



Institute for National Transformation

Role of Lobbying and Advocacy in National Transformation

Objectives of the session

- **Explain the concept of advocacy and steps to developing an advocacy Campaign**
- **Discuss how lobbying and advocacy can be used for National Transformation**

What is Advocacy?



Advocacy is:

An organised effort to influence decision making by policy makers and influentials.

The aim of advocacy interventions is to ensure a change in a specific policy, legislation or program.

Advocacy is also the process of :

- Putting a problem on the agenda;
- Providing a solution to the problem and;
- Building support for action on the problem and the solution.

Biblical Perspective

Proverbs 31:8-9

Speak up for those who cannot speak for themselves for the rights of all who are destitute.

Speak up and judge fairly; defend the rights of the poor and needy.

What is Lobbying?

- **A form of advocacy targeting decision makers and influential's**
- **It is strategic, and informal**
- **Focuses on win- win situations linking interests of stakeholders.**
- **Invests in long-term relationships**

Why Advocacy for National Transformation ?



Advocacy campaigns focus on:

- Conveying a clear statement of a problem or issue and a recommendation for its solution;
- Alerting policy makers and influencers about the peoples' concerns over an issue

Advocacy campaigns focus on:

- Convincing decision makers to act in favour of an issue or cause, while enabling the "WIFY".
- Building and strengthening citizens' participation in decision making.

*Effective advocacy goes beyond changing single policy decisions or individual decision makers, and seeks to **transform the decision making process** toward a more democratic, responsive system of governance.*

Power Dynamics



Power Dynamics

- *Power over* – power one has to control or dominate others
- *Power to* – power that enables the individual to control or manage a situation to one's benefit
- *Power within* – strength arising from self- acceptance and self – respect
- *Power with* – collective power of a group to tackle problems, which an individual cannot on alone

Developing the Strategy



What is an Advocacy Strategy?

An advocacy strategy is a combination of approaches, techniques and messages by which the planner seeks to achieve the advocacy goals and objectives.

Organising the Campaign

**There are 10 steps to organising
an effective advocacy campaign**



Determine the Issue

Set SMART objectives

Set the goal and objectives which should be:

S = Specific

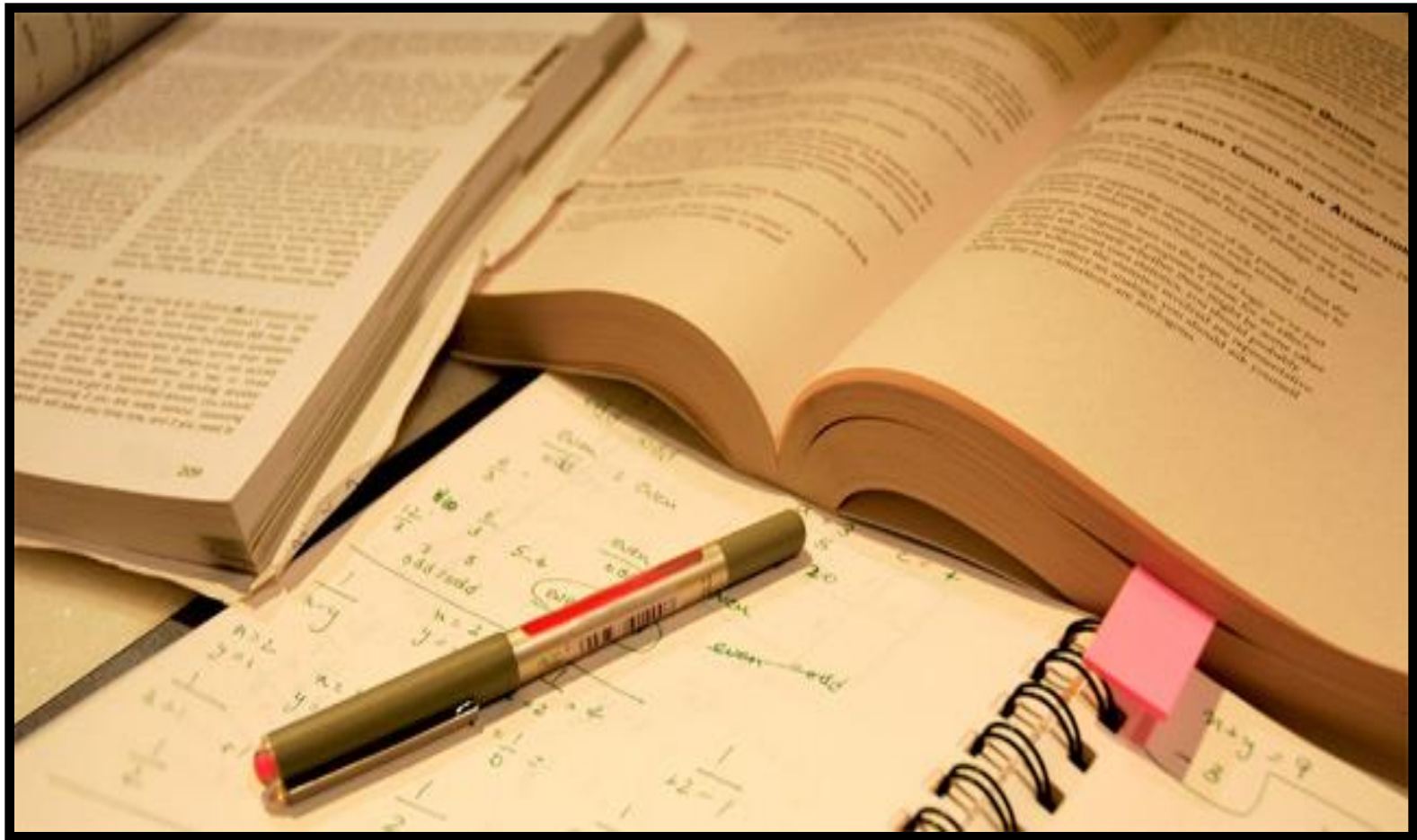
M = Measurable

A = Achievable

R = Realistic

T = Time bound

Carry out research/ collect data



- ✓ Use PESTLE APPROACH
- ✓ Gather information for messages

E.g. Facts on the Adolescent Girl

- **51%** adolescent pop. are girls
- Girls miss about 48 days a year due to periods
- **15%** of girls are married by 15yrs and **49%** by 18yrs.



Identify the targets



- ✓ Stakeholder Analysis
- ✓ Power Map

Identify /analyse other stakeholders

- ***Allies*** – build the critical mass with them
- ***Opponents*** – prepare counter arguments
- ***Observers*** – draw them into the campaign

Build Coalitions to ensure

✓ **Collective Power**

✓ **Resources**

✓ **Information sharing**



Develop the Advocacy message



**State the issue, its magnitude
and desired action**

Plan the advocacy strategies

Strategies:

- ❖ **Education strategy**
- ❖ **Consensus building,**
- ❖ **Activist's strategy**
- ❖ **Legal strategy**

Develop the Advocacy Action Plan

Indicate the Issue & Goal

Issue	Strategy/ tactics	Targets/ Stake holders	Time frame	Resources	Persons responsible/ M&E indicators

Launch and Document the Advocacy Campaign



Monitor and Evaluate

Monitoring and Evaluating the Campaign enables you to follow up on effectiveness and to make modifications along the way!

Assessment



Is Advocacy relevant to your Mountain?