Advocacy Fundamentals

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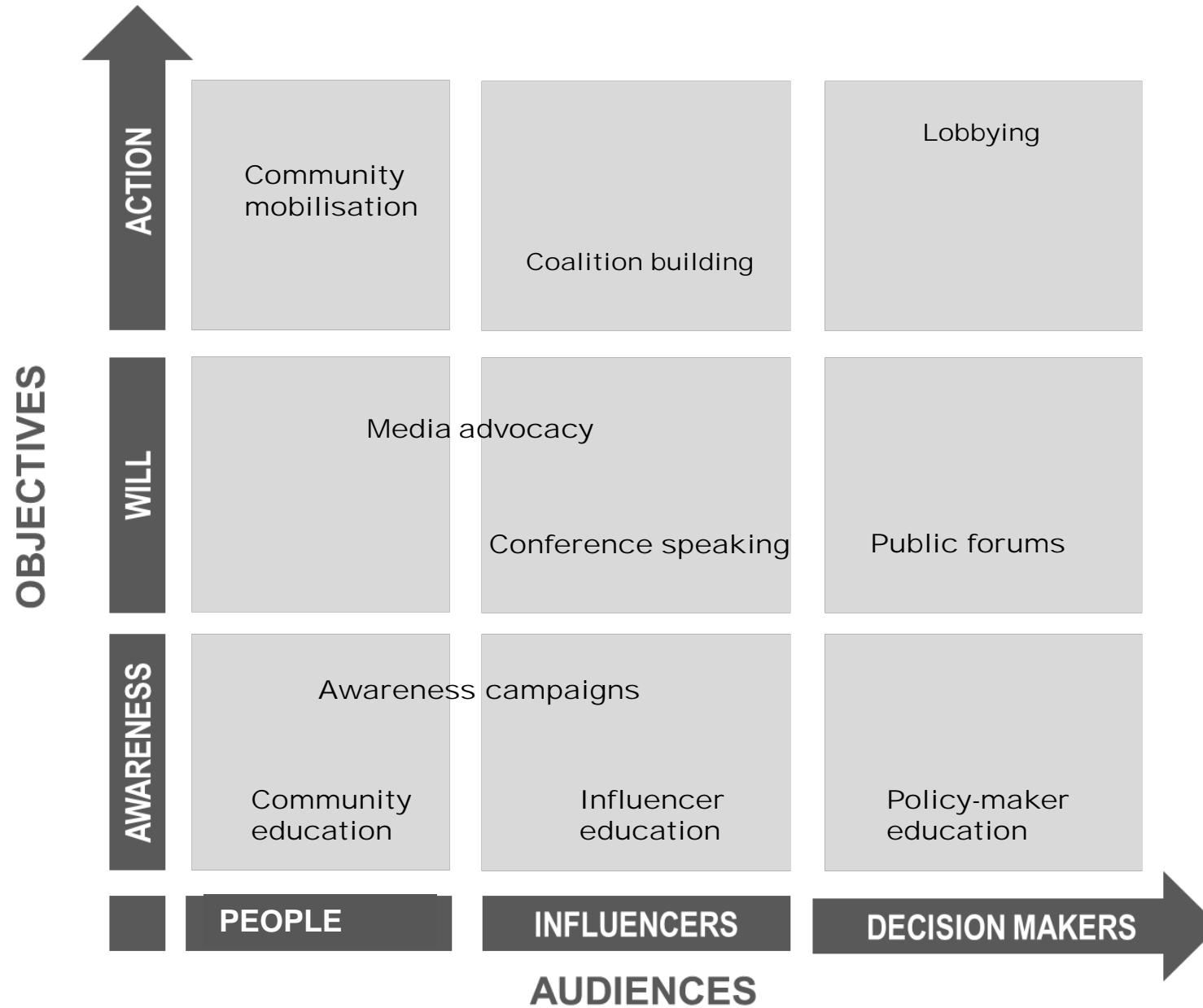
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Advocacy strategy: Framework

|	PEOPLE	INFLUENCERS	DECISION MAKERS
ACTION	Community mobilisation	Coalition building	Lobbying
WILL	Media advocacy	Conference speaking	Public forums
AWARENESS	Awareness campaigns / Community education	Influencer education	Policy-maker education

