

Basic Advocacy, Chapter One

WHAT IS ADVOCACY?



Welcome to Basic Advocacy!

Course Objectives

Understanding Advocacy

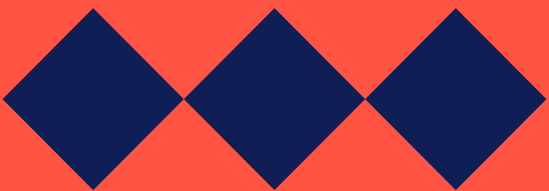
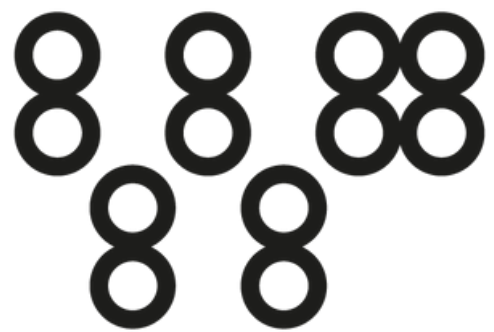
You will be able to define what advocacy is, what its functions are, and what are different types of advocacy. You can see how advocacy may influence change, as well as identify the impact and relevance of advocacy.

Why Advocacy?

You will be able to identify what advocacy can be used for in your own community, identify what makes an advocacy initiative effective, and apply it to your own plans.

How do you do it?

You will be able to identify decision-makers, make a SMART ask, and map out potential advocacy activities.

