

Basic Advocacy, Chapter Two

HOW TO BE AN EFFECTIVE ADVOCATE



Welcome to Basic Advocacy!

Course Objectives

Understanding Advocacy

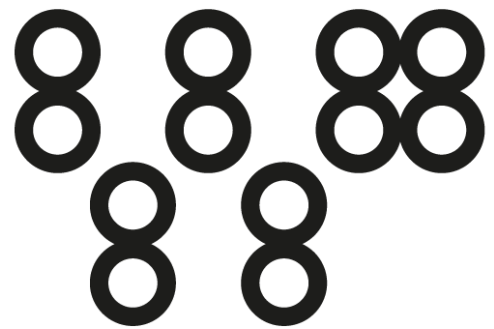
You will be able to define what advocacy is, what its functions are, and what are different types of advocacy. You can see how advocacy may influence change, as well as identify the impact and relevance of advocacy.

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. 2: How to be an Effective Advocate

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

- List and differentiate the various components of advocacy
- Make a SMART ask
- Understand the efficacy of advocacy through a case study

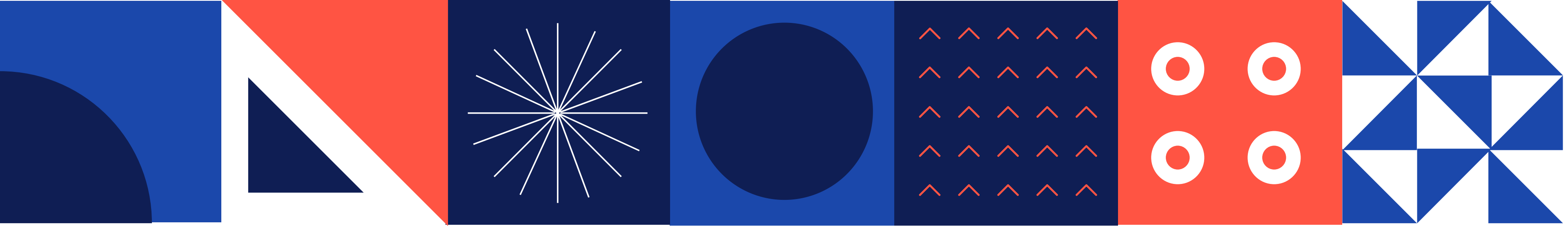


**IN THE PREVIOUS CHAPTER WE
SPOKE ABOUT **HOW ADVOCACY IS
DONE IN 4 STEPS.****

**IN THIS CHAPTER WE BUILD ON
THOSE STEPS TO ANSWER THE
QUESTION...**



**WHAT ARE THE
COMPONENTS OF
SUCCESSFUL
ADVOCACY?**



COMPONENTS OF SUCCESSFUL ADVOCACY

Step 1

Identify the
Issue

Step 2

**Make an effective
advocacy ask**

Step 3

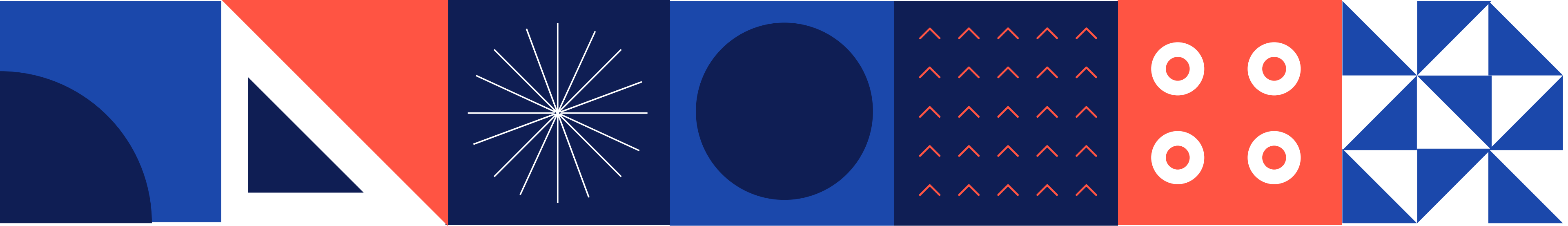
Identify the
decision-makers

Step 4