OBJECTIVES

AUDIENCES

The advocacy process- three inter-linked components:

Component One	The Foundation: Understanding the Issue and the Stakeholder Environment
Component Two	Organising Internally
Component Three	Reaching the Audience: Defining the Message, Selecting the Activities to Implement

Audience Analysis Graph
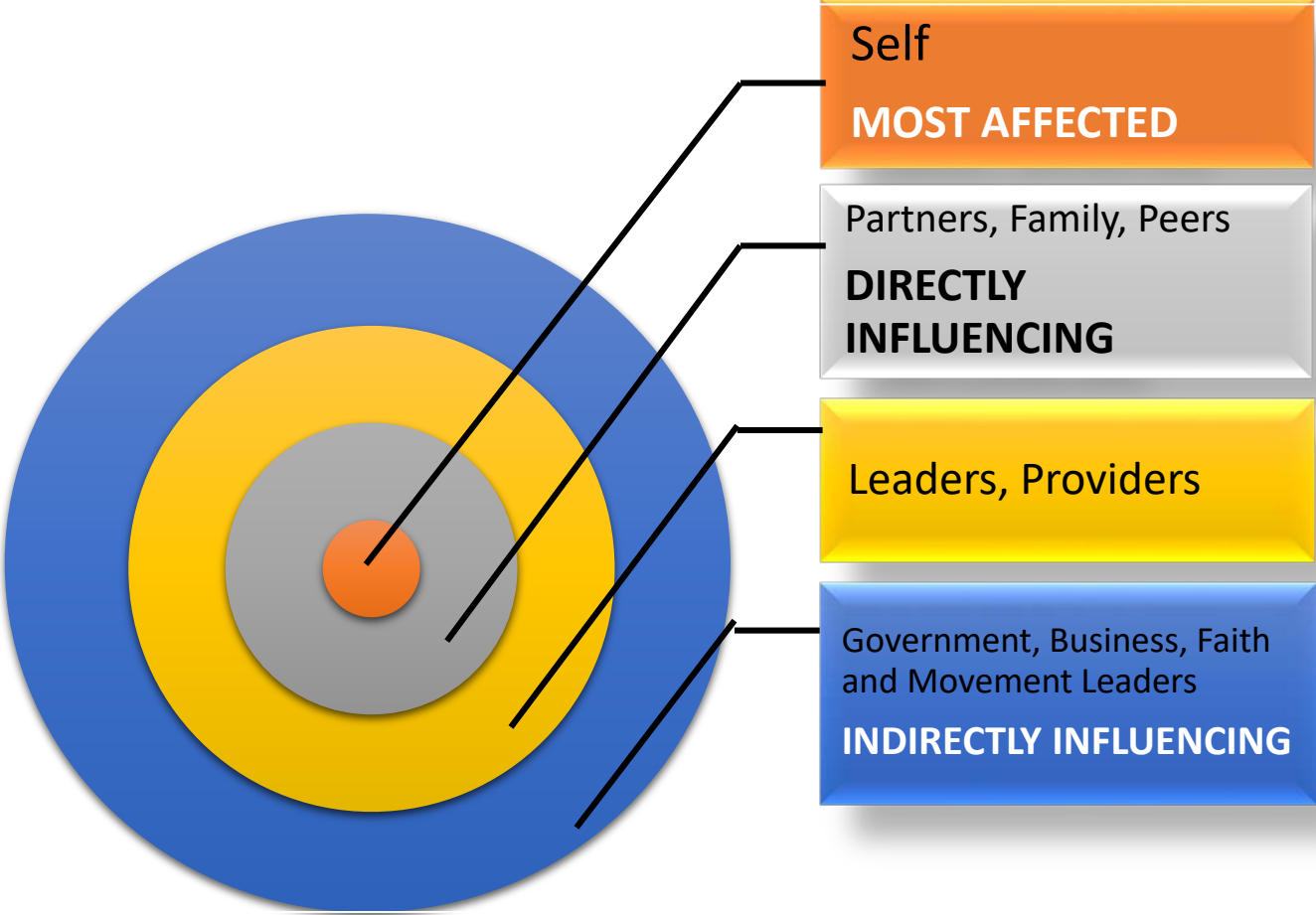
Audience Analysis Graph…

Direction

- In the **Centre** is an Individual (Self) yourself "Who are the people most affected by the issue"

- In the **next ring**, Ask yourself "Who are the people who have contact with the individuals in the center ring and directly influence them?"