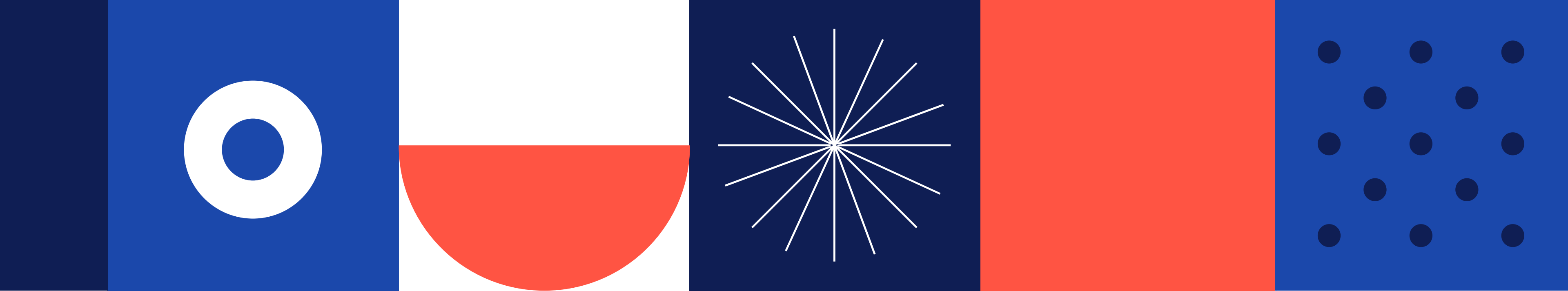




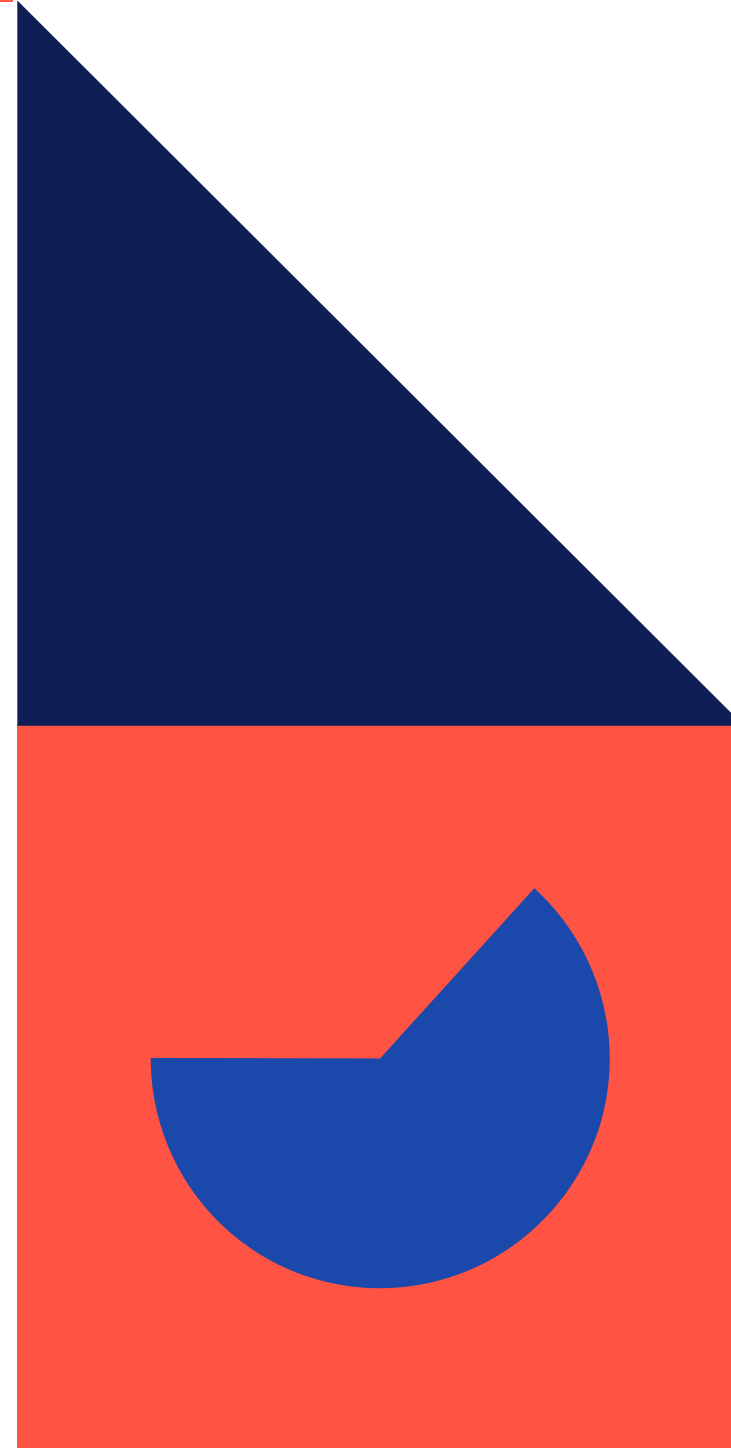
Ch. 1: What is Advocacy?

By the end of this chapter, you will be able to:

- Define advocacy
- Understand what advocacy can achieve
- List the different types of advocacy
- Understand the impact and relevance of advocacy through selected case studies



CASE STUDY 1:
DEMANDING
INFORMATION



Case Study I

Demanding Information

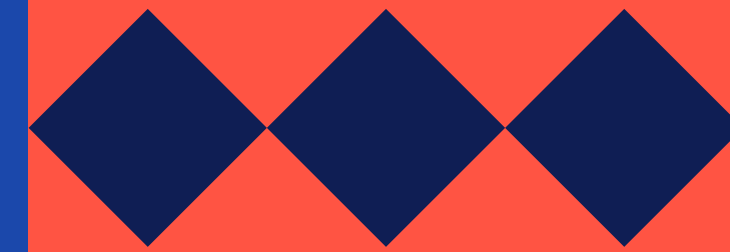
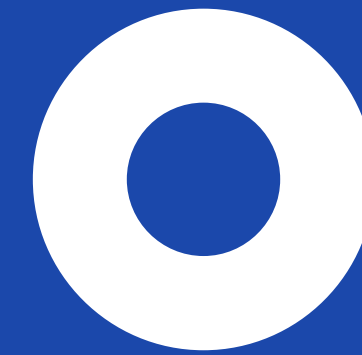
Mazdoor Kisan Shakti Sangathan

In 1996, an organisation called the Mazdoor Kisan Shakti Sangathan (MKSS) announced a strike in Beawar, Rajasthan, India.

The organisation was **demanding information from the Government of India.**

During the historic 40 day “dharna” or peaceful demonstration, people demanded information from the authorities.

The protest not only brought the **issue of transparency** into the public domain, it also played a role in the **passing of the Freedom of Information Act of 2002**, the precursor of the Right To Information Act of 2005.



