



Advocacy Training by Nebojsa Radic, April 12, 2016





Introduction to Advocacy: Advocacy Issues

The Challenge We Face

People...

- Don't know
- Know but don't care
- Care but don't know what to do
- Know what to do but don't know how to do it
- Know how to do it but don't have the support
- Have support but lack a sense of urgency



Advocacy





Task of Advocacy

- The task of advocacy is to make people know and care, let them know what can be done and how, and provide them with the skills to participate and the support to do so



So What is Advocacy?

[https://www.youtube.com/results?
search_query=what+is+advocacy](https://www.youtube.com/results?search_query=what+is+advocacy)

[https://www.youtube.com/results?
search_query=advocacy+examples](https://www.youtube.com/results?search_query=advocacy+examples)



Different Definitions

- Historically: representing the interests of the clients in the court
- Today advocacy is much more general term and is seen as acting in the name of someone else
- Non-profit advocacy: change for collective interest
- The first to advance were disability groups in the 80ies



Definition

- Advocacy is strategic use of mass media, litigation, marketing and direct action in order to support community organizing to advance an issue, social or public policy initiative or change.

ad·vo·ca·cy

/ˈadvəkəsē/ 

noun

public support for or recommendation of a particular cause or policy.
"their **advocacy** of traditional family values"

synonyms: support for, backing of, promotion of, championing of; [More](#)



Key Levels of Advocacy

❑ Setting the agenda – “mainstreaming”

