

ADVOCACY AND AWARENESS EVENT PLANNING

OBJECTIVES OF THE SESSION

General Objective

The overall objective is to introduce and equip participants with basic skills on participatory advocacy and lobbying techniques for effective and sustainable response on MBT and CCM.

Specific Objectives

- To enhance the understanding and practice of the concepts of advocacy and lobbying among the participants.
- To lead participants to discuss with greater sensitivity various advocacy concerns and how they affect the Campaigns on MBT and CCM.

Expected outcomes of the session

CMC's expectation out of the training is to enhance Lobbying and Advocacy skills Campaigners involved the MBT and CCM that operate at the national level. This session is therefore expected to:-

- Ensure the participants understand and internalize the basic advocacy skills
- Demonstrate practical advocacy and lobbying techniques.
- Enable participants develop thematic messages for advocacy and lobbying in their countries
- Ensure effective participation in advocating and lobbying for policy change and implementation at the national level.
- Generation and implementation of Action plans
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DEFINITION OF ADVOCACY

Advocacy is a strategy used around the world by NGOs, activists, and even policy makers themselves to influence policies. Advocacy is about creation or reform of policies, but also about effective implementation and enforcement of policies. Advocacy is a process of campaigning or debating an issue in a given time to come up with a consensus on course of action to change the situation

Key Ideas in Advocacy Definition

- a) Influencing:** Many people start with a preconception that advocacy is about "being conventional" and "shouting at the Government". Advocacy does not have to be confrontational. There is a wide range of advocacy approaches to choose from e.g. a public vs. a private approach, engagement vs. confrontation and working alone or in coalition with others
- b) Deliberate process involving intentional actions:** Before implementing advocacy strategies it must be clear who you are trying to influence and what

policy you wish to change. Policy makers encompass many decision makers. Policy makers are human beings and not institutions. Advocacy involves delivering messages that are intended to **influence actions** of policy makers. Advocacy is about making and changing policies

- c) **Policy makers are always human beings**, not institutions: Advocacy is used to influence the choices and actions of those who make laws

Advocacy is working with other people and organisations to make a difference in a situation and **not merely giving information**. Information, Education and Communication is part of advocacy but it is not advocacy. Advocacy is an action directed at changing the policies for any type of institution, putting forward a problem on the agenda, providing a solution to the problem and building support for action on both the problem and solution, and also a set of targeted actions directed at decision-makers in support of specific policy issues

Advocacy Tactics and Tools (ATT)

Awareness: If the public looks at your organization favorably your efforts turn out positively

Trust: Honesty and integrity-people will not associate or listen to you if you lack this. You should be empathetic and work harmoniously together

Seminars / workshops - If you want to work with MPs put them together; find out who is the chair

IEC materials - provide them with literature

- Direct mail / letter
- Face to face e.g. breakfast meeting
- Committee activities (presentations, meetings)
- Champions (MPs, Government, AG, Clerks)
- Mass media liaison (training publicity)- media savvy

Resources (People, Time, Money)

People: Well trained and skilled, and experienced to lead the process

Money: Advocacy isn't cheap- transporting MPs to a sea side resort for a meeting really works. Funds can be pooled from own coffers and through networks of like- minded organizations. You can approach interested donors to fund proposals.

Networking and Mapping

It becomes easier if all stakeholders are identified and have a meeting to speak in one voice. Training like this for advocacy is a good starting point

Review and Re-Plan

- a) Always plan to monitor and evaluate your progress. Use information generated to refocus the campaign for even quicker, better results
- b) The best strategy is to organize yourselves into a network / consortium and meet regularly to review progress

The key is to identify **specific actions** you will take to reach your goals: speak with one voice!

Examples of Advocacy

- a) Dialogue
- b) Raising awareness
- c) Bringing people together
- d) Meeting decision makers
- e) One to one lobbying
- f) Sending letters
- g) Demonstrations
- h) Walks
- i) Photo exhibitions

What Good Advocacy Should Be About-

- Result in real changes in peoples lives
- Give people a sense of their own power- Try to involve your members in advocacy. You encourage people you are working with to feel empowered
- Be widely felt
- Build lasting organizations and alliances
- Promote awareness and respect for rights
- Have a clear target
- Have SMART objectives (Specific, measurable , achievable, realistic and time bound)

Advocating for policy change

Policy defined: A policy is a plan, course of action or set of regulations adopted by government, business or an institution designed to influence and determine decisions or procedures. A policy should come before legislation. Advocacy is about looking selfishly at an issue for the betterment of our community. Advocacy is used to get policy. Advocacy is therefore the deliberate process of influencing those who make policy decisions. Advocates believe in winning

Role of advocacy in policy development

Policies often result from the efforts of many groups and their constituents who encourage, persuade and put pressure on the policy makers. These groups of people are

known as advocates or policy influencers. They provide the technical expertise, the field experience, and advocacy efforts which inform and persuade the policy makers to act.

