**Advocacy communications policy**

This policy is designed to ensure that no member of the Board or any staff member shall approve or in any way support any action or activity which in any way brings the organisation's name into ill repute.

Advocacy occurs when the organisation actively pleads a case to influence change where there is a perceived need or an injustice e.g. government funding for dementia medication.

A Position Paper is written to state the consensual view or stand of the organisation on contentious public issues e.g. euthanasia.

There may be reason at times for both a Position Statement and an advocacy approach be taken. Position Statements are kept at the Alzheimer’s Disease International office.

**Procedures**

 1. When approving or initiating the publication of material or the making of statements by any outside agency, the Executive Director is responsible for vetting such material to ensure that it is consistent with the organisation's stated values and beliefs or its agreed position on any matter contained and will consult the Board as necessary.

 2. No Board member, the Executive Director or any staff members or volunteers shall make any statements to the press or any other public media that are derogatory or in any way damaging to the organisation, its partners or its members.

 3. When embarking on any public affairs programme on behalf of the organisation the Executive Director shall first inform the Board of the intention to do so making clear the relationship between such a programme and the organisation's ends policies and its stated, values and beliefs.

 4. In the event of a newsbreak requiring urgent attention, the Executive Director and the Board Chairman should consult and approve desired/required action.

 5. Where required, advice is sought from the relevant Alzheimer’s Disease International expert Committee’s such as the MSAP or from partner organisations such as Dementia Alliance International and Alzheimer Europe.

 6. As a general rule, public statements about the organisation policy are made by the Board Chairman and public statements about operational matters are made by, the Executive Director.

*Policy Reviewed -* Every 3 years

*Signed: \_\_ \_\_\_\_\_\_ Date of Next Review:* 15 March 2019