- In the **next ring**, ask yourself "Who is the community allows for certain activities, and controls resources, access to, demand for and quality of service and product?"

- In the last "**environmental**" **ring**, ask yourself , "Who are the people who indirectly influence the affected individual(at the center ring)"?
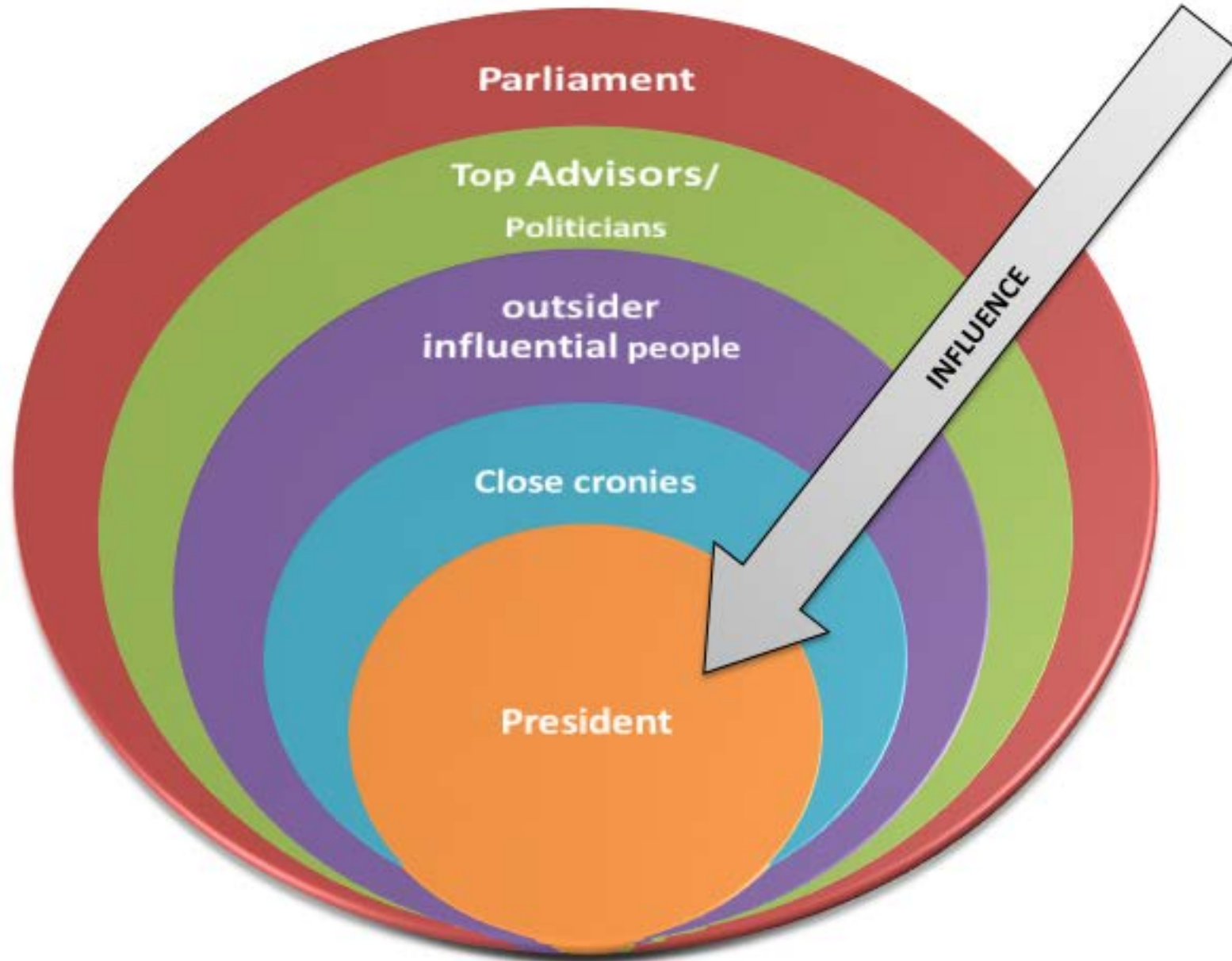
the Centre of Power

