

Advocacy and Policy Influencing Training Workshop

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Training Content

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- Terms Used in Advocacy

Objectives of the Training

- Learn how to be an effective advocate
- Participants will have understanding of the different types of advocacy style
- Participants have better understanding of policy formulation.
- Build participants confidence, knowledge and skills related to key steps in the advocacy planning process
- Work in groups to identify an advocacy issue that they want to focus on, and develop an advocacy implementation plan.

What Is Advocacy ?



Advocacy in all its forms seeks to ensure that people, particularly those who are most vulnerable in society, are able to:

Have their voice heard on issues that are important to them.

- Defend and safeguard their rights.
- Have their views and wishes genuinely considered when decisions are being made about their lives.

Advocacy

- Advocacy is a way of influencing people in power, for example, political leaders or influencing institutions, for example, the United Nations to achieve change that will benefit particular groups of people, or indeed all people. Advocacy done well can achieve the following:
- **Policy change.** The Millennium Development Goals did not include persons with disabilities, after a strong advocacy campaign by disability activists for the Sustainable Development Goals, persons with disabilities are now included.
- **Change in practice.** A local school does not have a ramp into the classrooms, advocacy by students with disabilities and their families' results in a ramp being built.
- **Change in social, behavioural or political attitudes** that will benefit particular groups. Advocacy campaigns for disability inclusion raise awareness, which can positively change attitudes.

Advocacy in Simple Term

- Advocacy is a set of targeted actions directed at decision makers in support of a specific policy issue.

Terms Used in Advocacy

- **A campaign** is a project or organized course of action designed to achieve a specific response from a particular audience. Campaigns can include fundraising campaigns, election campaigns, advertising campaigns and advocacy campaigns.
- **Public campaigning** is a type of campaigning or advocacy that involves generating and mobilizing support from the public (or segments of the public).
- **Lobbying** is a type of campaigning or advocacy that involves direct engagement with decision makers (or other individuals of high influence), usually through face-to-face meetings.
- **Policy work** is a general term for engaging in policy dialogues, including official government policy consultation processes. It can include research and analysis to identify policy recommendations.
- **Public Awareness / Awareness Raising** is increasing the knowledge of the public (or sections of the public) concerning the existence of a particular problem or issue.

Terms Used in Advocacy

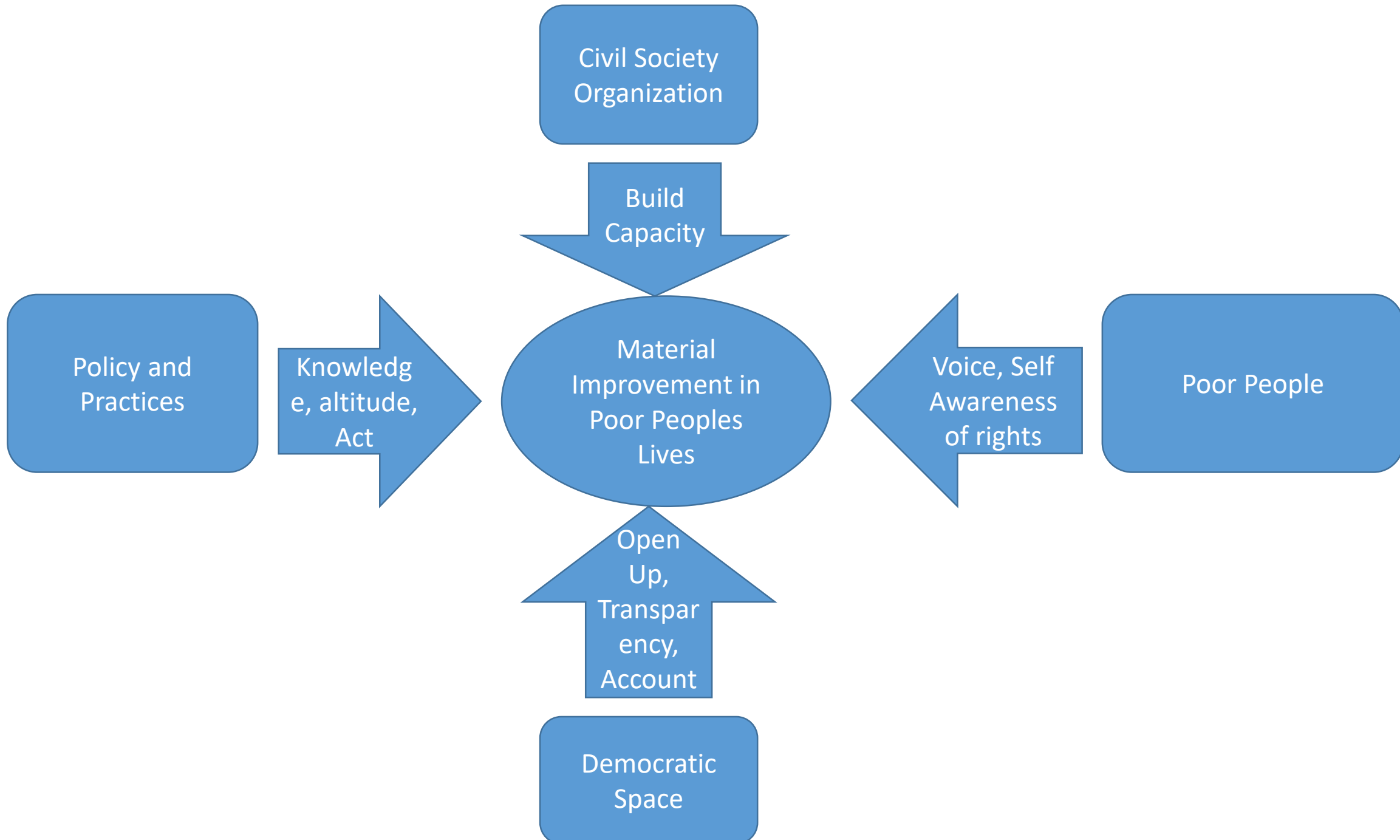
- **Public Education** is increasing the understanding of the public (or sections of the public) concerning the nature and/or causes of a particular problem or issue.
- **Alliance Building** is generating, mobilizing and coordinating support from other groups and organizations for a particular solution to a problem or issue.
- **Activism** is mobilizing activity of supporters or affected communities in order to generate publicity and/or lobby and pressurize decision makers.
- **Politics** is about how actors – individuals, businesses, civil society and others – in a society organise themselves to increase their influence, as they seek to promote or protect particular interests.