Identify your
arguments

Step 5

Select advocacy
activity



COMPONENTS OF SUCCESSFUL ADVOCACY

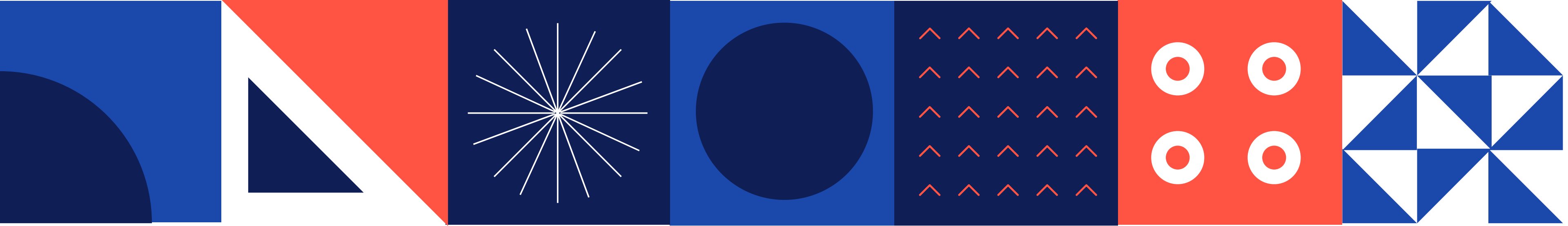
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Step 1

Identify the Issue

Your first step is to identify which specific issue you would like to advocate on.

For choosing this issue, you narrow down from a larger issue - such as menstrual health - to the actual issue affecting your community i.e, sanitary napkin stock outs in government clinics.



COMPONENTS OF SUCCESSFUL ADVOCACY

contd.

Step 2

Make an effective advocacy ask

Your next step is to make an advocacy ask.

This is your demand from decision-makers to rectify the issue that you selected. A useful metric for making an ask is the **SMART tool**.

Step 2 contd.

What is the SMART tool?

The SMART tool ensures that your ask is:

Specific

The goal should specify what will be achieved and by what means.

Measurable

There should be quantitative or qualitative ways to measure the goals.

Attainable

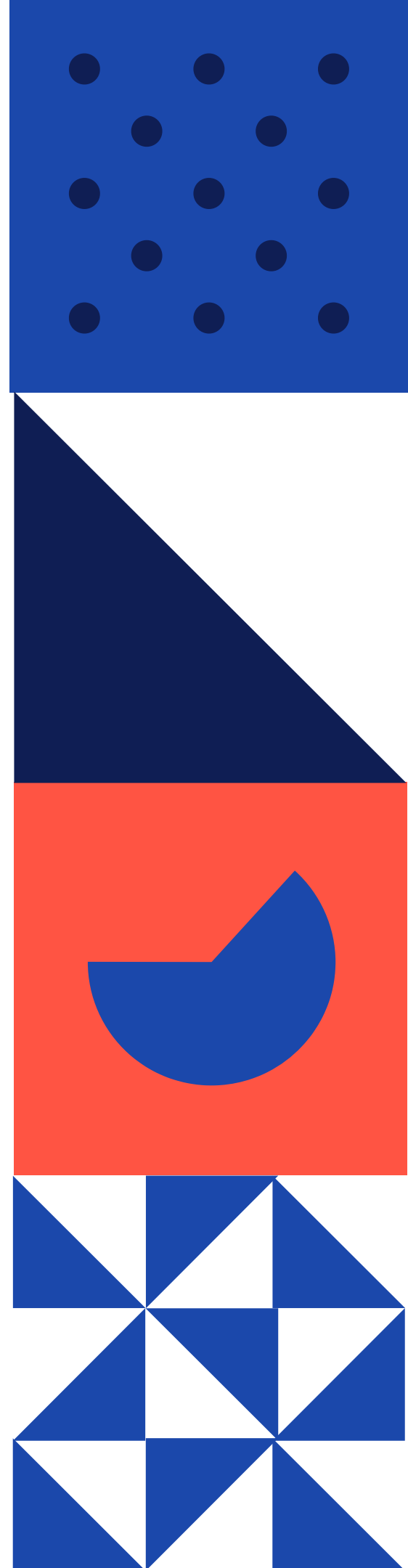
The goal should be able to be accomplished in a feasible time frame