What people think and talk about

❑ Framing or shaping

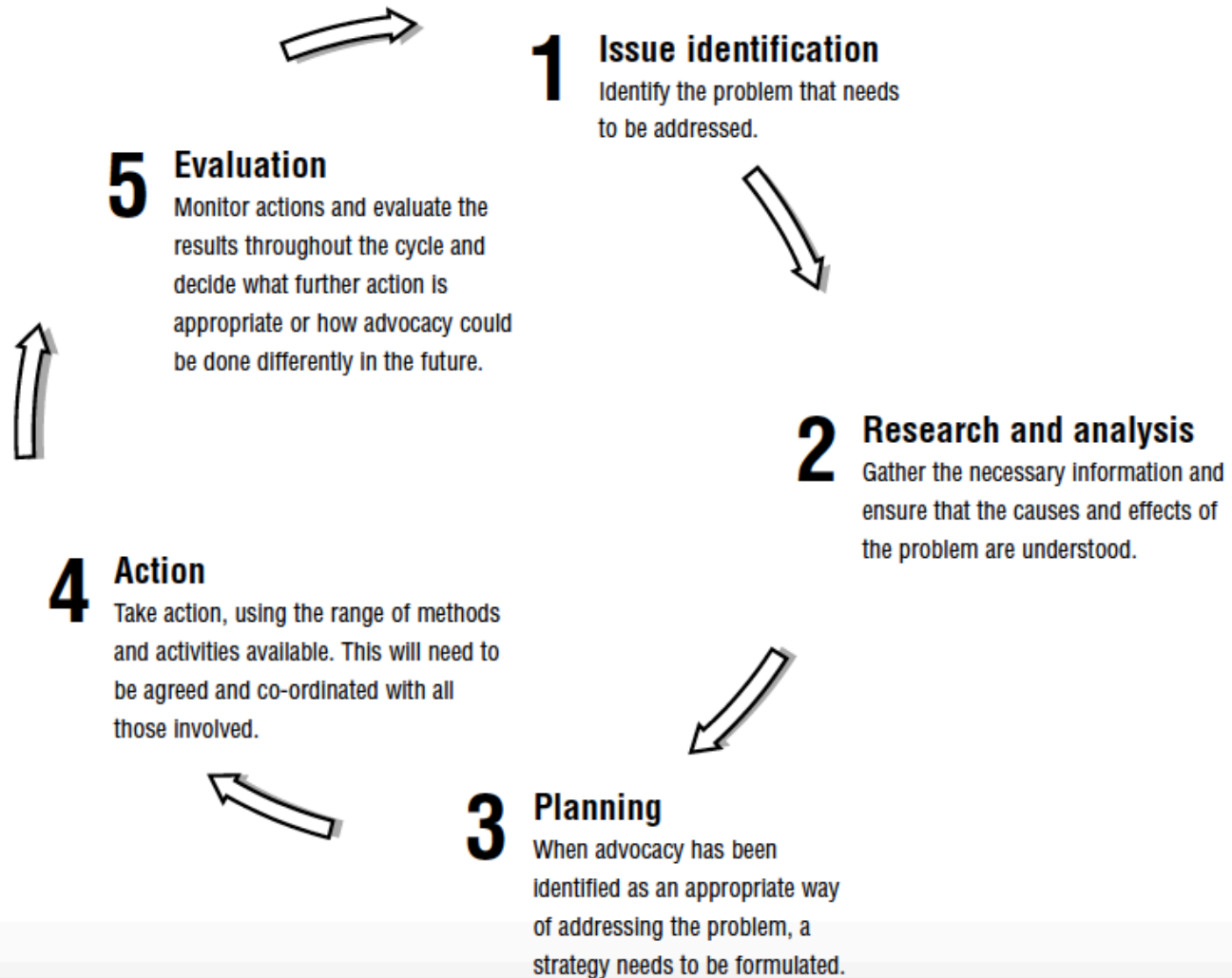
How people think and talk about it

❑ Priming

Getting to decision makers and changing what is done about it



Advocacy Planning



Different Levels of Planning

- Macro level: 4-year strategy
- Mid-level: Annual work plan
- Micro level: A campaign
- Event level
- Etc.



1. Issue Identification

MACRO LEVEL:

- Identifying key issues – “Advocacy Agenda”
 - Community needs assessment, focus groups, stakeholder/membership consultations
- Analyzing the issues and selecting priority ones

MICRO LEVEL:

- Identifying root causes/ sub-issues to be tackled



Issue Selection Tool

Criteria for selecting issues	Score		
	1	2	3
The issue affects many people			
The issue is consistent with your organization's mission/mandate			
The issue is consistent with national policy priorities and development objectives			
The issue is amenable to advocacy intervention			
The issue can mobilize a large number of interested partners and other stakeholders			
<i>Total score</i>			



Identifying Root Causes: Roma Education in Moldova

- Issue: Few Roma children start secondary education
- Sub-Issue 1: Big number of elementary school dropouts
- Sub-Issue 2: Elementary school dropouts underreported
- Sub-Issue 3: Parents often not interested in their children getting education
- Sub-Issue 4: Ministry of Education does not see this as priority



The background of the slide features a close-up, slightly blurred image of numerous glass test tubes. Each tube contains a different colored liquid, including shades of blue, green, yellow, orange, and red. The tubes are arranged in rows, creating a sense of depth. At the bottom of the slide, there is a decorative horizontal band with a vibrant, abstract pattern of colorful lines and dots in shades of red, orange, yellow, green, and blue.

2.

Research & Analysis

- Collecting data
 - Collecting existing
 - Generating new
- Analyzing the data
- Presenting it so it is understandable
- Visualizing it

3.

Planning

- Deciding on goal and objectives
- Identifying key constituencies, allies and opponents
- Understanding risks and assumptions
- Developing messages
- Deciding on activities
- Allocating resources and responsibilities
- Deciding on methods of measuring success

Planning Tools

- Field Force Analysis
- Stakeholders mapping
- SWOT analysis
- Timelines



4.

Action

- Consultative process with decision makers
- Policy drafting and promoting
- Supporting community action
- Media advocacy – online and offline
- Model service provision
- Litigation
- Direct action
- Networking, coalition building





Silent Witness Exhibition shown in 7 Croatian cities including Split





Women's and human rights NGOs and families of victims marching with SW silhouettes in Budapest, from the building of the Ministry of Justice to the seat of the Constitutional Court.





SW silhouettes made
by artists Juan Riveria
and Anna Klonowska.

