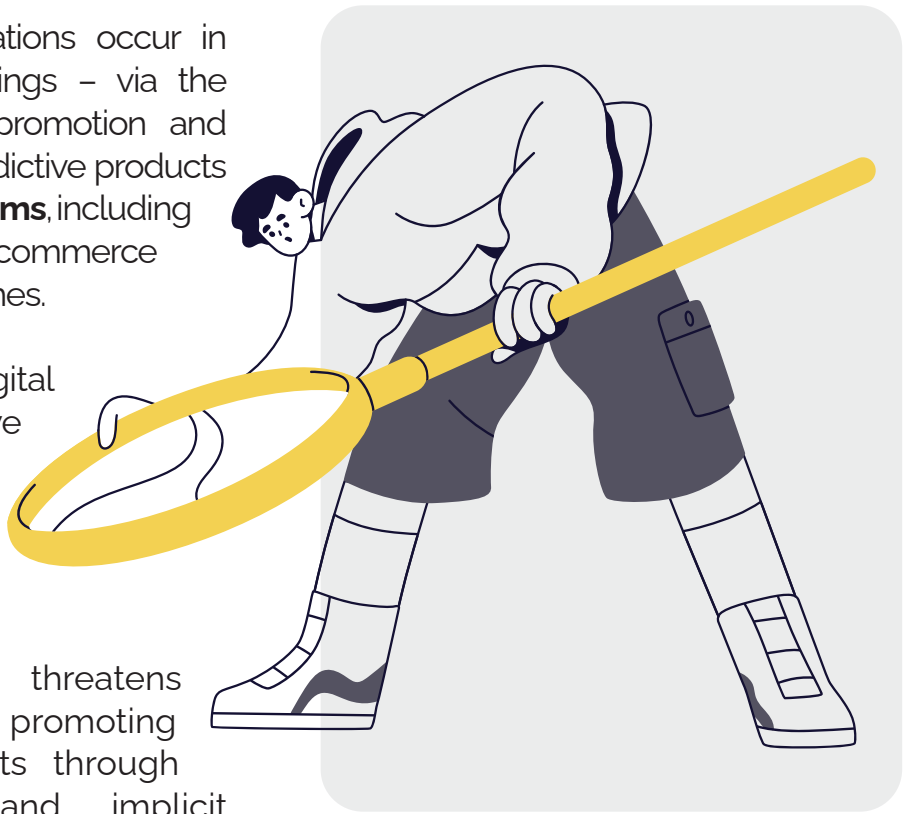
- ▶ WHO Framework Convention on Tobacco Control (FCTC)
- ▶ Single Convention on Narcotic Drugs, 1961
- ▶ Convention on Psychotropic Substances, 1971
- ▶ United Nations Convention Against Illicit Traffic in Narcotic Drugs and Psychotropic Substances, 1988

NATIONAL LEGAL FRAMEWORKS

- ▶ Constitution of the Republic of Türkiye (Article 58/2)
- ▶ Turkish Penal Code (Law No. 5237)
- ▶ Law No. 4250 on the Monopoly of Alcohol and Alcoholic Beverages
- ▶ Law No. 4207 on the Prevention and Control of Harmful Effects of Tobacco Products
- ▶ Law No. 7258 on the Regulation of Betting and Games of Chance in Football and Other Sports Competitions
- ▶ Decree Law No. 320 on the National Lottery
- ▶ Law No. 4733 on the Regulation of the Tobacco, Tobacco Products and Alcohol Market
- ▶ Law No. 1262 on Pharmaceutical and Medical Preparations
- ▶ Law No. 6132 on Horse Racing
- ▶ Law No. 2313 on the Control of Narcotic Substances
- ▶ Law No. 5651 on the Regulation of Publications on the Internet and Combating Crimes Committed by Means of Such Publication "The Internet Law" (Art. 8/1(a)–(c))
- ▶ Law No. 6112 on the Establishment of Radio and Television Enterprises and Their Broadcast Services (Art. 8/1(h))
- ▶ Law No. 6502 on Consumer Protection (Art. 61/4)
- ▶ Regulation on the Procedures and Principles Regarding the Sale and Presentation of Tobacco Products and Alcoholic Beverages