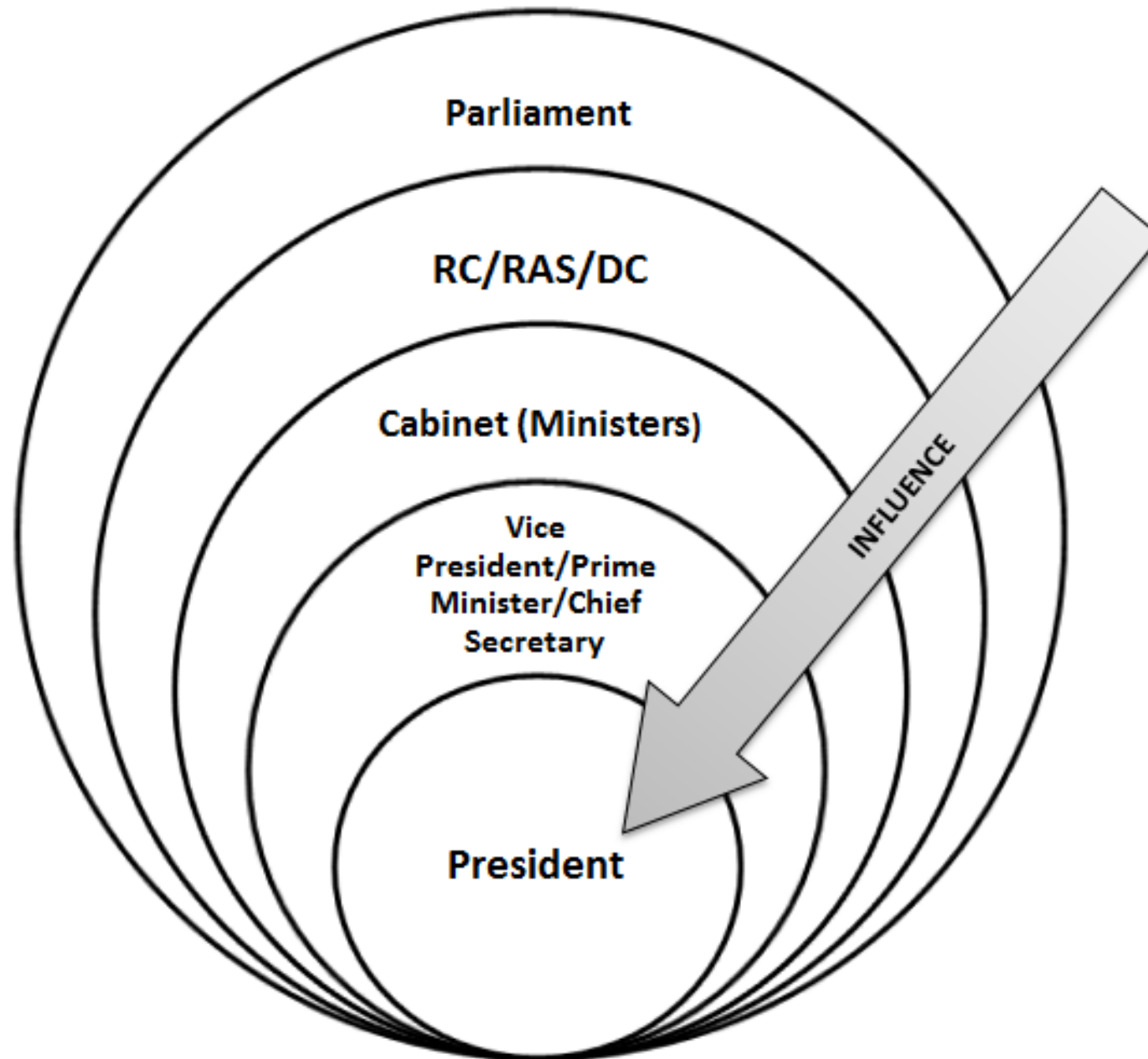Successful advocacy initiative need to focus on the centre of power

Key question to ask your self:

- What is power?
- Who holds power?
- Who are the influencers?