Advocacy Is

- **More than just protest** (although you might use protest as one of your tactics in advocacy) – you protest *against* something but you advocate *for* something.
- **More than just raising awareness** (although again, you might need to raise people's awareness as one of your advocacy tactics, as part of the journey to achieve the changes you want).
- **Not about seeking more funds** (although you might advocate for increased budgets for relevant ministries, departments and programmes).
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Why Doing Advocacy

- For any NGO engaging in advocacy, it is vital to be clear what change you are attempting to bring about.
- How you want to make that change happen.
- It is important too to identify the factors that will assist or hinder your advocacy successes.



WHY ADVOCATE

- Create systemic change
- Sustainability for your organization
- Educate legislators for better policy:
- You are the Expert
- Get to know policy makers so they know WHO to turn to you
- Empower your constituents and communities

Government and Governance

- Advocacy aims to change policy, so it is necessarily targeted at those bodies, institutions or individuals that are responsible for making, deciding and implementing policy.
- Who has the power? How are decisions made? Who has influence, and what structures exist for asserting influence yourselves?
- Government' is the act or process of governing; particularly it is the process of making, deciding, implementing, controlling and administering public policy in a political unit, i. e a nation state or part of it, e.g a municipality.
- The word 'government' also describes the group of individuals given the authority and responsibility of governing a state, specifically through:

Arms of Government

This separation may be a useful way for organizations to determine where its advocacy should be targeted.

- The executive: the part of the government charged with running the day-to-day affairs of the body/state/municipality being governed, which also implements laws
- The legislature: the part of the government that decides on what laws and policies the executive should implement
- The judiciary: the part of the government which is responsible for interpretation and enforcement of the law

Governance

- Governance, according to the United Nations Development Programme (UNDP) is “the exercise of economic, political and administrative authority to manage a country’s affairs at all levels.
- Governance comprises the complex mechanisms, processes and institutions, through which citizens and their groups articulate their interests, exercise their legal rights, meet their obligations and mediate their differences”.

Attribute of Good Governance

- The UNDP adds that governance transcends government and includes civil society and the private sector. 'Good governance' has attributes of accountability and transparency, is effective, equitable and promotes the rule of law.

What is Policy

- Public policy can be described as “a course of action” taken by a government or policy maker, which most often results “in plans and actions” and effects “on the ground” – or lack of them.