COMMON VIOLATIONS IN ADDICTION CONTEXTS

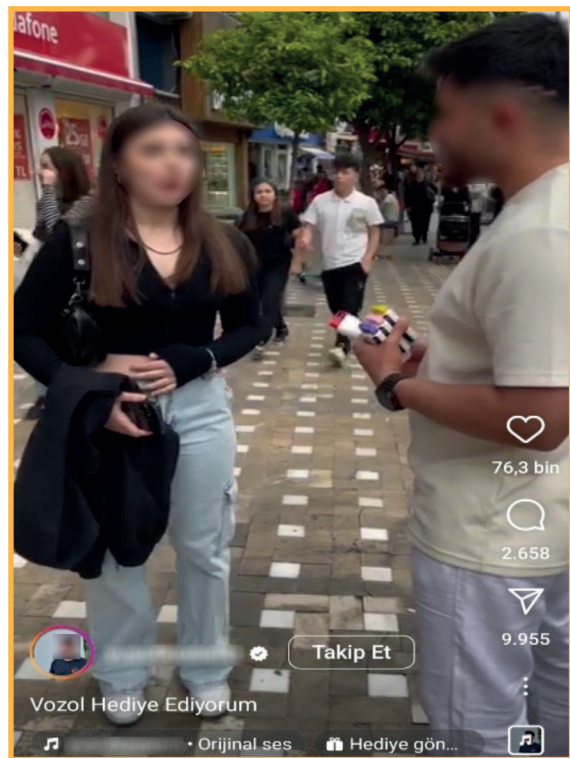
- ▶ Public health violations occur in both physical settings – via the sale, advertising, promotion and consumption of addictive products – and **digital platforms**, including social media, e-commerce sites and video games.
- ▶ Advances in digital technologies have led to more sophisticated and varied marketing strategies.
- ▶ The industry threatens healthy living by promoting addictive products through both explicit and implicit strategies.
- ▶ Emerging systems, marketing strategies and gaming techniques that fuel behavioral addictions contain serious risks to public health.
- ▶ The growing number of video game users has made this domain a prime target for the addiction industry. Therefore, violations threatening public health are also observed within video games.



Green Crescent actively identifies such violations as part of its advocacy efforts and conducts necessary monitoring and intervention processes.

VIOLATIONS DETECTED THROUGH VOLUNTEER-LED MONITORING ACTIVITIES

Violation of regulations prohibiting the sale and promotion of tobacco and alcohol products.



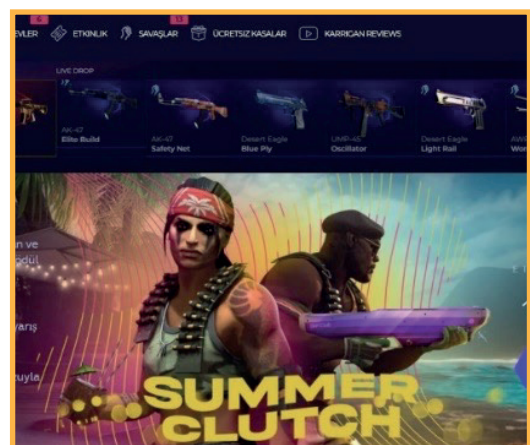
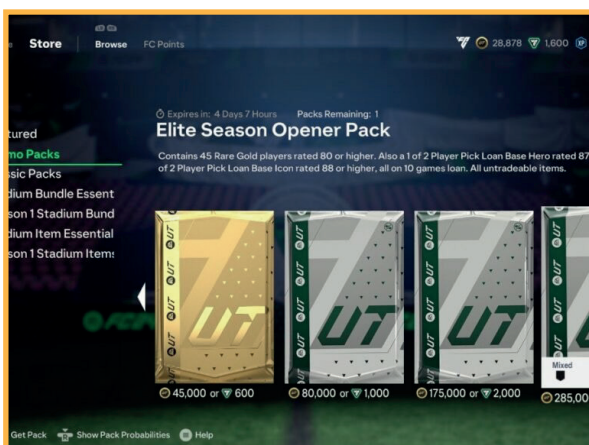
ALCOHOLIC BEVERAGES PROMOTED THROUGH ALIBI MARKETING

While direct advertising of alcoholic beverages is prohibited, some media content employs **alibi/implicit marketing strategies** through product placement, use of brand-related symbols, sponsorships and social media influencers.