Exhibition shown in the
Prime Minister's
Chancellery and on
Warsaw streets



Creativity

A post stamp featuring motives of the OSI 16 Days campaign issued on November 25, 2001, in Montenegro. 450,000 stamps issued in the country with 650,000 inhabitants.



Croatia 2002

- Well-known Croatian male rock band COLD BEER produced a song SLAP for the campaign
- A single-CD and TV spot produced
- 16 Days Campaign poster featured on the cover of the CD



meişət
zorakılığı
cinayətdir

"And why don't you fight in the way of Allah and for those who are weak, and for women and children who say: "God! Lead us out of this village, the habitants of which are tyrants, and give us a protector from You and give us an assistant from You"?"

-Koran, Sura 4, The Women, Verse 77(75) –

Woman Aid International, Azerbaijan 2001

Wadud, Amina:
Qur'an and Woman:
Rereading the Sacred
Texts from a Woman's
Perspective. New York:
Oxford University Press,
1999

وَقَعَ أَجْرُهُ عَلَى اللَّهِ وَكَانَ اللَّهُ غَفُورًا رَحِيمًا وَإِذَا حَضَرَ
شُرَكَاءُ الْمَرْءِ فَلْيَسِّرْ لَهُمْ جُنَاحَ أَوْ تَقَرُّوْا مِنْ السَّلَوةِ
أَوْ خُفِّمُوا أَوْ بَعْثُوا إِلَيْكُمْ بَرَكَةً وَأَوْ أَمَّا الْكَافِرُونَ كَانُوا
لَكُمْ عَدُوًّا مُبِينًا ﴿١٠٠﴾ وَإِذَا كُنْتَ فِيهِمْ فَأَقَمْتَ لَهُمُ
السَّلَوةَ فَلْيَتَّخِذُوا مِنْهُ مَقَعًا وَلْيُتَخِذُوا
أَسَاطِئَهُمْ فَإِذَا سَجَدُوا فَلْيَكُونُوا مِنْهُمْ قَائِمِينَ وَلْيَتَلَدَّوْا
كَلِمَةً بَعْدَ أُخْرَى لَمْ يَتَلَدُّوا قَلِيلًا مَقَعًا وَلْيُتَخِذُوا
بِحُجْرَتِهِمْ وَأَسَاطِئِهِمْ وَذَلِكَ بِمَا كَفَرُوا وَلَوْ تَغْلُوبُوا
أَسَاطِئَهُمْ وَأَمَّا بَيْنَكُمْ وَمِثْلَهُمْ فَبِمَا نَفَعْتُمْ مِنْهُ
وَلَا جُنَاحَ عَلَيْكُمْ إِنْ كَانَ بِكُمْ أَذًى مِنْكُمْ أَوْ كُنْتُمْ
مَرَضًا أَوْ تَعَصَّوْا أَسَاطِئَهُمْ فَخُذُوا بِحُلِيِّكُمْ إِنْ أَلَّاهُ
أَعْدًا لِلْكَافِرِينَ بَرَكَةً فَإِذَا أَقْبَبْتُمْ السَّلَوةَ
فَاذْكُرُوا اللَّهَ قِيَامًا وَقُعُودًا وَعَلَى جُنُودِهِمْ فَإِذَا
أَكْمَلْتُمْ قَائِمُوا السَّلَوةَ إِنْ أَرَادْتُمْ السَّلَوةَ كَانَتْ عَلَى
الْمُؤْمِنِينَ كِتَابًا مَوْفُورًا وَلَا تَهِنُوا فِي مَقَامِ الْعُزْرِ إِنْ
تَكُونُوا تِلْكَ الْفَرِيقَ الْفَاسِقَ الْفَاسِقَ الْفَاسِقَ تَرْجُوْنَ
مِنْ اللَّهِ مَا لَا يَرْجُوْنَ وَكَانَ اللَّهُ عَلِيمًا حَكِيمًا إِنَّا أَنْزَلْنَاهُ



In 2002 Fizuli Musayev, World and European Karate Champion became the first White Ribbon Ambassador in Azerbaijan





Montenegro Volleyball team LOVCEN with a banner SHOW YOUR STRENGTH BUT NOT AGAINST WOMEN, before the European qualification match against LISBON in 2001. The match was shown on national TV and on satellite.