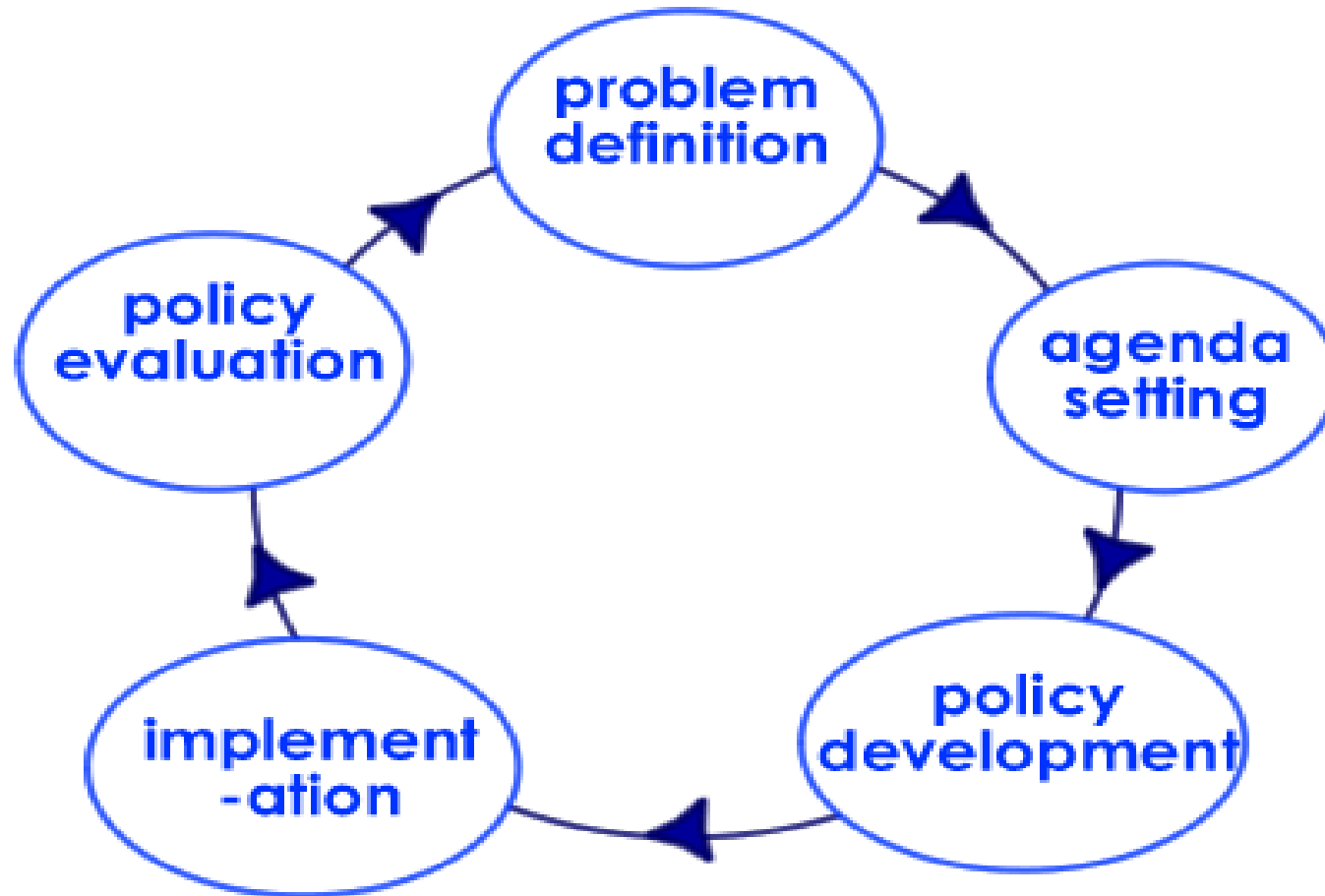
Some examples of public policy might be:

- An expression of intent, usually by a politician. For example, to encourage economic development
- A programme of linked proposals detailing the way in which a government will address a broad set of issues under one banner. For example, Poverty Reduction Strategy Papers
- A formal government response to a specific public concern. For example, eradication of cholera
- A document setting out guidance in a sector. For example, water policy or land policy
- A national or local government budget

Policy Formulation

Policy formulation is the development of effective and acceptable courses of action for addressing what has been placed on the **policy** agenda.

Policy Formulation Process



Agenda Setting

- The preliminary stage of goal setting
- which involves:
 - (1) Identification of the problem
 - (2) Development of alternative course of action
 - (3) Analysis of available alternatives
 - (4) Selection of the best alternative

Policy Implementation

At the implementation stage, attention has to be given to four things,

1. Policy content
2. Resources
3. Client
4. Environment

Policy Evaluation

The stage of determining the extent to which a policy is yielding its set out objectives using available tools.

The purpose of evaluation therefore, is to monitor the satisfactory execution of the policy and to discover any problem that might arise in the course and find solution to such problem.