GAMBLING ELEMENTS IN VIDEO GAMES THAT PROMOTE BEHAVIORAL ADDICTIONS (E.G., SKIN GAMBLING, LOOT BOXES)

Chance-based elements in some video games (e.g. skin gambling, loot boxes) have the effect of encouraging gambling behavior among young users. These systems rely on reward-driven mechanisms to foster repeated play and spending, thereby increasing addiction risk.

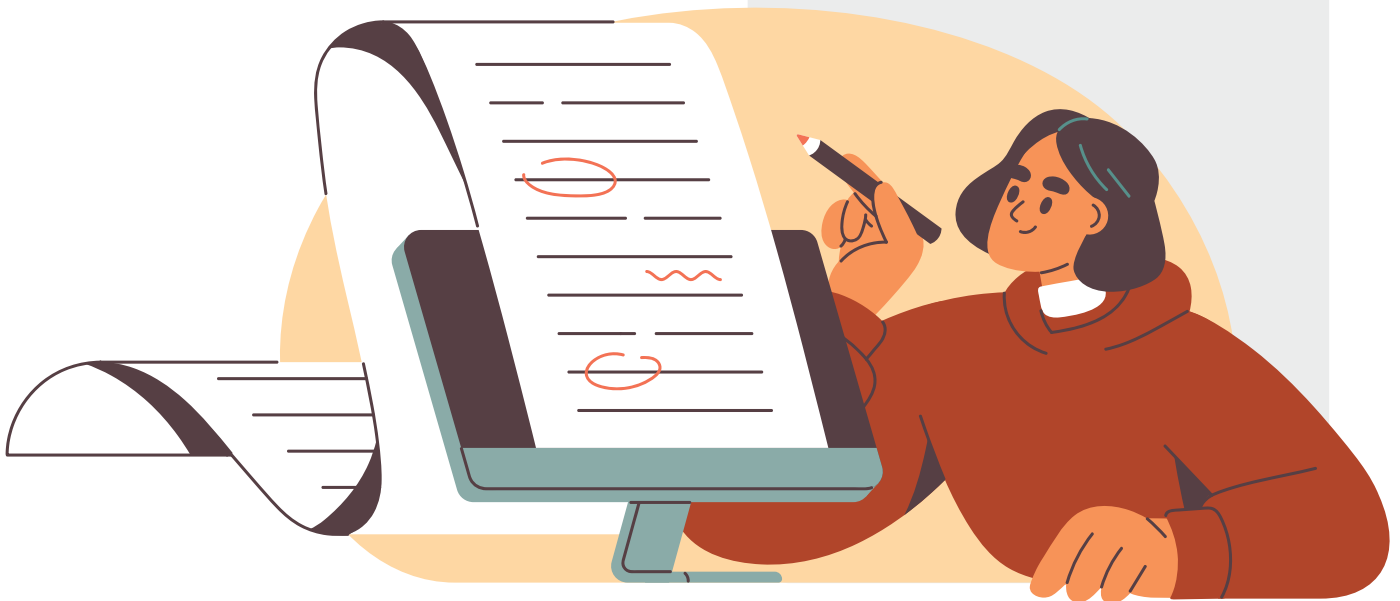


HEALTHY LIVING ADVOCATES PROJECT

With the goal of protecting individual and public health, Green Crescent undertakes advocacy efforts to engage decision-makers in addressing addiction.

The Healthy Living Advocates Project is designed to activate social awareness, mobilize collective strength and harness available resources to address addiction. It aims to equip volunteers to engage in effective and wide-reaching advocacy activities.

The project focuses on raising volunteers' awareness of rights violations – particularly those found in digital content to which they may be unknowingly exposed. It empowers volunteers to actively monitor, report rights violations and influence public policies that support addiction prevention.





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