



**Rights** | Empowerment | Aspiration | Choice | Hope

A D V O C A C Y

## ***Advancing Advocacy in Scotland***

Jed Brady, Reach Advocacy Co-Founder  
SQA Centre Coordinator

# Who we are

- Grassroots charity with foundations in lived experience
- National delivery of advocacy and human rights education and training
- Promoting a human rights-based approach

SQA Approved  
Centre

SCQF Level 7  
Accredited  
Advocacy  
Training

Workforce  
training and  
workshops

Consultation

# Defining Advocacy

## Origin (14<sup>th</sup> Century)

- The term advocacy has its roots in the late Middle Ages to describe a person or group **who answer a 'call for aid'** in matters relating to **justice** (Oxford Dictionary)

## National Collaborative Charter of Rights (2024)

- Advocacy involves getting support from another person to help you express your views and wishes and help you **stand up for your rights**. An advocate could be a friend or family member but there are also advocacy services to support with this.

# National Progress since 2023

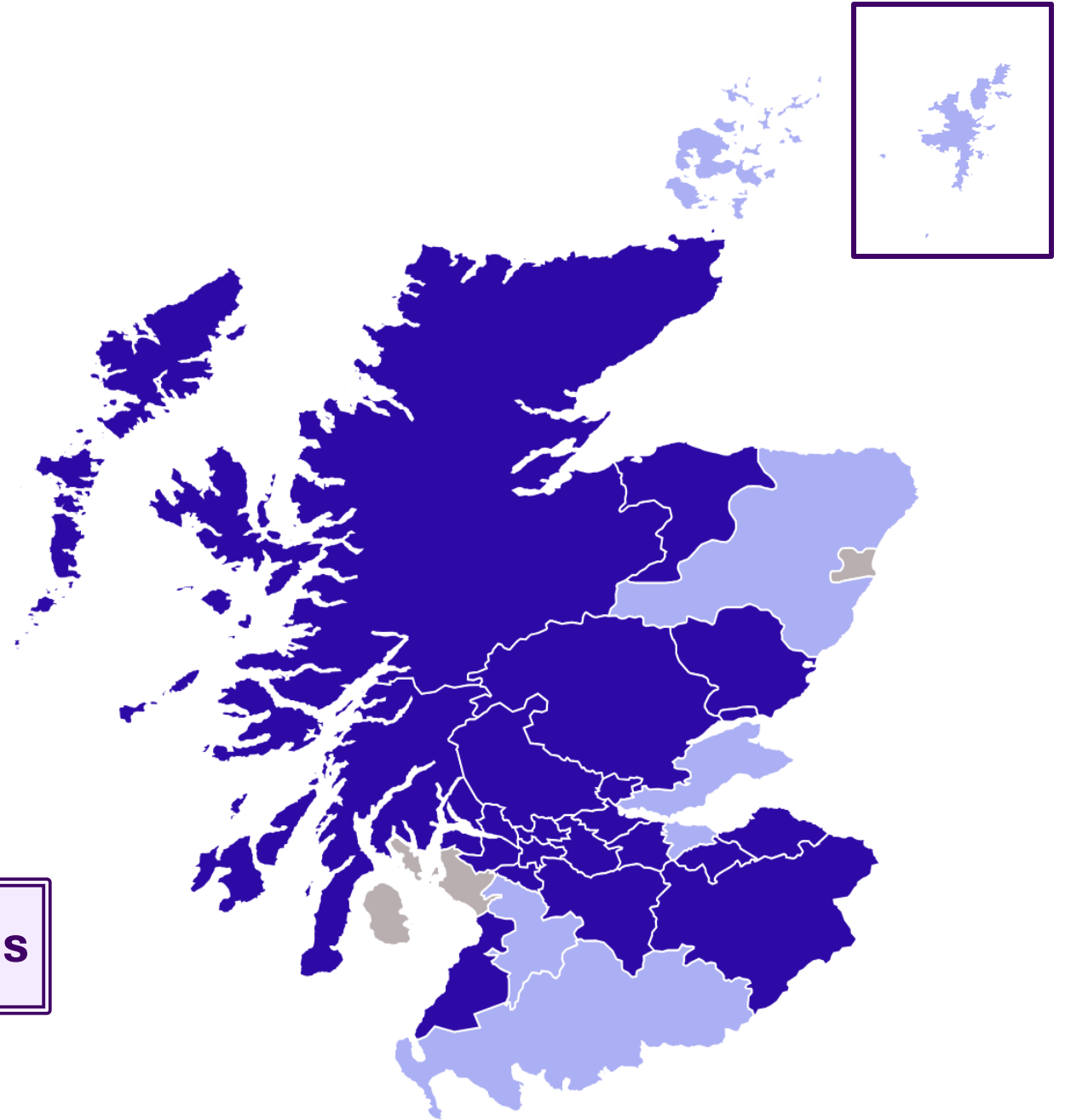
100+ Workshop Delivered

30 Local Authorities

120+ Organisations and services

1000+ workshop participants

60+ rights-based advocacy graduates



# Reach Accredited Training Graduates

**Third Sector  
Services**

**Lived  
Experience**

**Statutory  
Services**

**Family  
Members**

**Independent  
Advocacy  
Services**

**Drugs and  
Alcohol**

**Mental  
health**

**Social  
work**

**Justice**

**Children**

**Advocacy**

**Education**

# Substance Use Disorder (SUD)

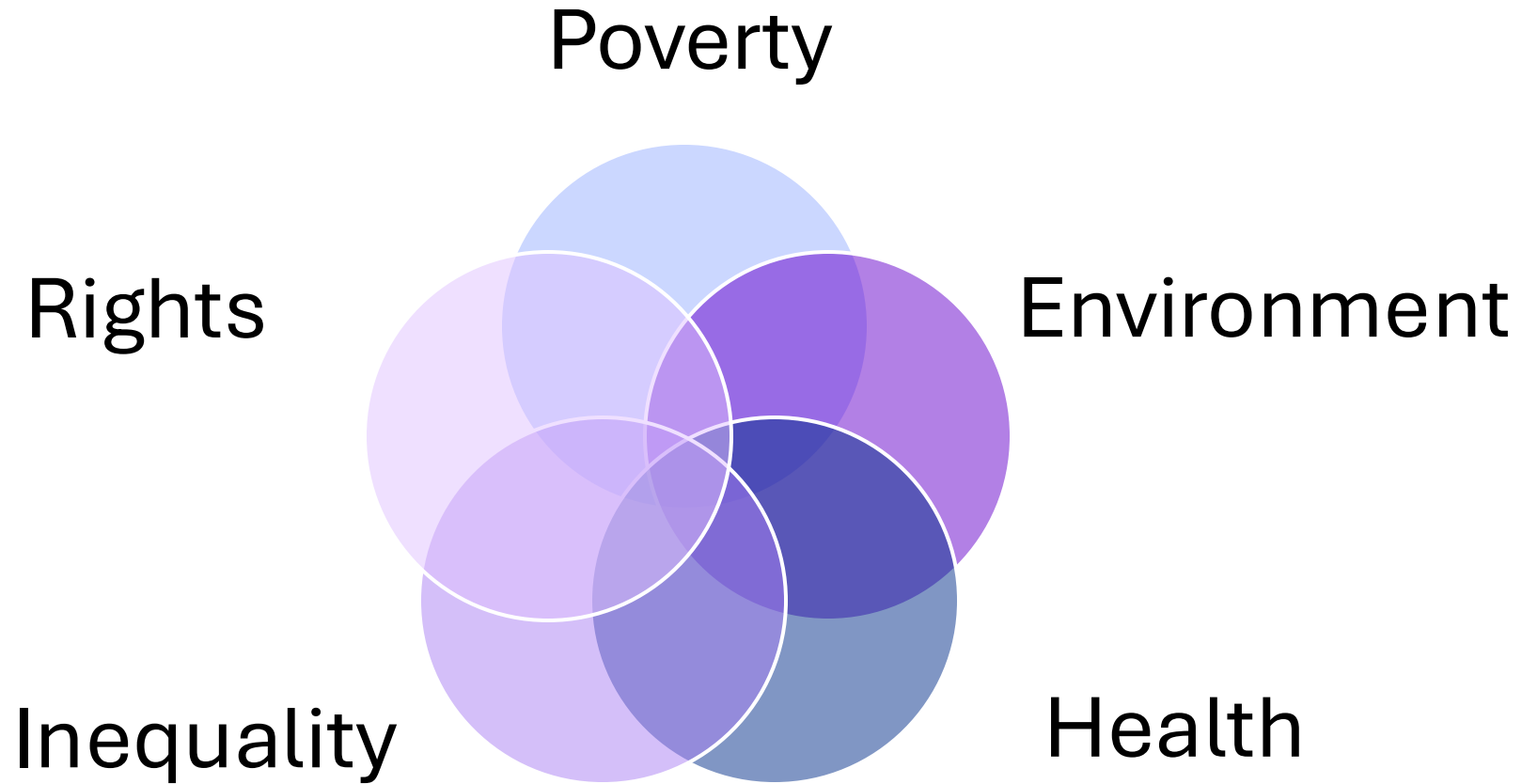
*“The Scientific Consultation working Group on Drug Policy, Health and Human Rights were in complete agreement that **Substance Use Disorders** are a disease caused by **Developmental, Biological, Neuropsychological and Psychological factors** and thus should be addressed within a **Public Health Framework**”*