Power Mapping is Critical

Power Mapping: TZ Official Scenario

Plenary

Q. Determine who else has influence to the centre of powers

What do you need to know?

- What is the level of understanding on the issues
- How people made up their minds about the issue
- How they feel about change
- How the issue divides or links the community

Understanding the issue at stake?

Why?

- recruit allies
- understand opponents
- win arguments
- Plan strategy
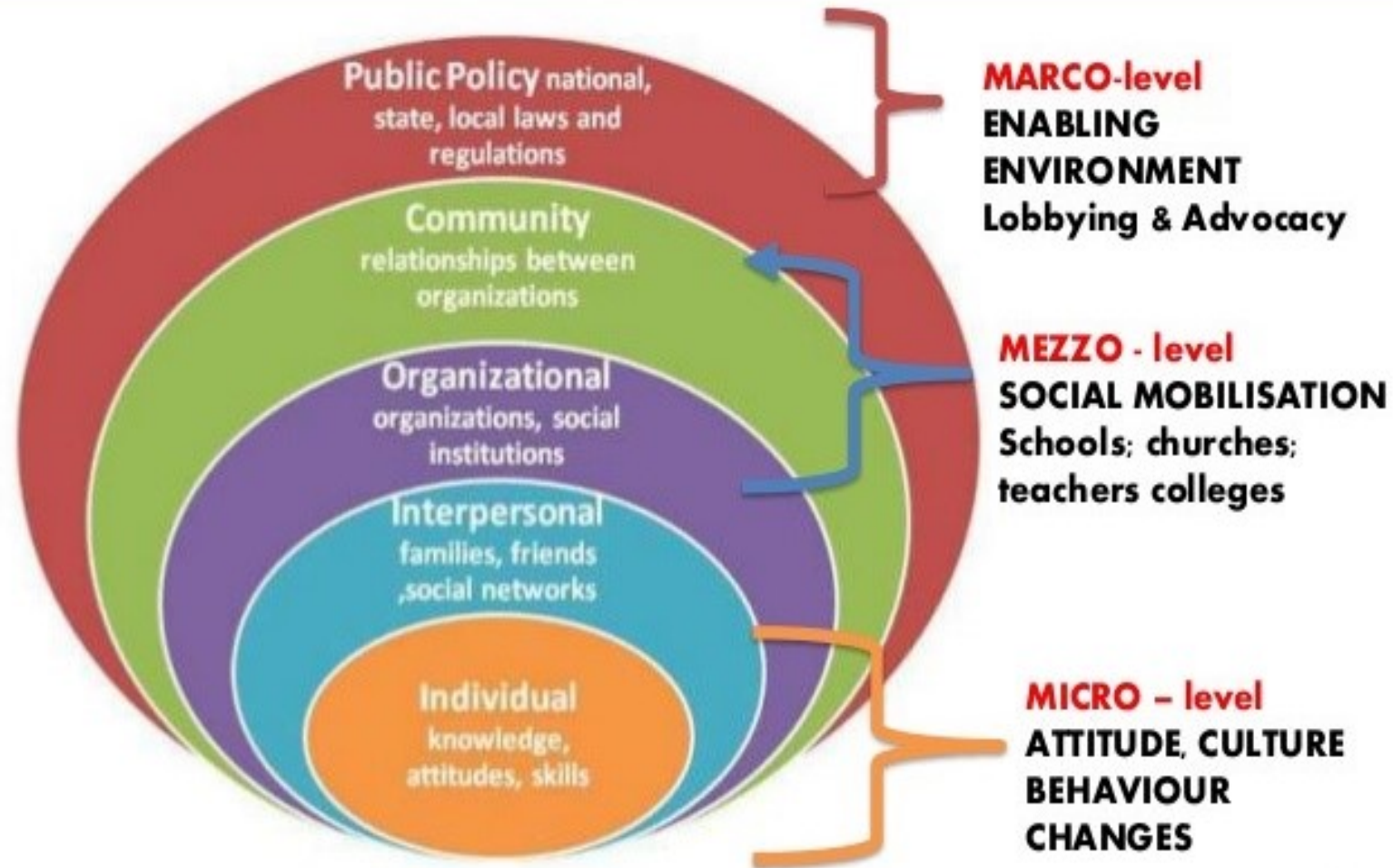
Advocacy Models