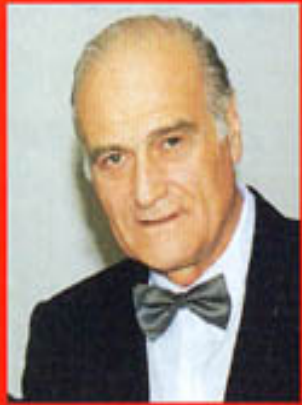




კოტე გუბანეიშვილი



ბაკურ ბურდული



კახი კაკაბაძე



რუზო გაბრიაძე



ლუკა სხირტლაძე



დათო კვკეიანიძე

ჩვენ წინ აღვუდგებით ნებისმიერ ძალადობას ქალთა მიმართ



2001 წლის ევროპის ერთა თასის მფლობელი საქართველოს ეროვნული ნაკრები რაკვიში ლელო.

მხოლოდ მამაკაცთა და ქალთა საერთო ძალისხმევით შეიძლება ბოლო მოეღოს ძალადობას ქალთა მიმართ

ფიდა რიფლი, WomenAid International

საერთაშორისო ქალთა დახმარება



კავკასიის 16 დღიანი აქცია
გენდერული ძალადობის წინააღმდეგ
საერთაშორისო ქალთა დახმარება-კავკასია:
საქართველო, თბილისი 380060 ზეიჩიას 17
ტელ/ფაქსი: (995 32) 37 92 70
ელფოსტა: walgeo@access.sanet.ge



დაფინანსებულია კანადის საელჩოს მიერ

Canada

Woman Aid International, Georgia, 2001



5.

Evaluation

- Different Advocacy Objectives
 - Policy Change
 - CSO capacity building
 - Supporting people-centered policy making
 - Enlarging policy space



Dimension of work	Intermediate objectives	Longer-term objectives
1. Policy change	<ul style="list-style-type: none"> • Increased dialogue on an issue • Raised profile of issue • Changed opinion (whose?) • Changed rhetoric (in public/private) • Change in written publications 	<ul style="list-style-type: none"> • Changed policy • Change in legislation • Change in resource allocation • Policy/legislation change implemented <i>(and in the very long term)</i> • Positive change in people's lives as a result of the policy/legislation change
2. Strengthening civil society by working with individual organisations and networks	<ul style="list-style-type: none"> • Change in individual members' skills, capacity, knowledge and effectiveness? • Change in individual civil groups' capacity, organisational skills, effectiveness? • Greater synergy of aims/activities in networks/movements • Change in collaboration, trust or unity of civil society groups 	<ul style="list-style-type: none"> • Increased effectiveness of civil society work • Civil groups active in influencing decision makers in ways that will benefit poor people • Civil groups monitoring implementation of policies/programmes. • Partnerships and networks effective and sustainable
3. Supporting people-centred policy making	<ul style="list-style-type: none"> • Greater awareness of individual rights and the power systems that withhold rights • Change in local people's skills, capacity, and knowledge to mobilise and advocate on their own behalves • Increased reporting of right violations • Existence of systems to monitor rights • Claims made by CBOs for enforcing rights 	<ul style="list-style-type: none"> • Improved access to basic rights such as health, housing, water, food, non-discrimination
4. Enlarging democratic space or the space in which civil society groups can effectively operate in society	<ul style="list-style-type: none"> • Greater freedom of expression • Greater acceptance/recognition of civil groups • Existence of fora for civil groups to input into a wider range of decisions • Increased legitimacy of civil society groups 	<ul style="list-style-type: none"> • Increased participation of civil society groups in influencing decisions • Change in accountability and transparency of public institutions

