



# SHORT, ALL ORAL DR-TB REGIMEN

# SESSION 4: ADVOCACY AND STAKEHOLDERS

# WHAT IS ADVOCACY?

Advocacy denotes activities designed to:

- Place the specific issue response high on the political and development agenda
- Foster political will and public awareness
- Increase financial and other resources on a sustainable basis
- Secure policy or program commitments or changes
- Hold authorities accountable to ensure that pledges are fulfilled, and results are achieved.



# TYPES OF ADVOCACY

- **Reactive**
  - Reactive advocacy is based on responding to events after they have happen
- **Pro-active**
  - A pro active approach focuses on eliminating problems before they have a chance to appear



# FORMS OF ADVOCACY

- **Policy Advocacy:** Informs politicians, etc. on how an issue will affect the country; requests specific actions to improve laws and policies.
- **Program Advocacy:** Targets opinion leaders at the national/community level to take action.
- **Media Advocacy:**
  - Validates the relevance of a subject
  - Puts issues on the public agenda
  - Prompts the media to cover



1. Select an issue or problem
  - Prioritize the most urgent issue requiring advocacy for which you have the appropriate resources and knowledge.
  - Discuss why you want to take up the issue and what you hope to achieve.
2. Analyze and research the issue
  - Gather as much information about the issue as possible.
  - What are the key areas you want to focus on? Are there existing advocacy efforts to address these? How much documented evidence is available?
  - What kind of evidence can be used for advocacy? Photographs, testimonies, official records, correspondence, etc.
  - How can these be used?

## 3. Develop specific objectives

- Objectives should be clear and focused.
- Should be a specific statement that clearly describes results that will be pursued within a specific period (Specific, Measurable, Achievable, Realistic and Time-bound).

## 4. Identify your targets

- Primary target audience includes decision makers who have the authority to bring about desired change.
- Secondary target audience includes persons who have access to and can influence primary target audience – like other policy makers, community leaders, friends, relatives, media, religious leaders, etc.
- Identify individuals in the target audience and their positions – determining whether they support, oppose or are neutral to the advocacy issue.

## 5. Identify your resources

- Resources can include people and funds – not all advocacy initiatives require funding.
- What are the internal resources you have? Can you also access external resources?

## 6. Identify your allies

- Potential allies may include other organisations or community groups.
- Building a wide support base is essential, as is working in collaboration with other partners – can help pulling together resources, approaching decision makers and rallying supporters.



## 7. Create an action plan

- Put together an action plan to guide the advocacy process. This should include details of activities, timelines and allocation of responsibilities.

## 8. Implement, monitor and evaluate

- Build in monitoring and evaluation as an ongoing component to the advocacy strategy.
- Periodically review each step in your plan and determine whether it was implemented effectively, or if course corrections are required.

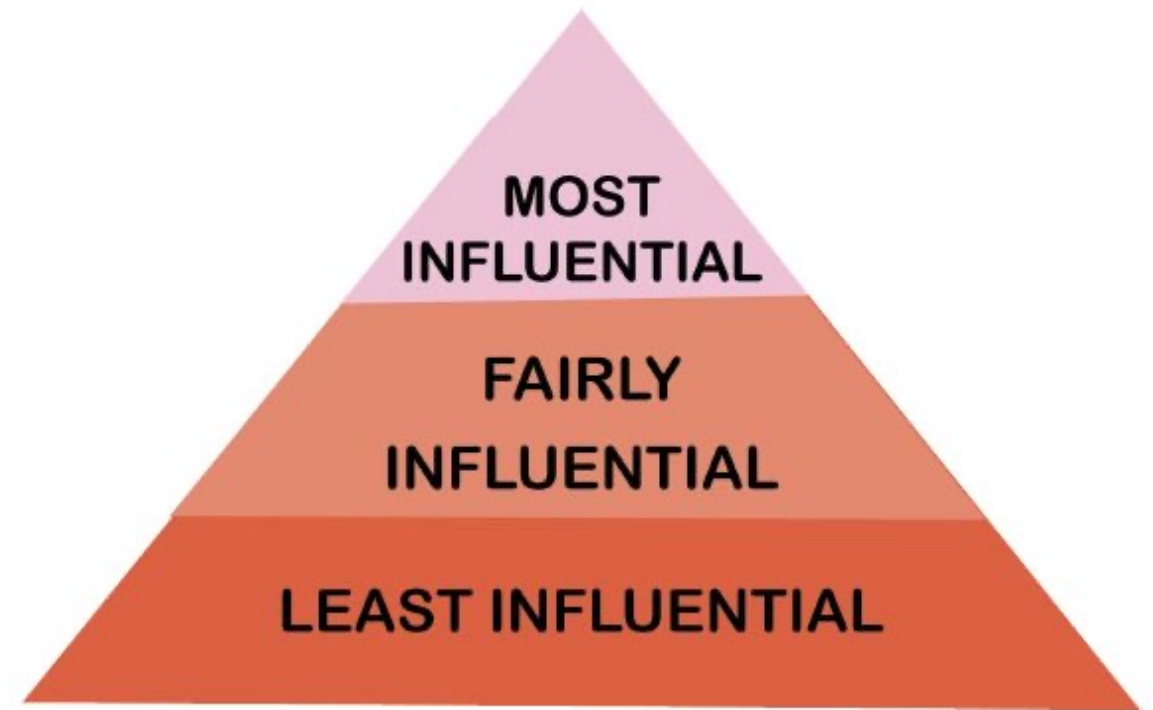
- Hold a public panel discussion
- Arrange face-to-face meetings with advocacy targets
- Arrange a formal phone call with specific asks
- Write letters and emails to decision-makers
- Write a petition
- Use social media platforms such as blogs, Twitter, Facebook and WhatsApp
- Use audio-visual media
- Organize a media stunt or public protest
- Write a press release
- Organize rallies
- Hold a press conference

- **Information:** Gathering, managing and disseminating information lays the basis for determining the direction of an advocacy campaign. Research is one way of gathering information.
- **Research:** Conducting research and policy analysis uses information from various sources and develops it into policy options that become the key content of an advocacy campaign.
- **Media:** Various media are used to communicate the campaign's message(s) to the different stakeholders.
- **Social Mobilization:** Mobilizing the broadest possible support from a range of stakeholders, including the public at large, is essential to building the influence of the campaign.

- **Influencing:** Convincing decision-makers who have the power to make desired changes - involves a set of special knowledge and skills.
- **Litigation:** Sometimes, using the court system to challenge a policy or law can reinforce an advocacy campaign.
- **Networks, Alliances and Coalitions:** Sharing of information and resources, and strength in unity and commonality of purpose are key to the success of advocacy work.



- **Who are stakeholders?**
  - A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project.
- **What is the objective of stakeholders' analysis?**
  - To enlist the help of key organizational players.
  - To gain early alignment among all stakeholders on goals and plans.
  - To help address conflicts or issues early on.



# GROUPWORK

Key Stakeholders	Appropriate Tools	Key Messages

**THANK YOU!**