Policy Analysis

A before hand attempt to examine, measure and evaluate the impact/effect of policy

It seeks to answer 6 questions:

1. What is the actual policy being formulated?
2. How is the policy determined?
3. Why is policy X chosen not Y?
4. Is the policy selected the best?
5. Why has the policy succeeded or failed?
6. How can the policy be improved?

What Is To Be Done

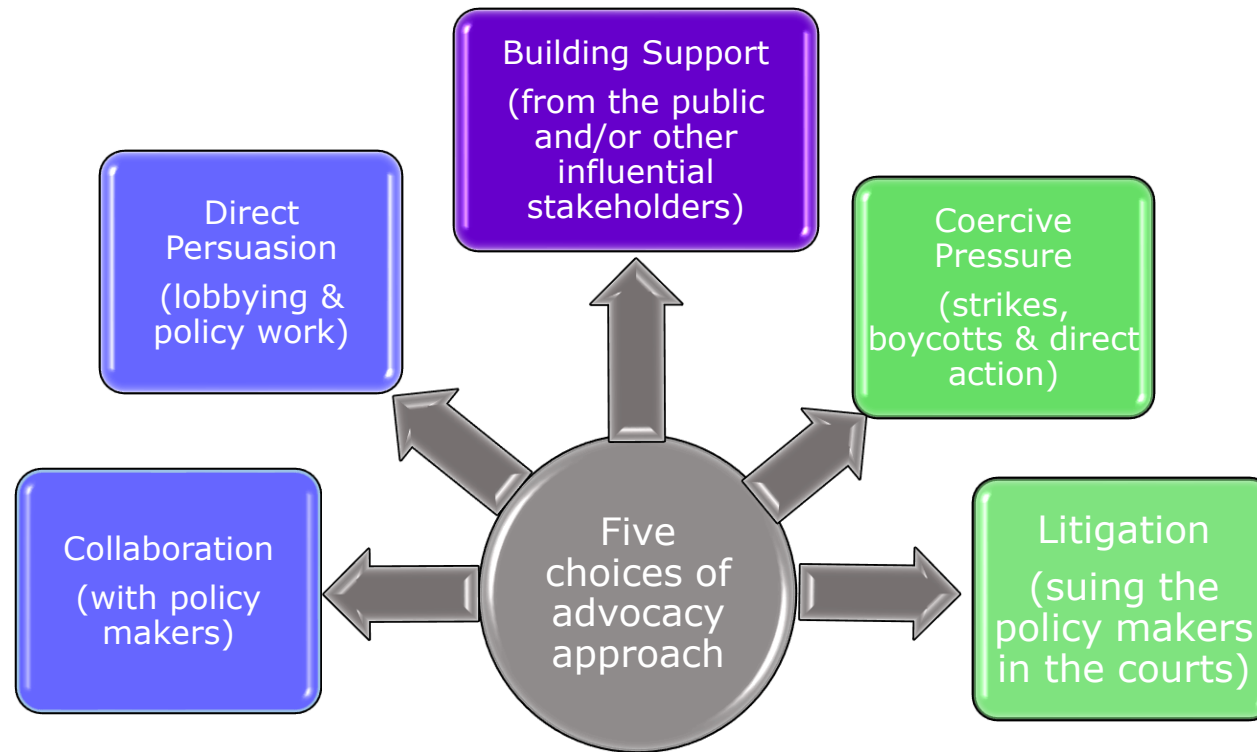
- Identify problems
- Capability of matching the rightly diagnosed problem with available resources
- Development of feasible implementation strategy
- Prudent, judicious policy evaluation
- Feedback

Planning Your Advocacy

There is no one universal way to do advocacy. It very much depends on what you are advocating for and the context in which you are doing it. The choice of approach will depend on a number of factors:

- a. **The issue you are advocating for and how well is it understood?** For example, advocating for making the local transport system accessible for persons with disabilities. Does the local government; relevant policy officials and the general public understand why accessible transport is important for persons with disabilities.
- b. **The context in which you are planning to do advocacy.** For example, some governments and institutions are quite open to advocacy and welcome and invite input by NGOs. However this is not always the case, some governments can be unwelcoming and hostile. Before you start your advocacy planning, it is a good idea to check if your country has any laws preventing advocacy or campaigning.
- c. **The capacity and constraints of your organisation.** Organisations differ on how they support and resource advocacy. Some organisations have staff working only on advocacy, while other organisations combine it with other roles e.g. programme and advocacy.