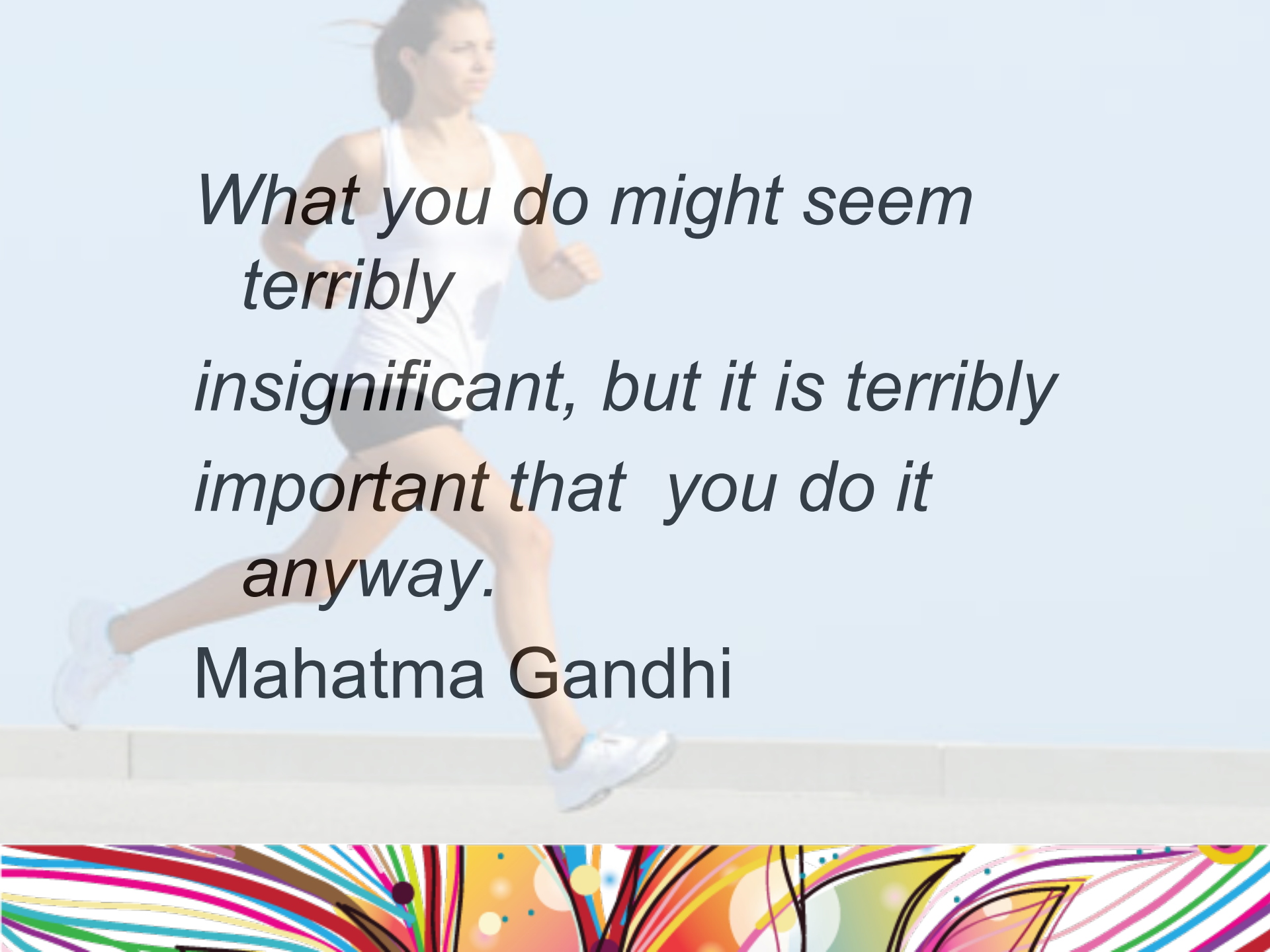
Adopted from: Monitoring and Evaluating Advocacy, J. Chapman, 2001



Never doubt that a small group of thoughtful committed citizens can change the world: indeed it's the only thing that ever has.