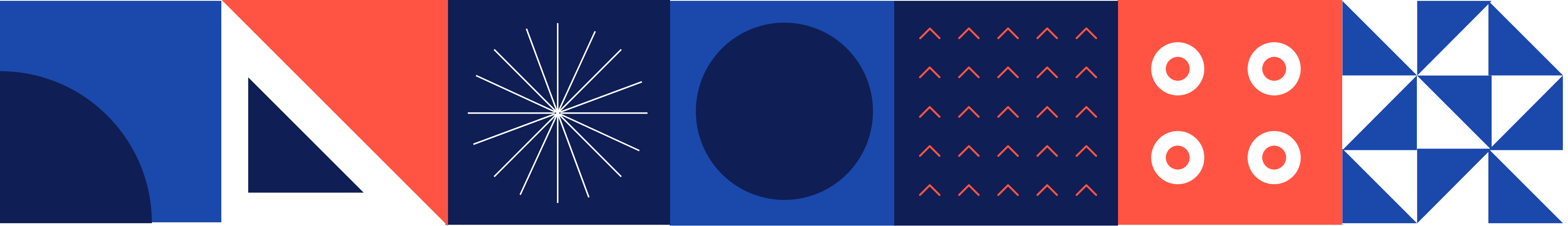
Realistic

You have the necessary resources (financial and other) available to achieve this objective?

Time-bound

You should know at the outset exactly when you want to achieve the goal.





COMPONENTS OF SUCCESSFUL ADVOCACY

contd.

Step 3

Identify the
correct
decision-
makers


After you have made your advocacy ask, you are ready to identify the decision-maker who can fulfil this demand.

This is the person who has the power to actually affect change, it can be a government official, community leader, elected official or media person.

Step 3 contd.