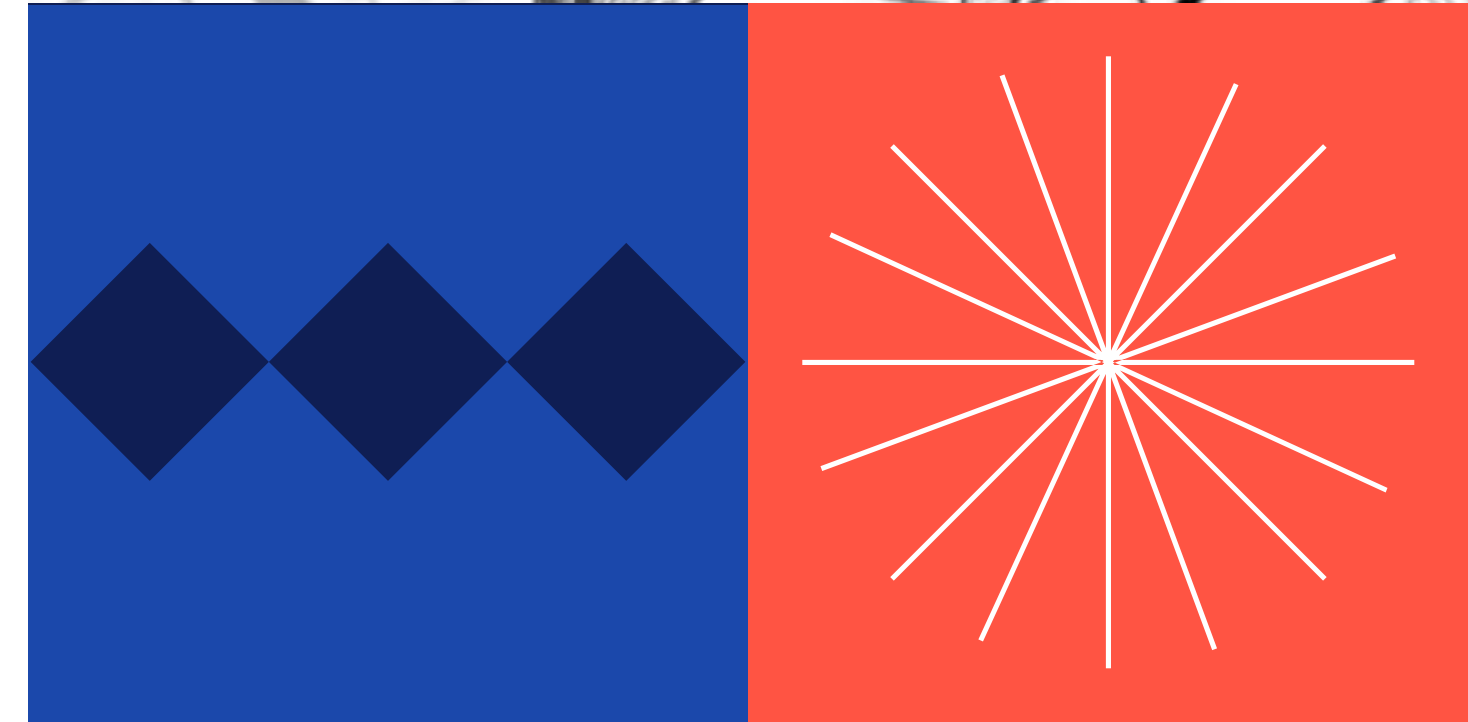
Case Study I (contd.)

Right to Information Act 2005

The Right to Information Act (RTI) **allows any citizen to request information from the government**, as long as that information doesn't compromise national security.

This act is considered as a landmark act when it comes to improving government accountability and transparency.

The RTI Act was the result of **continuous, prolonged advocacy** by not only the MKSS, but citizens and organisations across the country.