Margaret Mead



A woman in a white tank top and dark shorts is running on a light-colored path. The background is a clear, light blue sky. The text is overlaid on the right side of the image.

*What you do might seem
terribly
insignificant, but it is terribly
important that you do it
anyway.*

Mahatma Gandhi

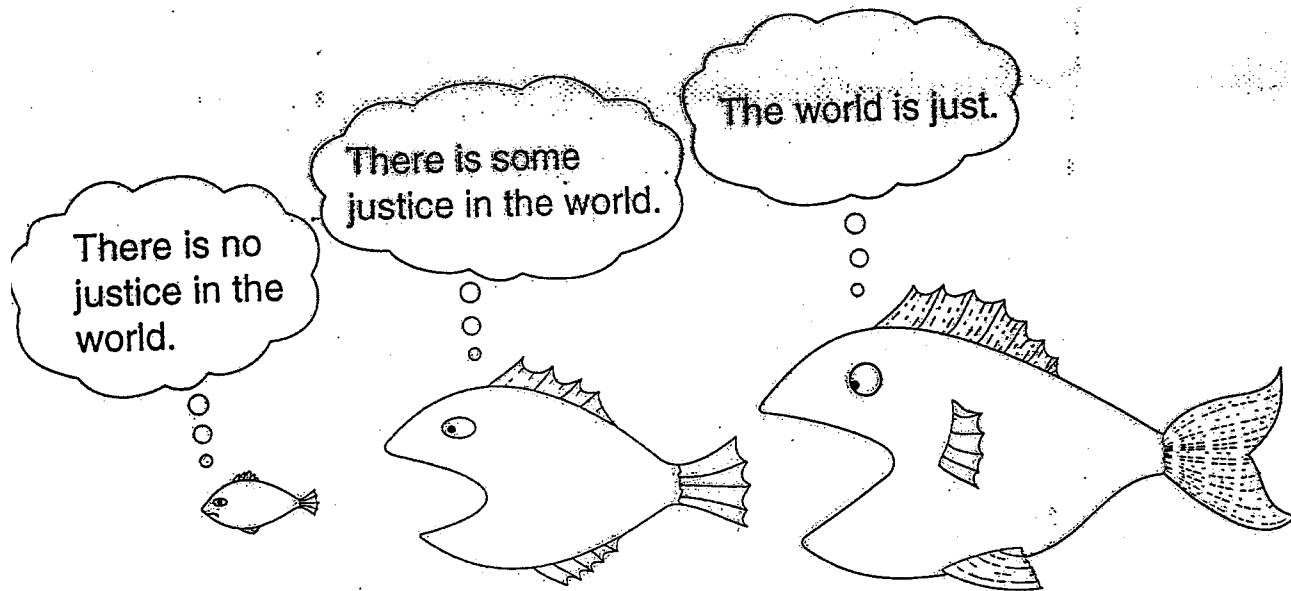
A vibrant, abstract pattern of colorful lines and shapes, including circles and triangles, in shades of red, orange, yellow, green, blue, and purple, located at the bottom of the slide.

Power of Coalitions

Kahlil Gibran:

Millions of small streams would never make it across a desert, their waters would disappear in the depths of the sands. But, put together, they make a river, big enough to get across.