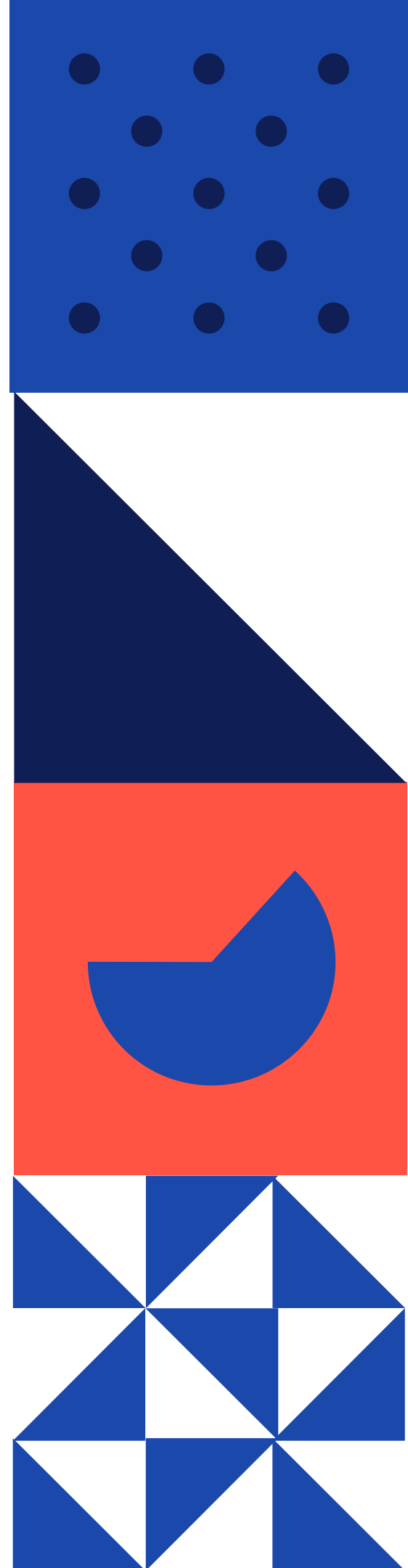
Beyond decision makers

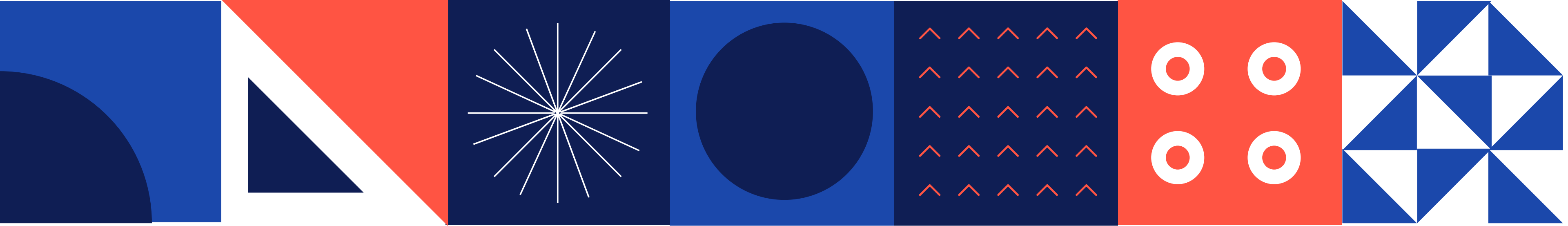
In addition to the ultimate decision-maker, you can also identify the following:



Active Allies	Influencers, decision makers who support you and work with you
Passive Allies	Those who may agree with you but don't do anything about it
Neutrals	Who neither support nor oppose you, and are unengaged
Passive Opposers	Those who may disagree with you but don't do anything about it
Active Opposers	influencers, decision makers who don't support you and work against you

Understanding allies and external factors is crucial in understanding possible hurdles to your campaign. Mapping allies automatically helps us understand what alliances and partnerships we ought to build. **Partnerships help us ensure effective action.**





COMPONENTS OF SUCCESSFUL ADVOCACY

contd.

Step 4

Identify the right arguments

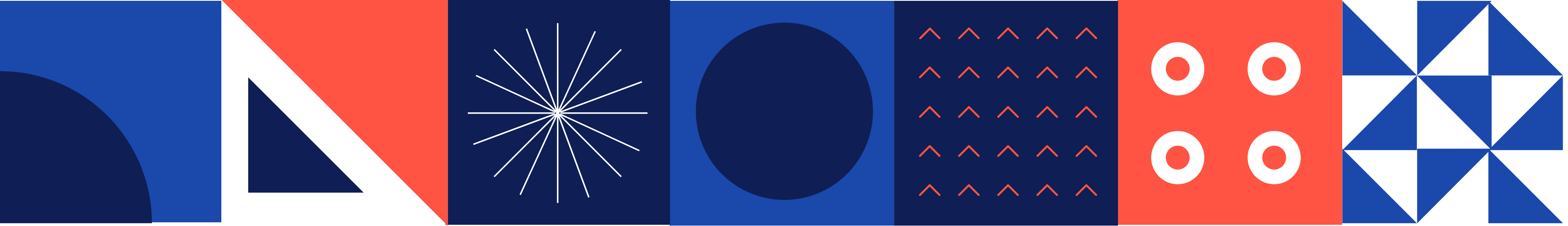
Your argument is the way you convey your advocacy ask to your decision-makers.

You can present the evidence in support of your ask in the following ways:

Ethical: Based on a human rights framework or presenting your ask as a way of ensuring a human right.