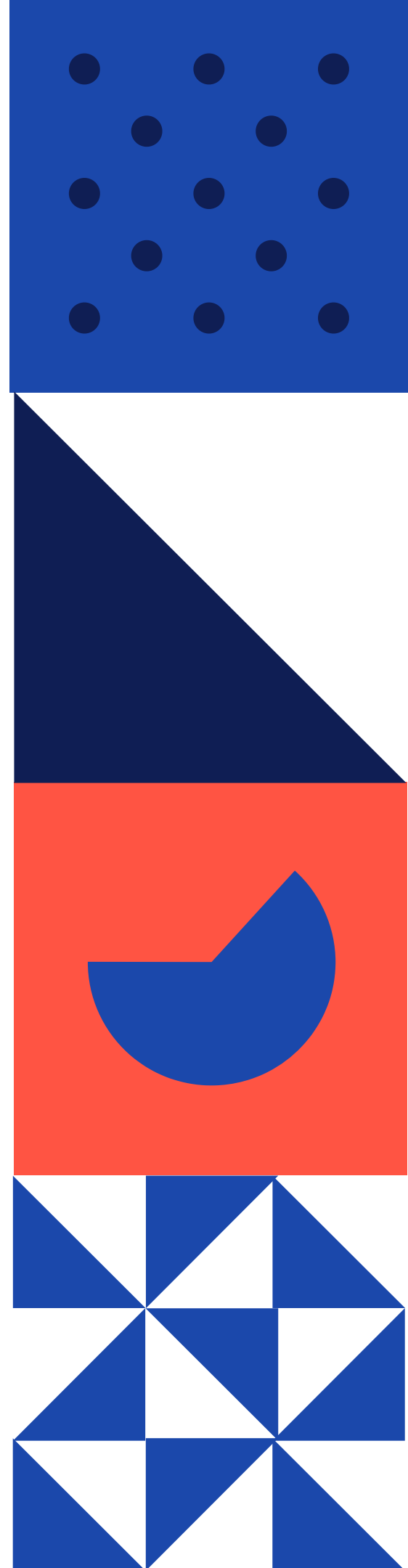


**SO, WHAT IS
ADVOCACY?**

Defining Advocacy

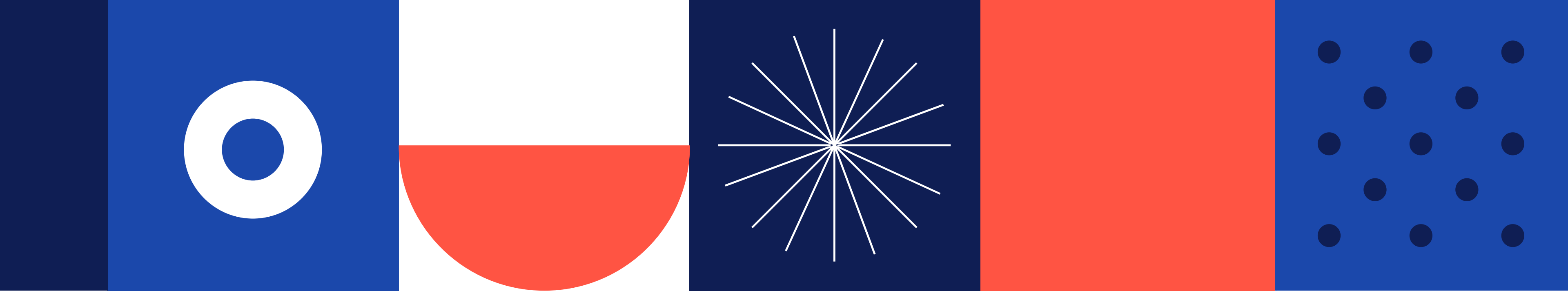
The term advocacy is derived from the Latin **advocare**, which means to 'call to one's aid' or to speak out on behalf of someone.

Advocacy is **building support** for an issue, **influencing others** to take action, or **bringing awareness**.