Why we advocate

Advocacy builds support for a course of action, influences others to support it, and influences or reforms regulation that affects it. The outcomes of advocacy should influence policy, decision making, educate leaders and policy makers to reform existing policies/laws and budgets, assist in developing new programs, and create more democratic, open, accountable decision making structures and procedures. Advocacy can be used differently such as:-

- To present an issue
- To give support or influence others to give their support
- To urge, inform and educate on the need for change in a situation
- To try to influence a nation's policy / legislation
- To support or speak publicly in favour of something
- To speak on behalf of an individual, group or community

Outcomes of a Successful Advocacy

A successful advocacy is one that influences policy decision-making and implementation through educating the leaders, policy makers or those who carry out the policies leading to their **positive action, reforming existing policies**, laws, budgets and developing new programs, and creating more democratic, open and accountable decision-making structures and procedures.

Elements / Indicators of a Successful Advocacy

- Persuasive presentation
- Data used to inform the audience - You must know your subject
- Clearly defined goals / Objectives
- Key audiences selected- Whom do you want to impress?
- Clear messages presented
- Coalition of support established, stakeholders support, and participate in advocacy

What Advocacy Is Not

a) Information, Education and Communication is not advocacy

Advocacy is not about launching a public campaign to change specific practices such as social marketing encouraging people to use *condoms*. Rather, an advocacy campaign is intended to change public opinion about a policy issue. For example, advocacy campaign on MBT might promote more funding for the legislation process programs or more humane government policies toward handling/treatment of survivors and victims.

b) Informing government about a certain development partner

While becoming an effective advocate requires you to establish your credibility with policy makers, advocacy is not just about informing the government about a certain development partner’s programs. In advocacy, information sharing is used as a deliberate strategy to influence specific decisions of policy makers. Still, building good relationships with policy makers is an important way to lay the foundation for advocacy.

c) Raising public awareness about certain programs by a development partner

Most often, most development partners in Kenya disseminate information through the media to raise their profiles or visibilities. The same techniques can be used for advocacy, but the purposes are different. In advocacy, we use the media to deliver policy messages, to encourage people to take a certain view on an issue and, hopefully, to communicate their views with policy makers. (While promoting any development partner’s image is not the goal of advocacy, advocacy messages can have the beneficial effect of raising public awareness about the development partner and its work.)

d) Fund raising is not advocacy. The primary purpose of advocacy is not to increase any development partner’s budget. Some advocacy may involve asking policy makers to allocate more resources for relief and development priorities, and sometimes this may benefit certain development partners. More often, however, it involves trying to influence a governmental agenda, corporate behavior, a specific public policy, or the implementation of a policy.

Group Work Activity on Advocacy

Participants were required to identify an example of an advocacy done by a member of their group, what the advocacy objective was, if it was successful or not and what methods/ strategies were used.

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PROCESS OF PLANNING AN ADVOCACY INITIATIVE

Planning advocacy is important because:-

- It helps us avoid stress
- Get sequence of steps to follow. A good example of advocacy is like planting a farm because there is an order for planting
- Limited resources should be used effectively
- It makes it easier to monitor and evaluate our plans
- It helps us involve others- you can show the plan to other people e.g. have a meeting, do a demonstration etc
- If you don’t plan you cant involve other people

The process of planning an advocacy initiative entails four crucial stages. These are:-

Stage 1: Identifying a problem

Consult the beneficiaries of the advocacy, the disadvantaged people like persons with disabilities e.g. stakeholders and members of your group. You need to consult the people you represent to find out what is the most important problem or issue for them. You need to make sure that this process is as **participatory** as possible. This means you should involve the persons with disabilities you represent in planning identifying what problems are most important for them. You could do this through discussions at a group meeting. But make sure everyone has the chance to participate. You can also do a ranking exercise where members vote on the problem which affects them most. You can also go out to talk to people with disabilities in their homes, at the market or at their place of work or you could send out a questionnaire to find out their concerns.