Emotional: Appealing to the emotions of a decision-maker. This argument can make use of anecdotal evidence or even personal experiences.

Rational: Using logic or hard data to make the case for the necessity of fulfilling your ask.



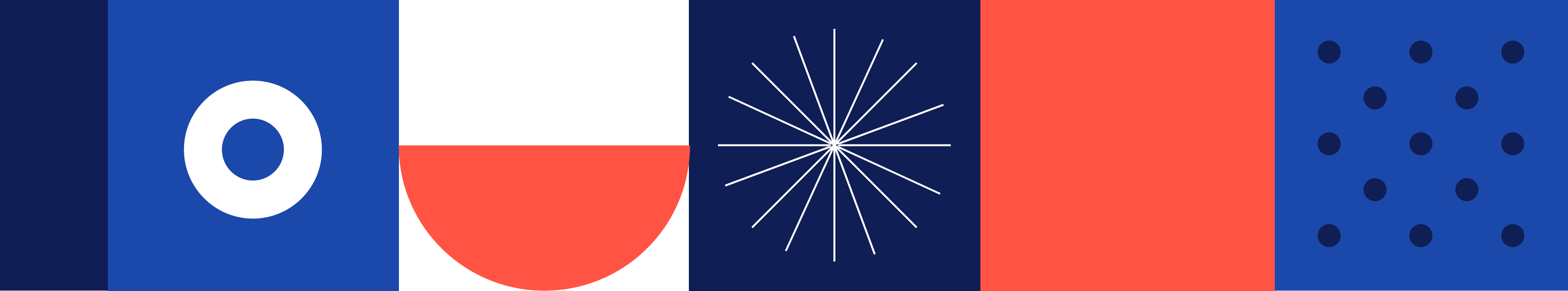
COMPONENTS OF SUCCESSFUL ADVOCACY

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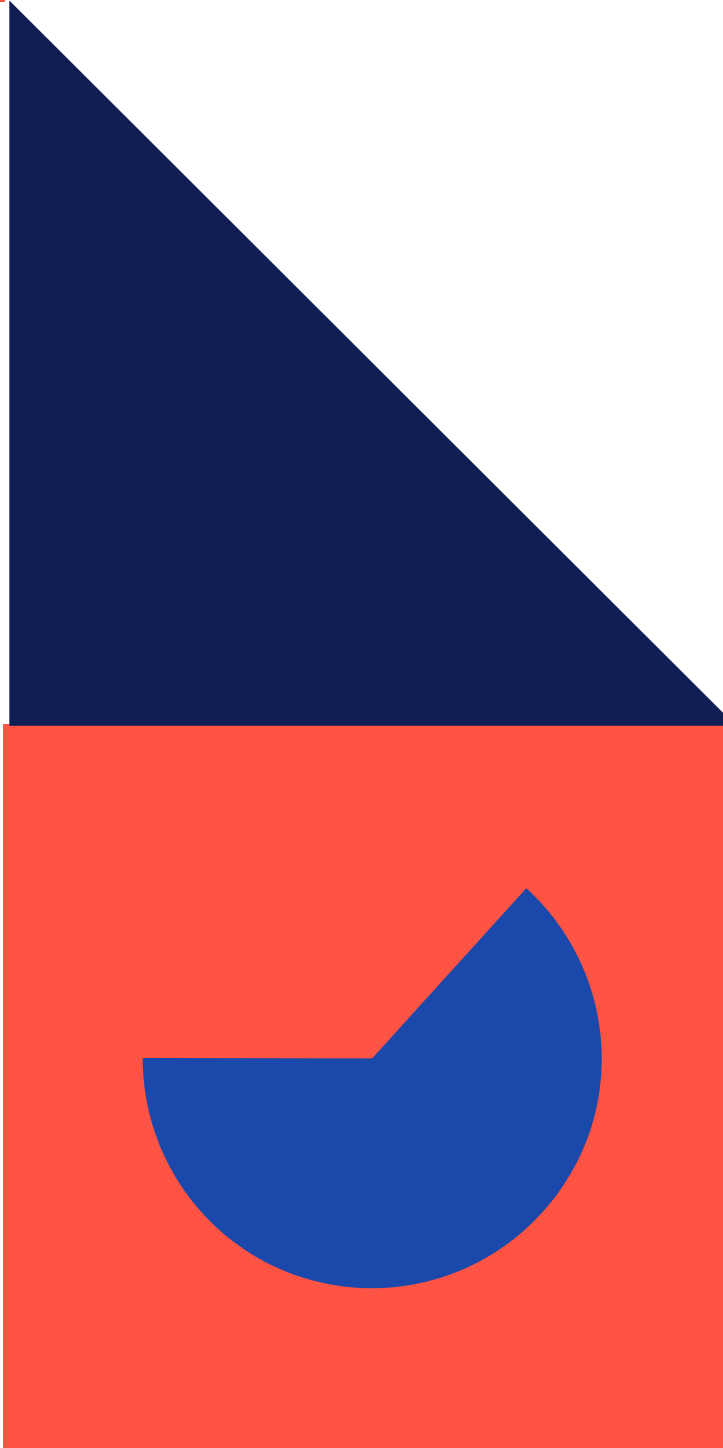
Step 5