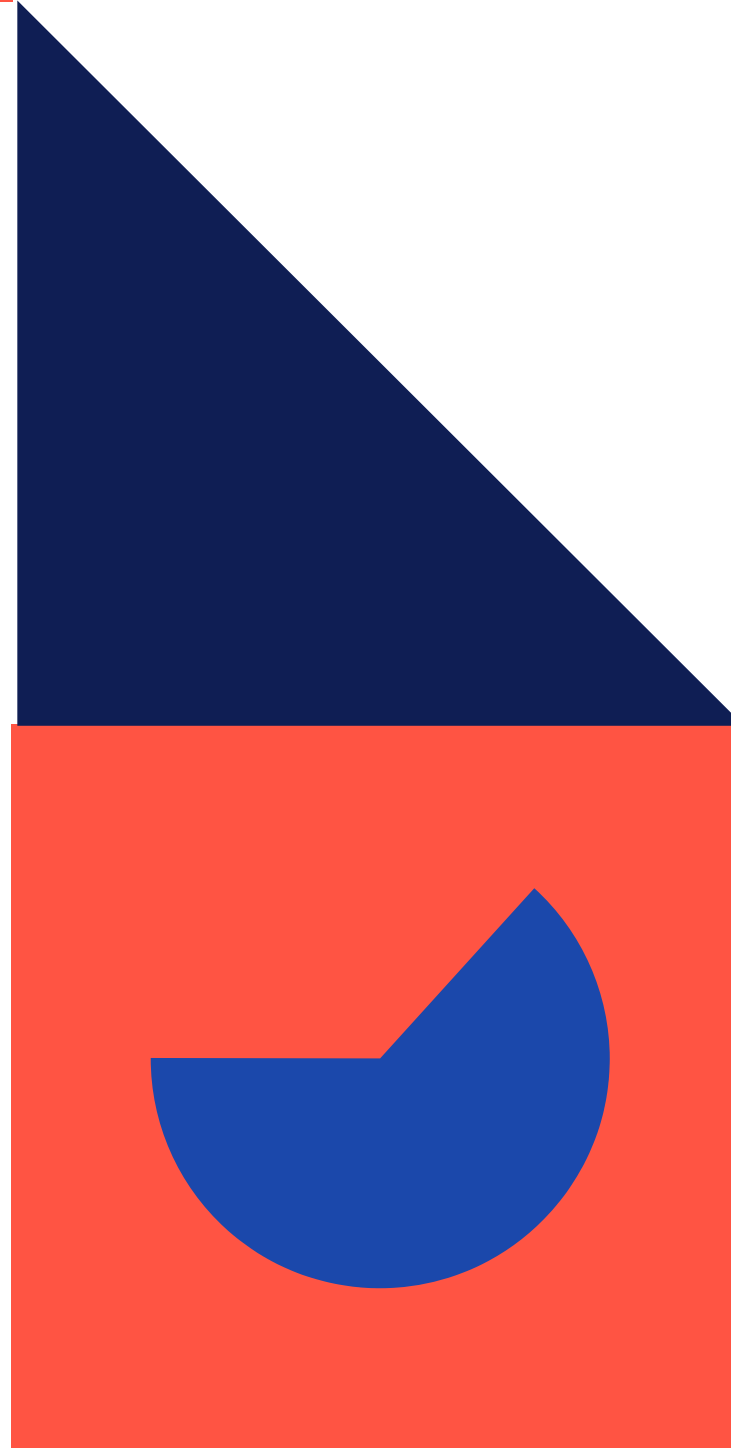




**...BUT WHAT CAN YOU
ACHIEVE THROUGH
ADVOCACY?**



CASE STUDY 2:
DEMANDING
SAFETY & SECURITY



Case Study 2

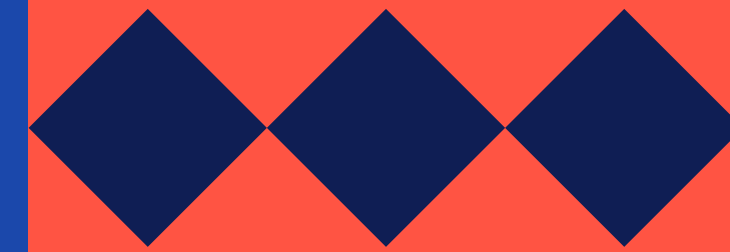
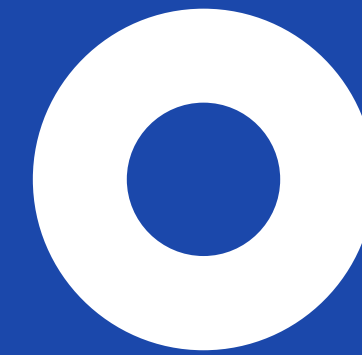
Demanding Safety & Security

Youth-led advocacy in Sundar Nagari

Through a **youth-led advocacy campaign**, we at the YP Foundation were able to bring safety and security to the community of Sundar Nagari, Delhi.

We had a series of discussions with adolescent girls from the Sundar Nagari community about **gender-based discrimination** in 2016 and 2017.

Many girls pointed out that they **couldn't access public spaces** such as parks. They also pointed out that their **families often forbade them from going out** of their homes alone and they could only go to public places in groups. **Cases of sexual harassment were reported** even when they did go in groups.



**Cities for
Children.**

8 8 8 8
8 8 the yp foundation

Case Study 2 (contd.)

Safety audits

We realised that the girls were articulating their fear of violence and their need for safe spaces. The girls were then **trained in conducting 'safety audits'** which would enable them to identify safe and unsafe spaces. These audits were done at different times of day and by different groups of girls.

Safety audits are a **user-based advocacy tool**. This tool focuses on an individual's experience of navigating a particular space by **marking along safety parameters**, ranging from the physical to social infrastructures present.

The first aim of using this tool was to **shift the burden** of feeling guilty from the survivor, to **identifying the role of different stakeholders** in making a public space safe and gender friendly.



Case Study 2 (contd.)

The Right to Safety

The safety audit **generated evidence which was used for advocacy efforts** at local public hearings and shared with stakeholders such as police officials, local government representatives, school officials, and parents.

