Advocacy Fundamentals

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The advocacy process - three inter-linked components:

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Audience Analysis Graph

Self
MOST AFFECTED
Partners, Family, Peers
DIRECTLY INFLUENCING
Leaders, Providers
Government, Business, Faith and Movement Leaders
INDIRECTLY INFLUENCING
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

- President
- Close cronies
- Outsider influential people
- Top Advisors/Politicians
- Parliament

Influence arrow pointing outward from the President.
Power Mapping: TZ Official Scenario
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

- **Public Policy**
  - National, state, local laws and regulations

- **Community**
  - Relationships between organizations

- **Organizational**
  - Organizations, social institutions

- **Interpersonal**
  - Families, friends, social networks

- **Individual**
  - Knowledge, attitudes, skills

**MARCO-level**
- Enabling Environment
- Lobbying & Advocacy

**MEZZO-level**
- Social Mobilisation
  - Schools; churches; teachers colleges

**MICRO-level**
- Attitude, Culture, Behaviour Changes
The Change Model

- Change
- Advocacy
- Support
- Distribution
- Dispute or Dialogue
- Comprehension
- Ignorance
The Champions Model

Question

“Who is a Champion?”

Buzz into two’s – use 2 minutes
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

- Individual Empowerment
- Community Collaboration
- Public Information education
- Individual Advocacy
- System Advocacy
- Social/political Advocacy

Acting With
Acting on Behalf
Micro level
Macro Level
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 |
|-----------------------|---------------------------------------------------------|-------------------------------------------------|
|                       | 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

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

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