



INTRODUCTION TO ADVOCACY

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AIM OF THE PRESENTATION

To **help** change agents to have a clear understanding of what advocacy is and how it might support the work of NGOs, to **provide** practical assistance in how to actually undertake advocacy work and to **assist** them finding the best way to have a policy impact.



WHAT IS ADVOCACY?

There are many different interpretations of what 'advocacy' includes, and there is no single agreed international definition.

Examples of definition:

"Influencing people and organisations in power to create an environment which protects the rights, health and welfare of everyone, both HIV positive and negative."

"The process of putting forward one's view to public and decision makers"

Be involved in decisions which affect YOU!

Advocacy is positive action to make change not just criticism!



WHY DO WE ADVOCATE?

- To change people's lives!
- Some problems can only be solved with the help of influential people or organisations, i.e., they can only be solved by advocacy
- Only effective as part of broader programmes of work
- Advocacy should always be used with full involvement or permission of the people affected
- CAUTION: Advocacy can cause harmful side effects for your organisation
- Advocacy should always be used with careful planning

HOW DO WE ADVOCATE?

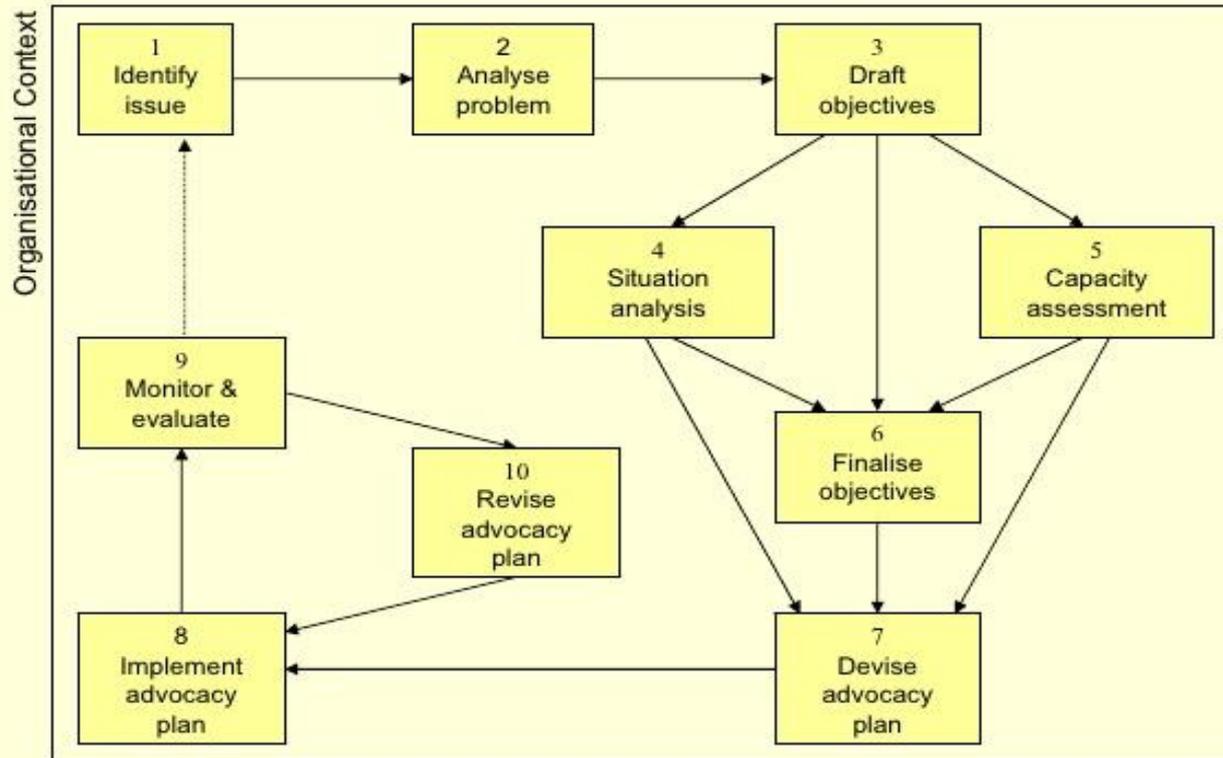
- Advocacy can take many different forms – for example, it can be written, spoken, sung or acted.
- It can also vary in the time it takes to be effective, from one hour to more than several years.
- We can do advocacy work on our own or with others.
- Some of the most powerful advocacy methods are led by the people affected by the problem or issue, or directly involve them.
- Sometimes advocacy work is forced on us – the problem or issue is already there, and we use advocacy to reduce the problem. This is **reactive advocacy**.
- At other times it is possible to plan for the future, to ‘set the agenda’ and use advocacy to create a positive environment or prevent a problem before it happens. This is **proactive advocacy**.

10 KEY STEPS IN ADVOCACY

1. Bringing like minded people together
2. Identifying the problem
3. Setting the objective
4. Getting the arguments
5. Identifying your target
6. Identifying your allies
7. Identifying your resources
8. Create an action plan
9. Implement, monitor and evaluate
10. Announce and celebrate success