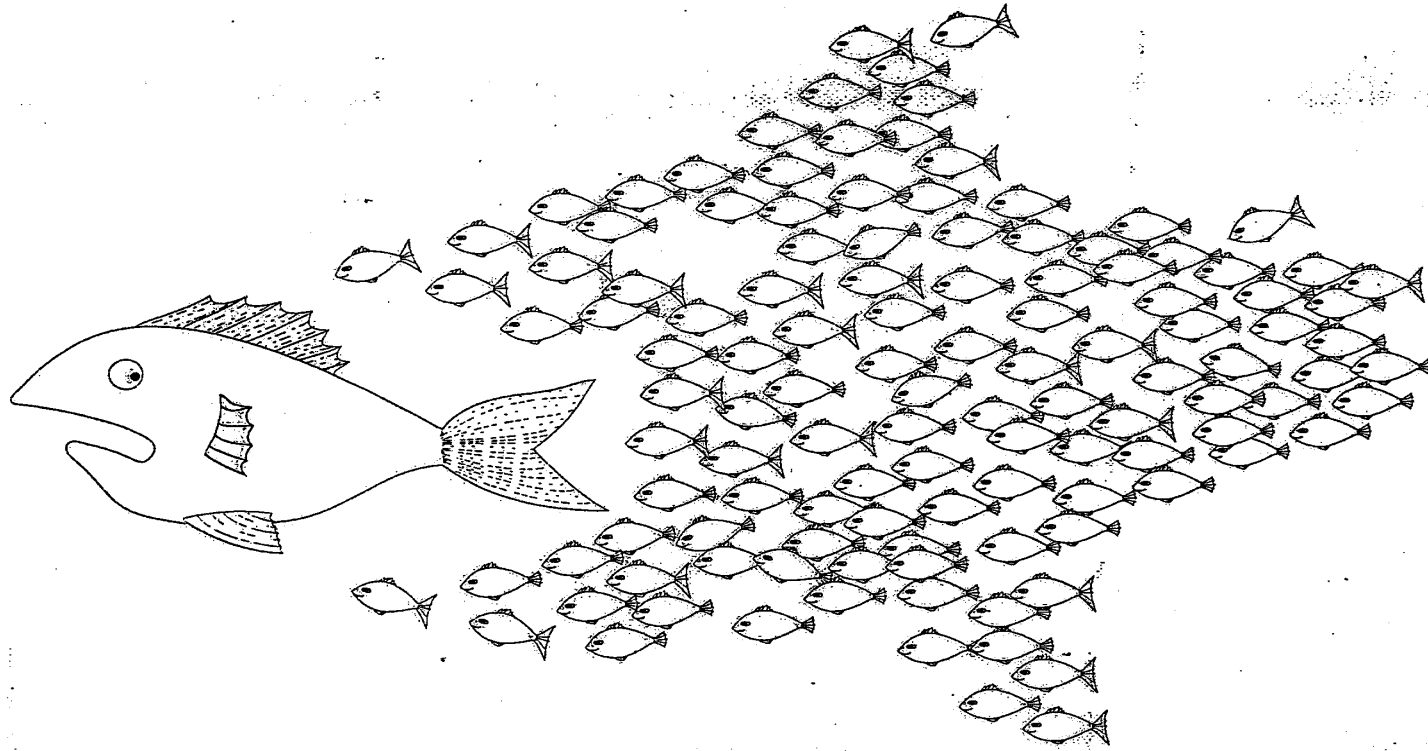




Mankoff



Organize!








Media and Advocacy

Nebojsa Radic

Takamol Advocacy Workshop

April 2016



Media and Advocacy

- Discussion:
 - What is the role of media in advocacy?
 - Why are media important for advocates?
 - Do media involve independently in advocacy initiatives?
 - Examples of media in advocacy?



Role of Media in Advocacy

- A channel
- Meeting place
- Partner
- An independent actor



Channel

- A *mean* to reach out to your target audiences and constituencies
- The media do not take sides *but* the angle / tone depends on the information they have
- The tools used:
 - Press releases/conferences/visits
 - Media events
 - Backgrounders, Q&A
 - PSAs
 - Sensitization seminars



Meeting Place

- A *space* for various actors to meet and exchange opinions
- Agora in Greece
- Media independent *but* the selection of participants is critical
- The tools:
 - Lists of experts
 - Backgrounders and fact sheets
 - Media interview trainings



Example

- A round table discussion in studio with live calls and video
- The host does not take sides
- Keeps the discussion focused
- Aims at balancing different opinions