Q: Plenary discussion

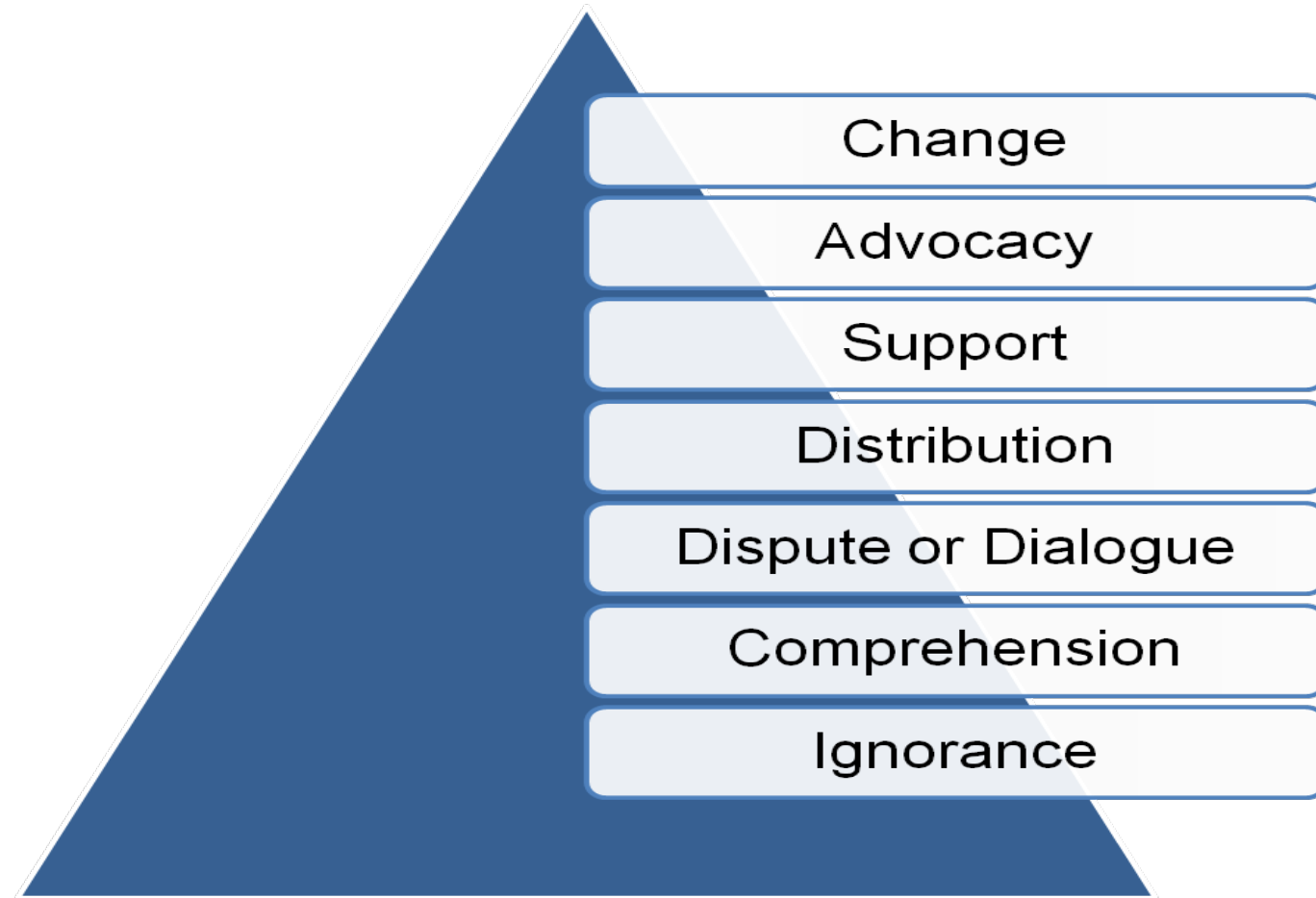Mention any advocacy models that you know from your past experience

Key Models

Model-defined in the Oxford English Dictionary: 'a hypothetical description of a complex entity or process.'