The audit revealed the requirement of proper street lighting, increased patrol in unsafe areas, and parks to not be male-dominated spaces. **They collectively demanded accountability from different stakeholders**, clearly laying down what action was expected from state machinery as well as from their parents and community residents.

The audit resulted in the police increasing their patrols and installed a police van outside the girls' school, and the government representative posting a male and female guard outside the public toilets.





**ALL OF THIS WAS
ACHIEVED THROUGH
EVIDENCE-BASED
PUBLIC AND POLICY
ADVOCACY**

Therefore, through advocacy you can:

Give a platform to marginalized groups to speak about issues affecting them.

Build evidence on issues and what needs to change.

Hold people in power accountable.



**WE PREVIOUSLY SAID THE SAFETY
AUDIT DID PUBLIC AND POLICY
ADVOCACY.
WHAT DOES THAT MEAN?**

**IT MEANS THERE ARE
DIFFERENT TYPES OF
ADVOCACY.**



What are the types of advocacy?



I. Public

Generating support for a cause through mass demonstrations and public campaigns

2. Policy

Generating evidence to influence change in policies

3. Legal

Generating evidence and awareness for changing or making a law

contd.

What are the types of advocacy?



4. Budgetary

Campaigning for more funding

5. Political

Campaigning with political leaders

6. Media

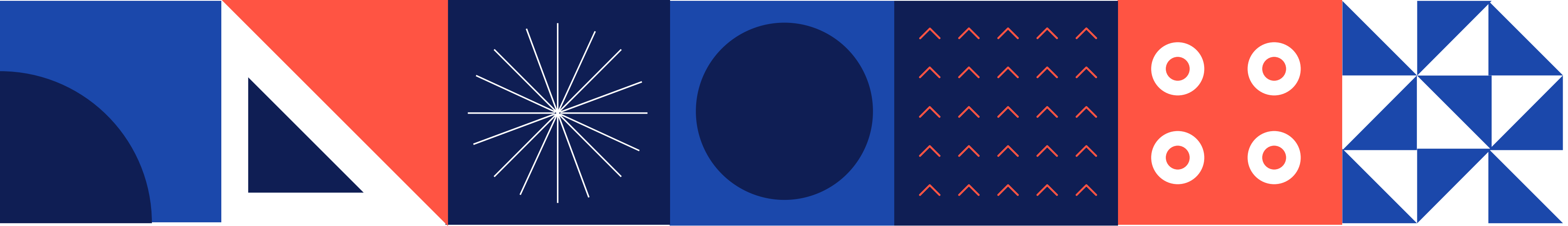
Using the media to generate awareness and interest



**NOW THAT YOU KNOW WHAT
ADVOCACY IS,**

**DO YOU KNOW
HOW ADVOCACY IS
DONE?**





HOW IS ADVOCACY DONE?

Step 1

Identify the
Issue

Step 2

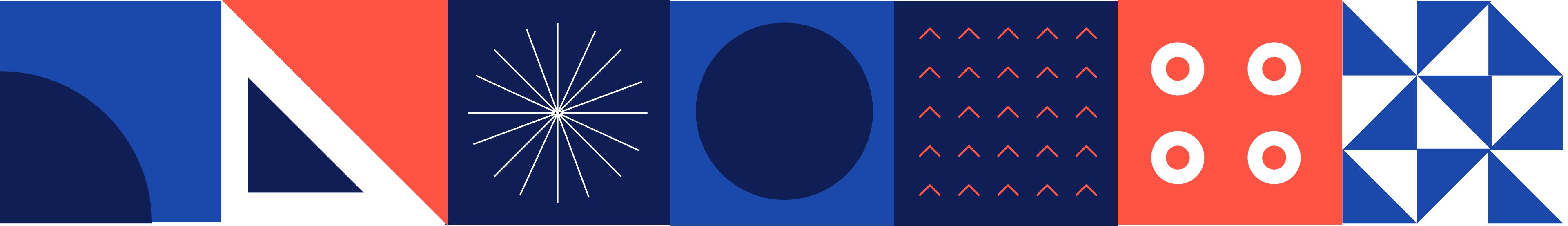
Identify the
decision-makers

Step 3

Identify your
arguments

Step 4

Select advocacy
activity



HOW IS ADVOCACY DONE? contd.