Partner

- Taking side regarding the issue
- Approached by CSOs or government
- Actively promoting the issue and one view on it
- Offer free media space
- Officially listed as campaign partner
- Tools
 - Sensitization seminars
 - Backgrounders
 - Language guidelines
 - Ethical guidelines



MEDIA



GUIDELINES

for Reporting Suicide





**4511 North Himes Ave., Suite 250
Tampa, FL 33614**

**(800) 717-3117
(813) 872-7835
Fax: (813) 873-7838**

**info@obesityaction.org
www.obesityaction.org**

People-First Language for Obesity

Bias and discrimination against people with obesity is well documented. Research has demonstrated substantial impact on personal relationships, educational attainment, professional achievement, and healthcare delivery. Further, studies have shown that a description of a person as "obese" is sufficient to cause discrimination in the absence of any meeting with the person in question. Describing individuals as obese as opposed to having obesity could have negative impact on how people view them.



Independent Actor

- An *actor* that acts independently and promotes certain issues
- Most often topics:
 - Media policy
 - Humanitarian
 - Minority rights, etc





Česky / English

Search

Help Ukraine!

The conflict on Eastern Ukraine escalated and produced hundreds of thousands refugees. PIN opened the office in the country and provides aid to the refugees. [more >](#)

1 2

Donate

What we do

Our work in the Czech Rep

Our work internationally

Get involved

Jobs

About us

Humanitarian Aid and Development

Human Rights

Social Integration

Education

One World Film Festival

Langhans Centre

Female genital mutilation (FGM) End FGM Guardian Global Media Campaign

Irene Baqué, Alex Purcell,
Kate McCullough, Mary
Carson and Maggie O'Kane,
theguardian.com

Friday 6 February 2015 08.00 GMT



< Shares

229

Highlights of the Guardian's Global Media Campaign to help end FGM



In four countries over 12 months, the Guardian's Global Media campaign has amplified the grassroots work of campaigners against Female Genital Mutilation in the UK, the US, Kenya and the Gambia, encouraging wider coverage and a higher profile for the work to end FGM in a generation.

Topics



Media Sensitization



The Problem

- Media understaffed
- Same reporters cover range of topics
- They do not understand the issues
- Have no time to do research
- Coverage sensationalistic
- Use inappropriate language
- Often ethically questionable



Solution

- Specialized, focused workshop to “sensitize” reporters
- Mutual benefit
- Objective NOT immediate coverage
- Focus on:
 1. What are the real issues – new angles
 2. Access to information/sources
 3. Any ethical issues in reporting it
 4. Language to use



Example: Mental Disability

- Invite reporters covering social and civil rights in media, not (only) medical!
- Reporters and comment-writers, *if possible editors!*
- Think of key media to invite: Radio, TV, print
- Make it half to one day long
- Make it interactive with PPT, video, PwD talking, and discussion time



The Topics

- Introduce them to the issues: *where is the story*
- Urge them to *focus on policies not individuals*
- Provide them with new angles
- Show them *where/who the sources are*
- Talk about the language
- Talk about ethics in reporting mental disability



New Angles

- Different participants in public debate often have conflicting policy recommendations
- All try to present their solutions as benefiting the entire society
- So the frame the issues in different ways
- Framing is the second step in the issue cycle



Language Issue

- Identify the language PwD prefer
- Show how language can contain and perpetrate hidden stigma
- Language can hurt
- Get PwD talking
- Distribute printed out guidelines
- Offer contact to help in future work/ dilemmas etc.



Ethical Issues

- Why using PwD as sources?
- Should names be disclosed?
- How to interview PwD?
- Should the reporter pay attention to disability or ignore it?
- Avoid “horrible fate” approach
- Avoid disability first
- Avoid “in spite of disability” language
- Avoid negative portrayal in reporting



Positioning

- Media are editorially independent
- They strive to provide factual, accurate, objective, unbiased reporting, placed in a context, that minimizes harm
- Professional reporting
- You assist them in providing professional reports



Promote Your Issue Through Research

- HAQQI Platform
- Research Consortium
- An upcoming research manual
- Manual on Focus Groups for CSOs