- Ecological Model
- Change Model
- Champions Model
- Systems Model

Ecological Model

The Change Model

The Champions Model

Question

"Who is a Champion?

Buzz into two's – use 2 minutes

Systems Model

Question

"Who is a Champion?

The Champions Model…

- A "champion" is a "charismatic advocate of a belief, practice, program, policy and/or technology."

- A unique advocacy model Closely associated with the "diffusion of innovations" model that theorizes how innovative individuals spread new technologies or ideas through social systems,

- the champions advocacy model is meant to increase the likelihood that a new or underutilized strategy will become standard practice.

- An advocacy effort focused on using champions may work best when individuals who are already considered influential within their spheres are engaged to promote an issue.
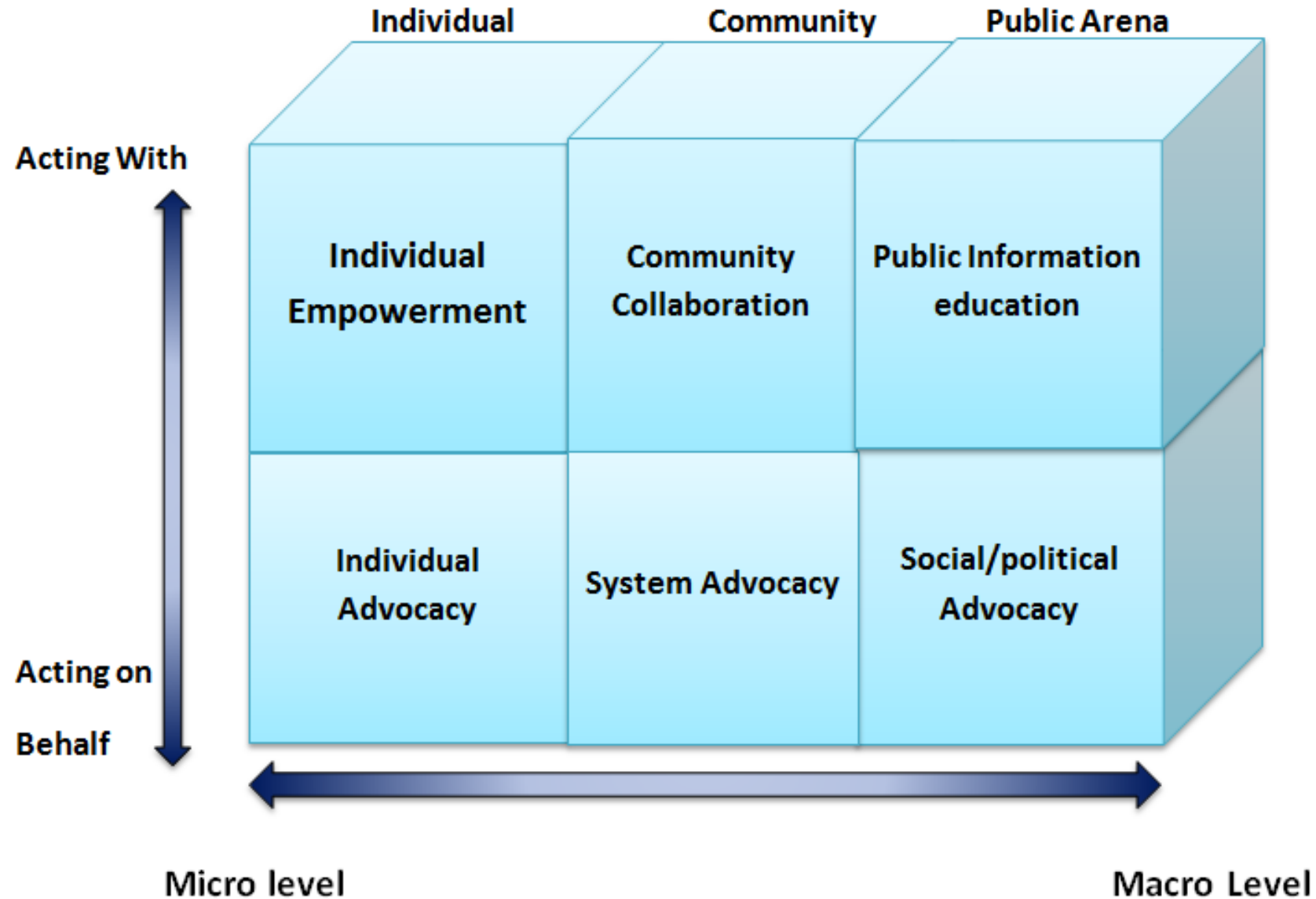
The champion scale