Step 1

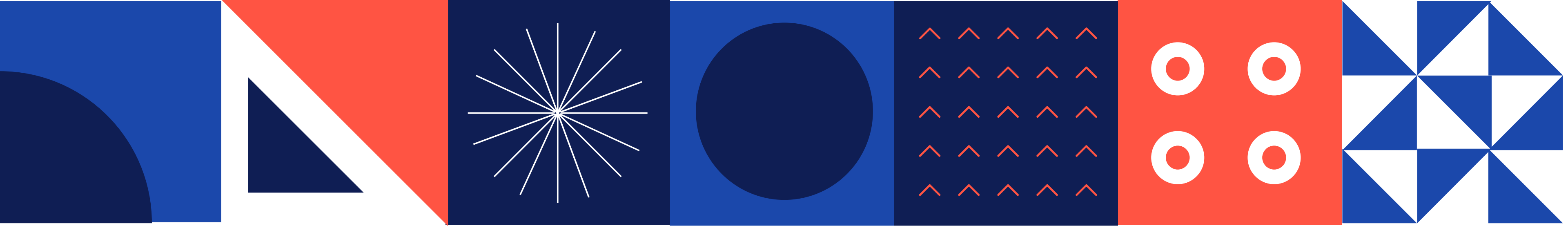
Identify the Issue

To successfully advocate, you need to identify **what is the exact issue you hope to address.**

What change would you like to bring about through your advocacy campaign?

Is it more awareness? Is it a change in the law? Is it more funding for your issue?

Identifying the issue will give you a better understanding of what you wish your advocacy campaign to do



HOW IS ADVOCACY DONE? contd.

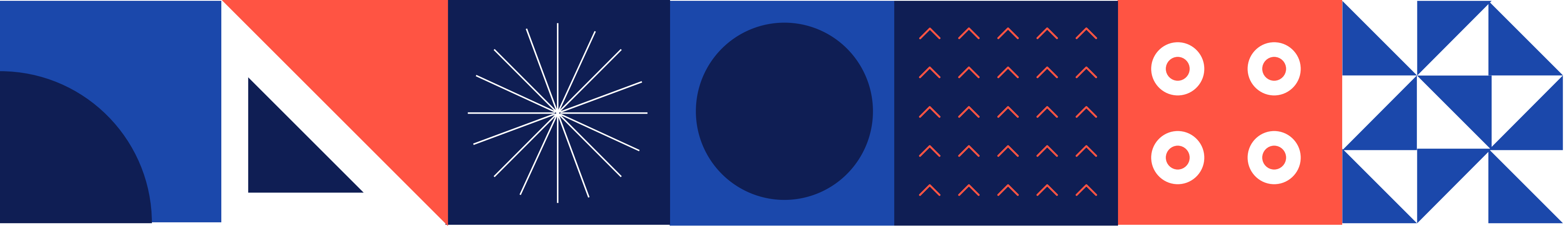
Step 2

Identify the decision-makers

After identifying the specific issue that you want to advocate on, you must identify your decision-maker.

This decision-maker is the **person responsible for ultimately affecting the change** you are seeking with your campaign.

The more you know about them, the better your campaign will be.



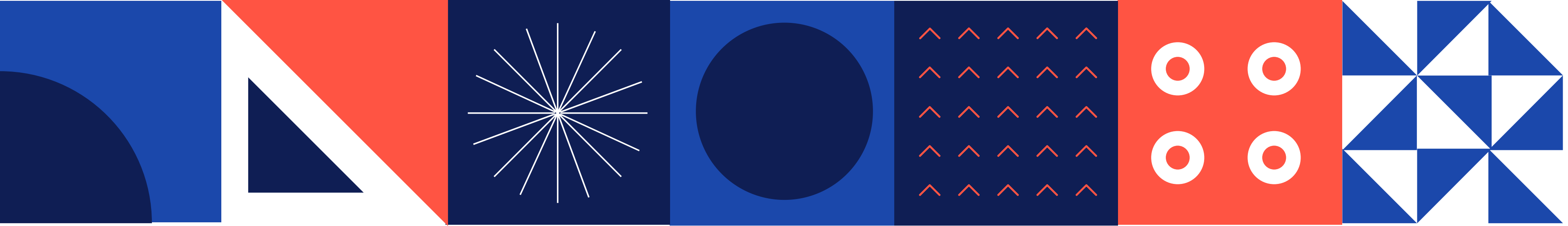
HOW IS ADVOCACY DONE? contd.

Step 3

Identify your arguments

After you've identified your decision-maker, you can then decide the best way to present your issue to them.