The Advocacy Cycle

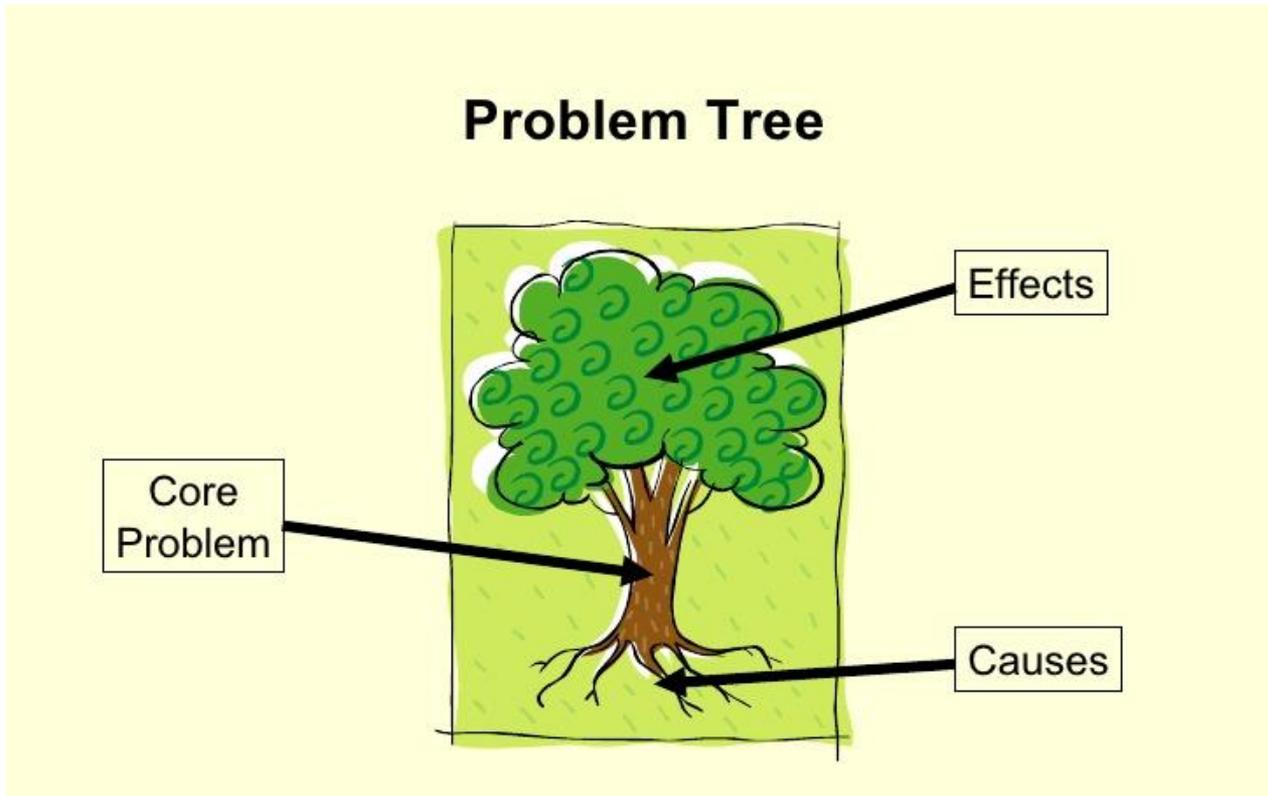


Bringing like minded people together

- People with common concerns are the most effective.
- Reach out to an relevant group
- Meet to discuss
- Create a clear agenda



Identifying the problem



Setting the objective

- An overall goal is important
- Objectives must be SMART
- Everyone involved must agree or at least accept objectives
- General rules:
 - Be clear on objective
 - Develop a strong case



Getting the arguments

- The facts about the issue concerned.
- Successful advocacy depends on a strong analysis of the situation you are addressing.
- It may be necessary to do additional research (get available public health data, learn about existing policies)
- It is important to write this down – a background paper (you can ask for help on this, friendly lawyers, journalists, etc.)



Identifying your target

- Who you are trying to influence?
- It is important to figure out who has the power to make decisions.
- Determine the decision that can be influenced.
- Sometimes there are multiple decisions or decision makers.
- Strategy must be tailored.
- Understand the context and constraints of the decision maker.
- Understand the timing of the decision.
- Focus as much as you can on particular decisions and particular time.
- Sometimes it is up to advocates to put a matter on the agenda.



Identifying your allies

- Build alliances and coalitions (who can be your partner, who can support you and who is your opponent?).
- Working together is likely to achieve the best results.
- Remember: there is a strength in numbers but make sure everyone agree on the coalition goals!
- Can and should respect each other differences.

Identifying your resources

- What capacities, tools and skills you have.
- Make rational assessment
- If you feel short on some resource make an effort to find it or build it.



Create an action plan

Determine your methods

Methods:

- Writing letters, petitions and making phone calls
- Public education: campaigns, oral presentation, written articles, fact sheets, open classes, reports, speaking events
- Meetings with government officials
- Do not be afraid to get creative!

Tips for meeting with policy makers

- Be persistent in seeking a meeting.
- Have clearly identified agenda.
- Be prepared with specific request.
- Have a lead spokesperson setting out background and reasons.
- Be respectful.
- Show extent of support.
- Seek ongoing dialogue.
- Use publicity (mass media and social media).

Implement, monitor and evaluate

- As advocacy efforts proceed, review objectives, facts needed, and participants. Adjust accordingly.
- Need to arrange meetings and discussions so that group stays together and addresses new concerns.



How do we evaluate Advocacy options?

- It's important when an advocacy strategy is developed that outcomes are very clear and measurable.
- Advocacy is too often evaluated by just 'doing' things (how many times a presentation is given, how many people are sensitized, how often advocacy targets are spoken with).
- Evaluations should also include looking for actual outcomes (Was a law changed? Are health care workers more sensitive to the needs of key populations?).
- How would we know?



Announce and celebrate success

This is important:

- for you and your organization,
- for motivation,
- future advocacy actions and
- for sharing a good practice.





**Thank you for your
attention!**

**WE CONTINUE WITH THE CASE
STUDIES**