Five Choice of Advocacy Approach



Strengthening the Foundation for Advocacy

1. **Foundation Area 1 Credibility** : As an advocate, it is crucial for your group or organization that governments, institutions and the communities we work with trust the organization and value what we have to say.

Tools to Consider

- Can your organization or your group legitimately speak on behalf of those affected by the issues?
- Is your organization or your group known and respected by decision makers?
- Is organization perceived as objective and trustworthy, or politically partisan?
- Is your organization or group fully compliant with ethical standards of engagement with partners?

Strengthening the Foundation for Advocacy

Foundation Area 2 : Skill

Advocacy is a skill that combines knowledge, good judgment and creative problem solving. Building skills for advocacy requires organizational commitment to training, capacity building and promoting staff ability to engage with a wide range of people, both within the office and with partners

Elements to Consider

- Does the office have staff with strong core advocacy skills for analysis, research and communication? If not, can it draw on such people from partners or other parts of the organization?
- Do staff members have adequate technical knowledge to develop an advocacy strategy and implement it?
- Is there someone who has the capacity and skills to effectively monitor and evaluate advocacy?

Foundation Area 3: Intra-office coordination and leadership

- **Elements to consider**
- Is there a strong degree of coordination and communication across sectors to work together on a coordinated advocacy strategy?
- Is there strong leadership in the office for advocacy, including support from senior management?
- Does everyone in the office understand their advocacy roles and responsibilities?
- Are mechanisms in place for all staff to be aware of advocacy priorities and messages

Foundation Area 4: Capacity to generate and communicate evidence

Evidence for advocacy provides credibility and authority to the organization, allowing us to convince decision makers to support an issue. Data collection, research, analysis, organization and management provide the basis for solid evidence.

- **Elements to consider**

- Are research priorities informed by advocacy strategies, and do they involve colleagues working in communications and other areas?
- Is there capacity for collecting and analyzing data, and conducting research towards drawing conclusions that can be addressed by policy changes? If not, is there access to other forms of reliable data and evidence?
- Are processes in place to assess the potential risks of using different types of evidence? Are there processes to ensure data and evidence (particularly if gathered from a pilot project or another region/country) is applicable in the context in which you are conducting advocacy?
- Is there communications capacity to translate research into shorter, non-technical materials, and to develop multiple messages to reach diverse and pertinent audiences?

Foundation Area 5 Ability to assess risks

Elements to consider

- Are staff members willing, encouraged and supported in taking calculated risks in advocacy?
- Does the office have effective processes for risk mitigation and risk management?
- Does the office have strong, reliable evidence, internal coordination & leadership, and partnerships , which can help minimize risk?
- Is careful consideration given to the long-term and short-term risks and gains, especially with regard to impact on children and women, staff, credibility, funding and strategic objectives?
- Has a vulnerability and capacity analysis been conducted?

Foundation Area 6 Capacity to work with children and young people

Elements to consider

- Do staff and managers understand what meaningful, ethical and safe participation by children and young people entails?
- Are children and young people able to express any views or anxieties they may have, and have them constructively addressed?
- Are staff members provided with appropriate training, tools and other development opportunities to create and experience meaningful participation in advocacy?
- Are staff properly supported, supervised and evaluated in their children's and young people's participation practice?
- Is there support for staff when children's and young people's participation represents a significant personal or cultural change so that it does not become a barrier or an excuse to ignore this crucial participation?
- Do relations between individual staff, and between staff and management, model appropriate consultative and participatory behavior, treating each other with respect and honesty?

Foundation Area 7 Partners and networks that form a broad base for advocacy

- **Elements to consider**
- How strong is engagement with ministries of social affairs, health and education?
- How strong is engagement with ministries of planning, finance and economic development?
- How strong is engagement with the donor agencies and the World Bank and/or other international financial institutions?
- For country offices, how strong is participation in the Common Country Assessment and the United Nations Development Assistance Framework (UNDAF)?
- How strong is engagement with domestic NGOs, think tanks and universities to generate evidence?
- How strong is engagement with the private sector?
- Is the office a member of any coalitions, alliances or networks? If so, does it engage in a leading role on issues that affect children or other sector?

Foundation Area 8 Sufficient resources

Advocacy is resource intensive. It requires investments of funds, staff time and materials over an extended period of time.

- **Elements to consider**
- Are there adequate resources – financial, time, skills, knowledge – for advocacy?
- Are efforts under way to mobilize additional resources, both financial and non-financial, through donors, individual supporters or the private sector?
- Are there efforts to show how resources for advocacy could yield substantially larger gains than the cost in money and time?
- Can advocacy objectives be integrated, for example, combining health, education and child protection?

Thank You