These methods will vary depending on the decision-maker, so it is **essential to research as much as you can** about their priorities and past work.



HOW IS ADVOCACY DONE? contd.

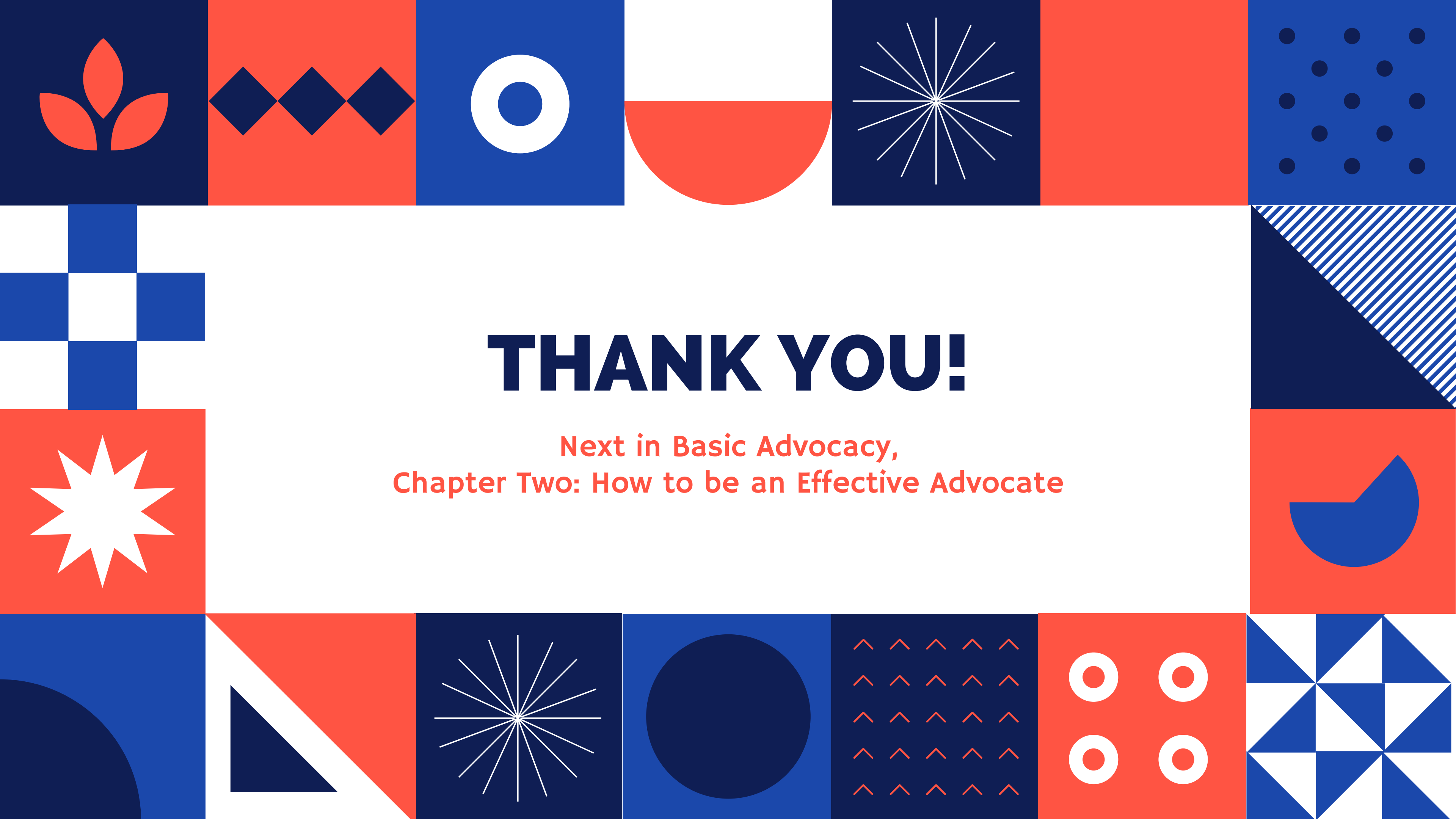
Step 4

Identify the
decision-
makers

Now you're ready to plot your advocacy activities.

Based on your selected decision-maker and argument, you can select **which activities best deliver your message.**

There is a wide range of advocacy activities to choose from, such as: public demonstrations, political lobbying, media campaigns, litigation, and policy analysis.



THANK YOU!

Next in Basic Advocacy,
Chapter Two: How to be an Effective Advocate