**Dr Nora Volkow**

Scientific Consultation Working Group on  
Drug, Policy, Health & Human Rights, UN

2014

# Intersectional & Interlinked



- 1,197 suspected drug-related deaths in 2023<sub>1</sub>
- 1,277 alcohol-specific deaths registered in Scotland in 2023<sub>2</sub>
- 7,860 individuals in prison (daily average) 2023-2024<sub>3</sub>
- 792 likely suicide deaths in Scotland 2023<sub>4</sub>
- 12,206 children in Scotland were looked after in 2023<sub>5</sub>
- 1,110,000 people living in relative poverty after housing costs in 2022-2023<sub>6</sub>

- 5% of people with mental health issues, who have a right to independent advocacy were able to access it <sub>7</sub>
- Only 7.2% of children and young people in care are able to access independent advocacy <sub>8</sub>



# International Commentary



## United Nations Rapporteur<sup>9</sup>

Professor Philip Alston  
Visited the UK in 2018



## United Nations Rapporteur<sup>10</sup>

Olivier de Schutter  
Visited the UK in 2023



**Charter of Rights<sup>11</sup>**  
Launched December 2024  
UN recognition

# Parliament Event

- **Promoting the importance of advocacy across ministerial departments**
- **Purpose**
  - The importance of education on rights and training for advocates
  - Promote awareness of advocacy
- **Engagement/support at the event**
  - Cross party support and engagement
  - Over 20 MSPs
  - Links to parliamentary committees



# Advancing Advocacy in Scotland

## Duty Bearers

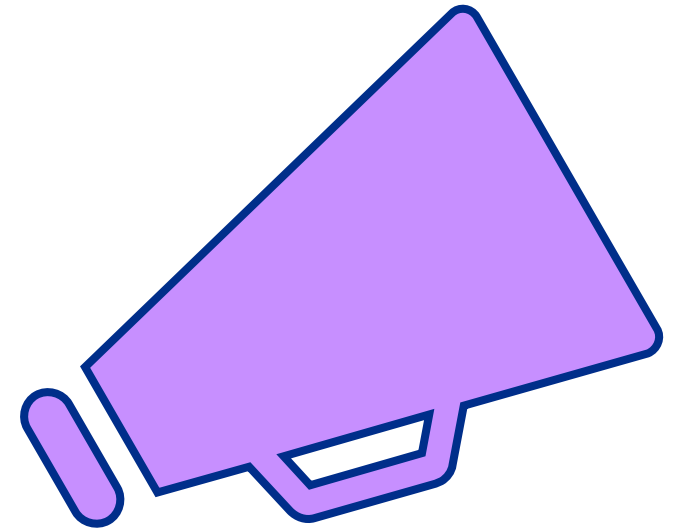
- Knowledge of the obligations to promote and advance a **rights-based approach**
- Resource and funding that reflects the importance of advocacy in **addressing injustice**
- Improve the culture of decision making to recognise the importance of **trained advocates** in line with Government policy and aims

## Rights Holders

- Undertake human **rights-based** advocacy training and qualifications to strengthen the role of advocacy
- Promote intersectional and informed representation **across service types**
- Realise the full potential of advocacy as an essential tool for **accountability**

# Our next 6 months...

- Media, marketing, and promotion of our training and purpose
- Delivery of our accredited training course to candidates across Scotland
- Over 30 workshops on human rights and health inequalities in 15 local authorities
- Engagement with MSPs and decision makers on advocacy and training
- Collaboration with other individuals and services with shared aims of advancing advocacy



## ***Get in touch***

Email	<b>info@reachadvocacy.net</b>
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## ***Hear more from our team***

X (formerly twitter)	<b>@ReachAdvocacy</b>
Bluesky	<b>@reachadvocacy.bsky.social</b>
Instagram	<b>@reach_advocacy</b>

# Sources

1. National Records of Scotland (2024), *'Drug-related deaths in Scotland in 2023'*
2. National Records of Scotland (2024), *'Alcohol-specific deaths in Scotland in 2023'*
3. Scottish Government (2024). *'Scottish Prison Population Statistics 2023-2024'*
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11. The ALLIANCE (2024). *National Collaborative Charter of Rights for People Affected By Substance Use*