Stage 2: Analyze problem

You aim to make it more specific. For instance health is too wide hence you need to think about something in health you could achieve. A ranking technique is used to prioritize e.g. health, education, employment and livelihood. Once you have identified an advocacy problem you need to look at its causes and effects to think about the best way to solve the problem. You can do this by creating a problem tree. A problem tree is a good way of analyzing a problem e.g. core problem core is girls not going to school. Problem trees help you to work as a group to get to the root causes and solutions of a problem

Stage 3: Write an objective

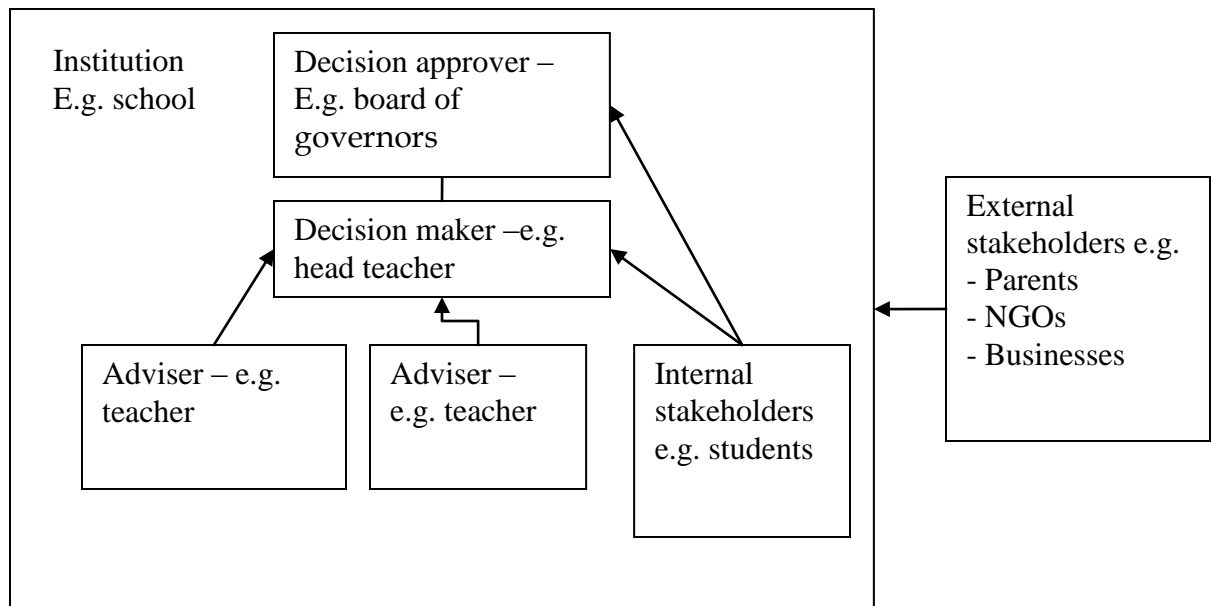
Good advocacy objectives should:

- Result in a real improvement in people's lives
- Give people a sense of their own power
- Be widely felt: e.g. many people would be affected by a campaign to make public transport more friendly but not so many would be affected by a campaign to make the national theatre disability friendly
- Build lasting organization and alliances
- Promote awareness and respect for rights
- Have a clear target: a person or group of people who have the power to respond to your demands.
- Are Specific, Measurable, Achievable, Relevant and Time-Bound (SMART).

Stage 4: Power analysis/ identify targets

Mapping power: Who are your targets, allies and opponents?

Figure 1: Simple Power analysis: Influencing a school to make it more accessible to children with disabilities



Target: The individual decision maker with the power to respond to your advocacy demands. Nearly always you will have a **primary target** (in the example in the diagram this is the headmaster) and the **secondary targets** that have some influence over the primary target (in the diagram this could be the teachers).

Allies: People and organizations that support your advocacy campaign.

Opponents: These are influential people and institutions who oppose your advocacy campaign. This could be a business that does not want to spend more money making its property disability friendly.

Strategies:

- Convince the decision maker of your argument and pressure them by showing them you have many supporters (strength in numbers).
- Try to reduce their influence over the decision maker or change their mind to agree with your point of view.
- Increase their influence by empowering them for example through education or by arranging meetings with the decision-maker. Work in partnership with them.

Insider vs. Outsider strategies

Insider strategies include lobby visits; small meetings; giving information to a target and praising them when they do the right thing. Outsider strategies include demonstrations and public criticism (e.g. on radio). Think carefully before using confrontational strategies as they could cause a bad relationship with the target and prevent future possibilities of insider advocacy.