Assess where they are, then move them up the Champion Scale
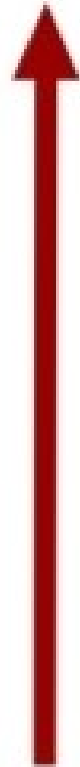
4 Champion

3 Leader

2 Advocate

1 Supporter

0 Uninformed/Neutral

-1 Opponent

Advocacy Competence Domain

Key Advocacy Capacities

- Analysis of complex issues to develop winnable policy alternatives
- Develop and implement campaigns
- Build and maintain strong broad-based coalition and stakeholder alliances
- Design and implement communications strategies
- Build an active grassroots network
- Generate or gather evidence
- Mobilize resources

The Advocacy Process Linking with Key activities

| COMPONENT ONE →	The Foundation: Understanding the Issue and Environment	Monitoring the issue Collection of information Analysis of impact on members Analysis of stakeholder environment
COMPONENT TWO →	Organising Internally	Role of the advocacy committee Soliciting views of members Outline of the strategy (desired outcome and options to achieve it)
COMPONENT THREE →	Reaching the Audience: Message, Activities	Coalitions Identifying the key message Establishing advocacy activities

Example

Organisation
Elements in Workplace, School, Clubs, Church: Canteens and snack vending machines; Physical and psychological conditions.

Population
Elements that impact on population: Economy; Pay levels; Unemployment; Food industry marketing; Food pricing and competition

Environment
Elements in the macro- and micro- environment: Access to shops; Food types available; Housing (cooking facilities; garden); Allotments for growing vegetables.
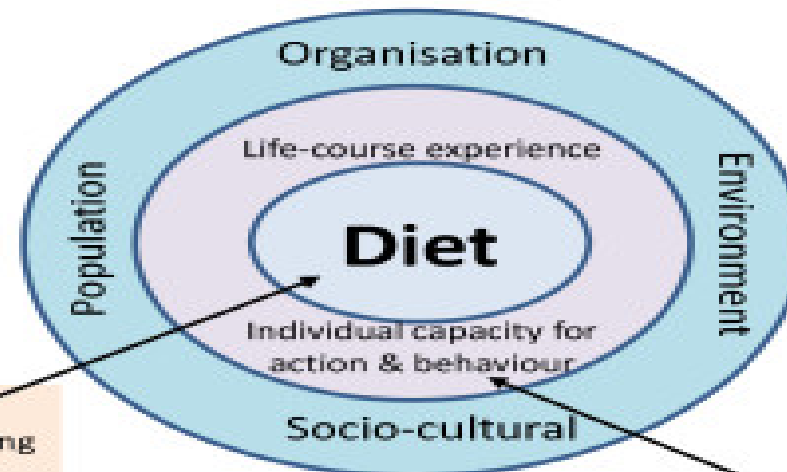
'What' food is eaten
'Where' food is eaten (e.g. cooking/eating at home)
'How' food is eaten (e.g. chewing)
'Why' food is eaten (e.g. religion)
'When' food is eaten (e.g. meal times; snacking)

Socio-cultural
Socio-economic; Ethnicity; Culture; Religion; Age; Gender: Lifestyles associated with each

• Self-efficacy
• Knowledge
• Intentions
• Emotions

Clinical outcomes due to diet include: Overweight and obesity, CVD, Cancer, Osteoporosis, Rickets and other diseases of deficiency.

Conceptual framework for public health guidance (source: Kelly MP et al. 2009)

Approaches

1. Issues *vis a viz* expressive
   - Issues: long term issue e.g campaign for water in a village or reduction of stunting
   - Expressive: making their desire known in specified period or event e.g Election, visiting influential leader to your country

2. Proactive *vis a viz* reactive
   - Proactive: Set an agenda, then work for it
   - Reactive: Fire fighting, usually the engagement is done at the last minutes