

# 203520

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Developing A Health Advocacy Campaign-Ethical Considerations

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### **Introduction**

In the nursing profession, advocacy is a key pillar and an actual fact. Apart from advocating for nurses and the nursing profession, nurses also advocate for patients and the communities they serve. While inspired by moral and ethical principles, advocacy purposes to influence policies through pleading or arguing with economic, social and political institutions and systems for a noble course that can lead to decision making in terms of allocation of resources that promote healthcare. The position of nurses as advocates is also reinforced by the Nursing code of ethics of the American Nurses Association.

It also describes the manner in which professional associations advocate for the nursing profession, nurses and healthcare of citizens in the United States. This paper discusses the ethical considerations that are unique among children with obesity. Health promotion in this population can result in potential ethical dilemmas. This makes this reflection a significant part of not only understanding but also negotiating fundamental values and interests of the diverse stakeholders involved in this health promotion/campaign. Ethical dilemmas need adequate attention since decisions made can significantly affect the success of policies, the nursing professional image and can also result in trade-offs.

### **1** Ethical Dilemmas That Could Arise During the Advocacy Campaign and How They Could

#### **Be Resolved**

The most significant ethical dilemma is that of acknowledging not to acknowledge vested interests. Should the public campaign be supported or sponsored by groups that are powerful with states in the measures being advocated for, an ethical dilemma of whether the health advocacy campaigner should or should not acknowledge possible influences of the powerful

groups may arise (Hofmann, 2016). If it is mandatory that they are acknowledged, the best way of doing so should be understood.

Since it is likely that other people may attack the role of invested interests, it is possible that individuals who might oppose the advocacy campaign could claim that any professional groups, community groups, corporations and departments of government that may benefit from research funds and policies may be a source of biased (Hurlimann et al., 2017). The best way of resolving this ethical dilemma is either by strongly defending the role that will be played by vested interests more so organizations. Alternatively, it would be important not to mention if the vested interests are on the side of the campaigner and that both are objective and matters less whether or not perks or funding is provided by the organization.

Another ethical dilemma is that of autonomy where individual rights and collective interests ought to be weighed and heavily considered. People value respect for their private lives, individual liberty, and autonomy on what and when to eat or drink. Therefore, it is important that these values are considered in the ethical framework as a foundation of most decisions made in society today (Hurlimann et al., 2017). The essence of being careful in the measures and approaches used to coerce or persuade the affected population to take part in the campaign cannot be overemphasized. The best way to resolve this ethical challenge is by ensuring that participation is voluntary (Hurlimann et al., 2017). Alternatively, populations can first be educated on the significance of engaging in the campaign and possible benefits for an individual, the community and the nation in entirety.

#### **Ethics and Lobbying Laws Applicable To My Advocacy Campaign**

In New York State, before starting a campaign, it is mandatory that a nonprofit corporation files the required incorporation articles with the Secretary of State's office in New

York. Therefore, the nonprofit institution takes responsibility for all payroll taxes. Beginning a nonexempt organization requires that an application with the IRS for a similar status is done (Lock & Seele, 2016). Therefore, the advocates ought to seek a determination that the advocacy organization is tax-exempt from the IRS.

There are restrictions placed on groups by the government on the amount of lobbying that can be done and how legislative and political activities in lobbying can be executed. The center for ethics contains information on the oversight entities for lobbyists, contingency fees for lobbyists and lays restrictions on the use of public resources and funds for lobbying (Lock & Seele, 2016). For every employer, members of the legislature are required to file separate reports for every employer. It is clear that these laws give no turnaround time for lobbyists to revolve. Conflicts are likely to arise in case the private benefits of the campaigner tend to interfere with the ability of a legislator to conduct official duties or execute authority (Lock & Seele, 2016). The laws are however clear that potential legislators ought not to have private or personal commercial interests either by legislative duties or votes as part of the campaign.

#### **1 Special Ethical Challenges Unique To the Population I Am Addressing**

Despite the fact that nurses aim at being strong advocates for patients, communities and for themselves in the society, it is worth remembering that the nursing profession is guided by ethical standards and moral principles that ought to be observed at all times. Children are minors and the law limits them in terms of consenting to treatment/management apart from certain emancipated minors (Street, et al., 2017). This means that parents have the role and responsibility of guiding their children and helping them to make noble decisions that positively influence their health. According to the Child Abuse Prevention and Treatment Act of 2010, abuse is described as a failure of a caregiver or parent to act resulting to either emotional harm,

death or physical harm (Street, et al., 2017). Based on this description, childhood obesity can be considered to be a form of child maltreatment. Therefore, during the advocacy period, parents should be assessed whether they are in positions to make the best decisions for their children and whether or not a child is being neglected, which is a failure to provide a child with foods that are healthy and nutritious(Street, et al., 2017). Similarly, all planned interventions should guarantee that they cause no harm to the population being addressed thus observing the principle of non-maleficence.

### **Conclusion**

There exist a lot of campaigns and legislation to end childhood obesity across the United States. This initiative comes in handy to strengthen some of the currently existing laws. It will be beneficial for childhood populations in solving the childhood obesity epidemic. It is the role of nurses to act as educators and inform the public that this program will be rewarding to individuals, communities and the nation in entirety. Despite the fact that a number of ethical dilemmas as barriers are likely to be experienced, it is possible that collaboration among all the affected stakeholders will help in its actualization.

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