Select advocacy activities

These are the activities that you select as part of your campaign to generate the environment wherein your decision-maker can see the importance of fulfilling your ask.



CASE STUDY:
DEMANDING
EDUCATION FOR ALL



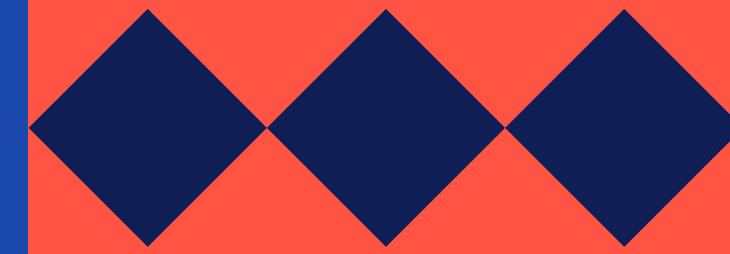
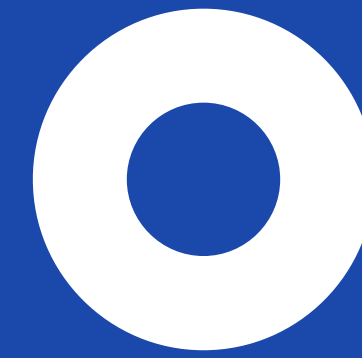
Case Study

Demanding Education For All

A common goal

The Coalition Nationale EPT of Burkina Faso is a network of diverse civil society organisations working to achieve **free basic quality education for all**, with a particular focus on marginalised groups, such as rural communities, women and girls.

It also advocates for better working conditions and training of teachers, early childhood care and youth and adult literacy.



Case Study (contd.)

The need for transparency

In the past, civil society in Burkina Faso was **restricted from accessing information or participating** in any form of dialogue relating to the education sector. This meant that citizens could not contribute to the development, implementation and monitoring of education plans and programmes. Without citizens keeping an eye, funds were often spent without transparency.

In order to increase transparency and improve education sector governance, the Coalition Nationale EPT began lobbying with key decision makers for a **more open and participatory conduct of activities** relating to education. The coalition also monitored the education sector budget and tracked government spending to gather evidence.



Case Study (contd.)

Awareness, advocacy and action

It then took a variety of measures to **increase citizens' awareness and interest** in education by launching campaigns to increase awareness on education using media, video production, and by spreading information through the National Radio station.

It also **targeted decision makers** through public demonstrations and demanded transparency and better governance of the education sector, for example, through more sharing of key documents and school budgets.

