

BNFB Champions Retreat Lagos - Nigeria

9th Annual SPHI Technical Meeting

The Deep Dive Session

Learning to be an Effective Biofortification Advocate/ Champion

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Insights from our past experience on Advocacy

Please tell us briefly about yourself basing on the following:

- Institution that you are currently working with, and if it conducts advocacy or not?
- Any advocacy training that you have conducted or attend in the past, if any
- Any advocacy work that you have been involved with, if any

Group Discussion

1. What do you know about the following?

- Advocacy
- Lobbying

2. Why do we conduct advocacy?

Advocacy

- Public support for or recommendation of a particular cause or policy
- support for, backing of, promotion of, championing of; argument for, push for
- the profession or work of a legal advocate

Advocacy...

Aims

- Advocacy in all its forms seeks to ensure that people, particularly those who are most vulnerable in society, are able to
- Have their voice heard on issues that are important to them
- Defend and safeguard their rights
- Have their views and wishes genuinely considered when decisions are being made about their lives

Generally Advocacy...

Advocacy is a process of supporting and enabling people to:

- Express their views and concerns
- Access information and services
- Defend and promote their rights and responsibilities
- Explore choices and options

Lobbying

Lobbying (also Persuasion):

- Form of advocacy with the intention of influencing decisions made by the government
- Act of attempting to influence the actions, policies, or decisions of officials in their daily life, most often legislators or members of regulatory agencies.
- Done by individuals or more usually by groups; it includes all attempts to influence legislators and other officials

A 'lobbyist' is a person who tries to influence legislation on behalf of a special interest or a member of a lobby group

- Lobbying is done by many types of people, associations and organized groups, including individuals in the private sector, corporations, fellow legislators or government officials, or advocacy groups (interest groups).

The Ethical and Molarity of Lobbying

A dual- Edge sword

1. Lobbying is often spoken with contempt

- when the implication is that people with inordinate socioeconomic power are corrupting the law (twisting it away from fairness) in order to serve their own interests.
- When people who have a duty to act on behalf of others, such as elected officials with a duty to serve their constituents' interests or more broadly the public good, can benefit by shaping the law to serve the interests of some private parties, a conflict of interest exists.
 - e.g. The failure of government officials to serve the public interest as a consequence of lobbying by special interests who provide benefits to the official is an example of agent misdirection

The Ethical and Molarity of Lobbying...

In contrast, another side of lobbying

- making sure that others' interests are duly defended against others corruption, or
- even simply making sure that minority interests are fairly defended to tyranny of the majority
 - e.g. Media Association may lobby a legislature about increasing the restrictions in smoking prevention law