Another key advocacy demand was for the government to **give civil society an bigger role** in the process of crafting education plans and budgets, and in controlling and monitoring of education budgets and spending.

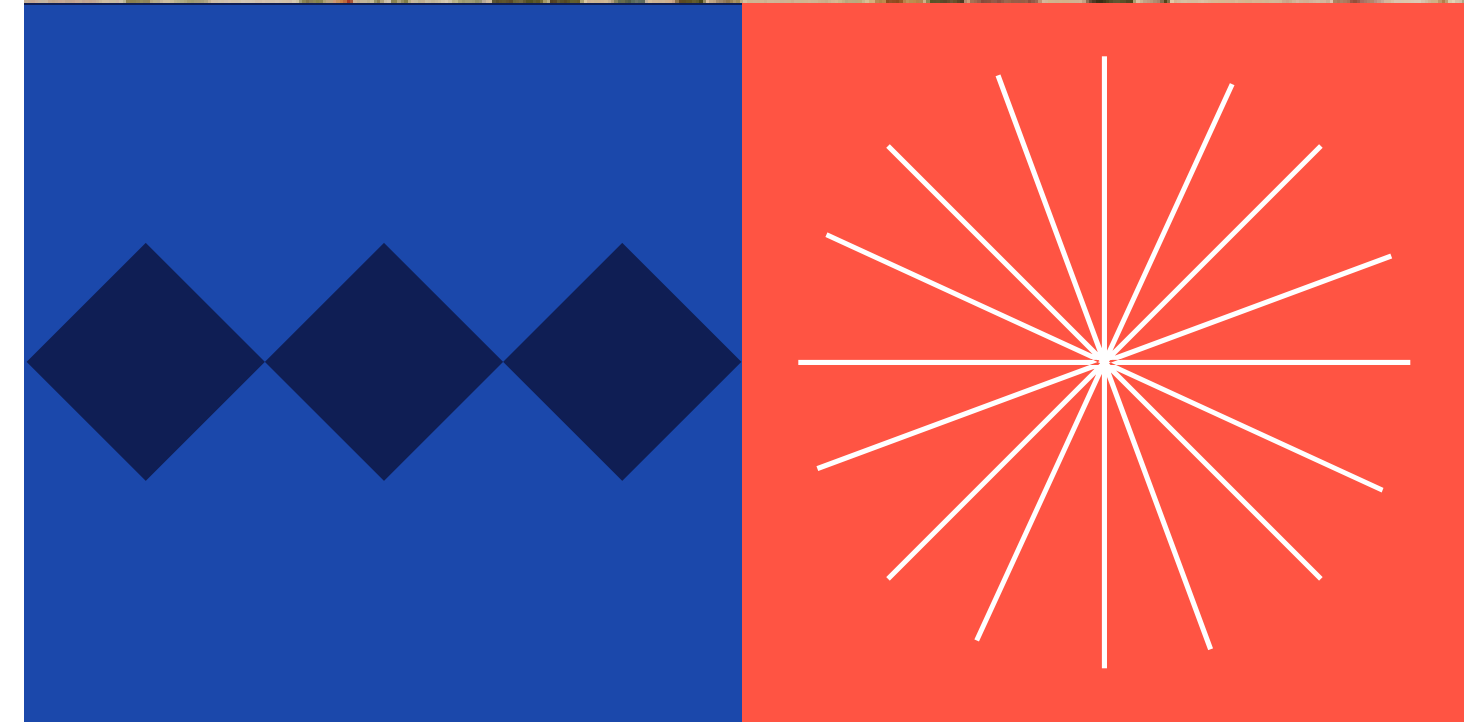
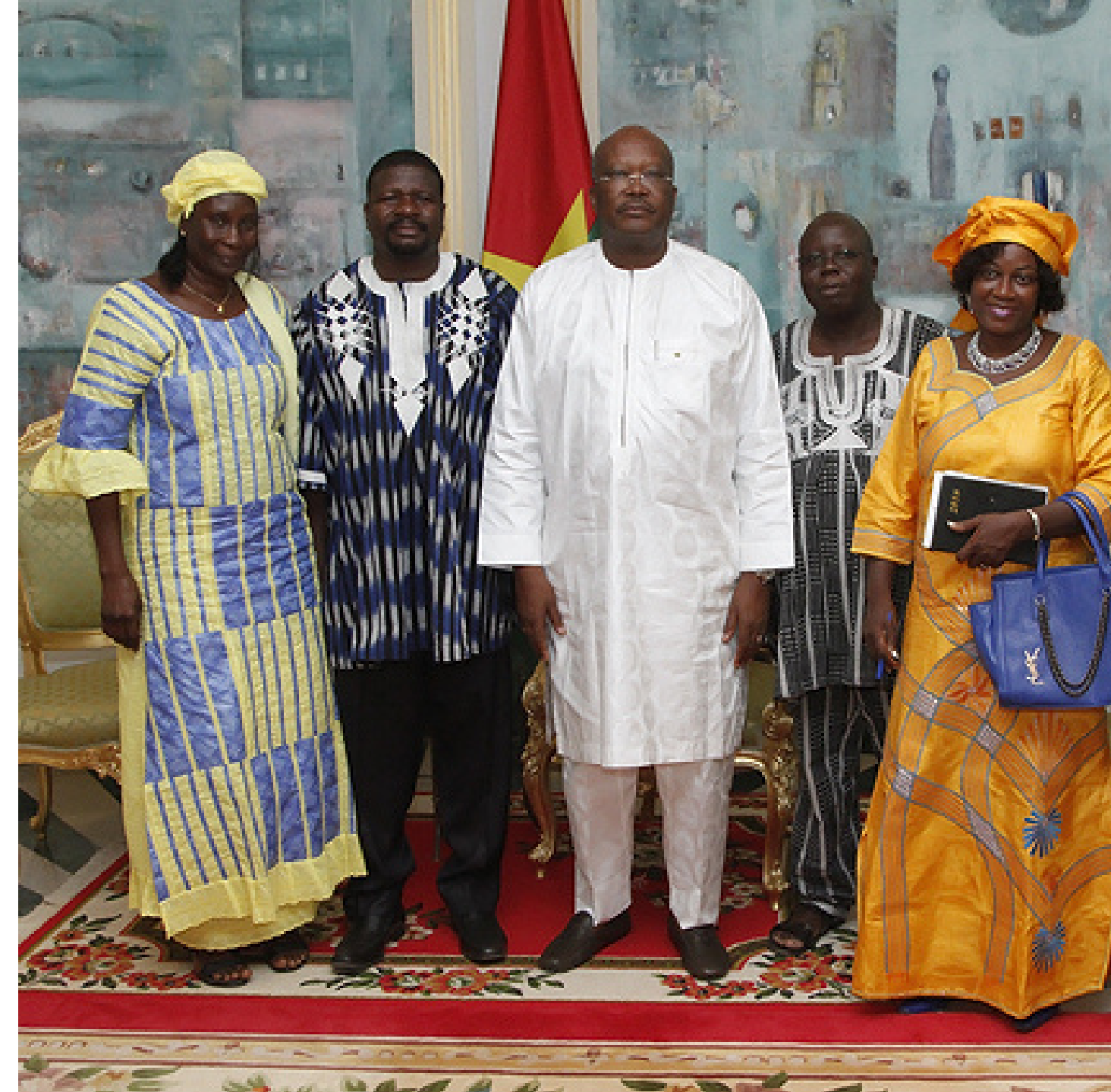


Case Study (contd.)

Successfully advocating

In response to massive civil society pressure - led by the coalition - the government began **implementing mechanisms for including civil society** in education planning and monitoring processes.

As a result of the coalition's efforts, a document was developed which **formalised the relationship between civil society and the Ministry of National Education.**





THANK YOU!

Next in Basic Advocacy,
Chapter Three: YP Stories