

# Advocacy and how to engage civil society in advocating and shaping policymaking in DV

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# STRUCTURE OF THE PRESENTATION

1. Introduction to Advocacy
2. How to...
  - Identify & Analyze Issue
  - Set Goal & Objectives
  - Identify Decision Makers
3. Questions & Answers

## SECTION 1

# INTRODUCTION TO ADVOCACY

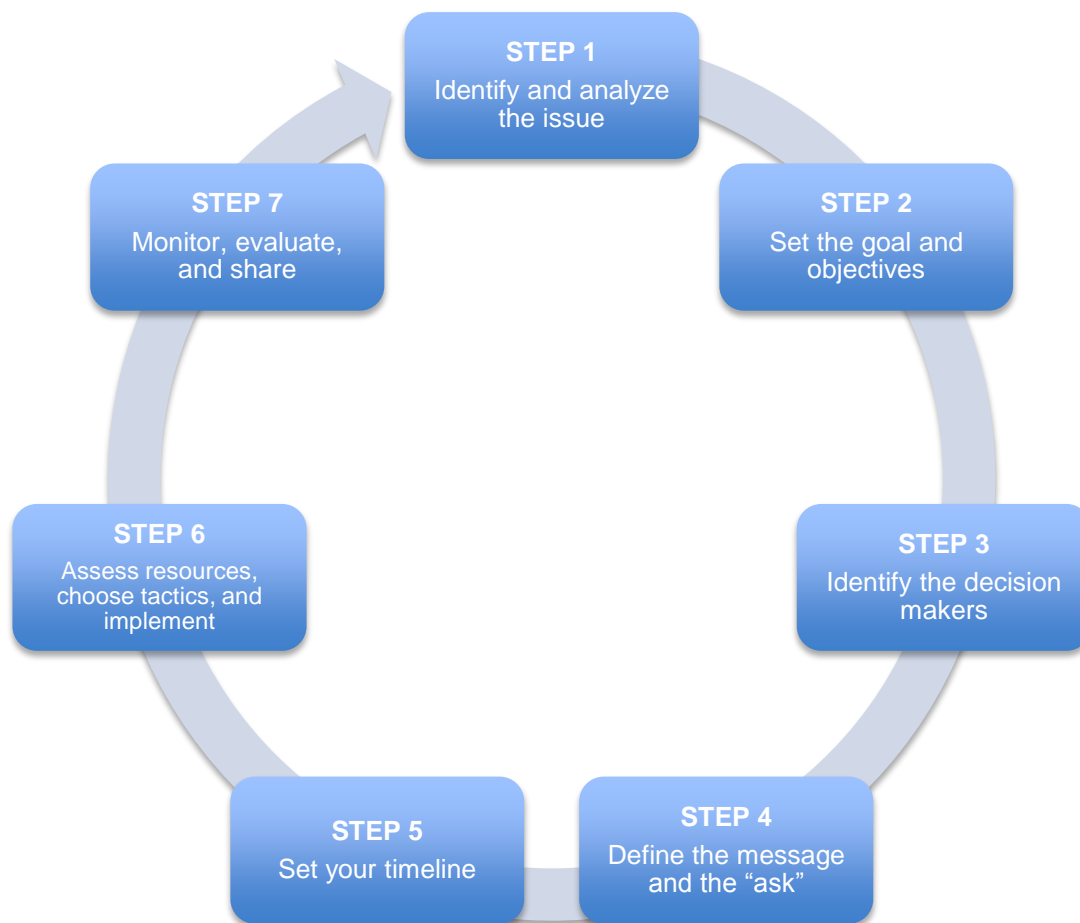
## SECTION 1: INTRODUCTION TO ADVOCACY

# WHAT IS ADVOCACY?

“A strategy to influence decision-makers to make a policy change (e.g. create supportive policies, reform or remove harmful policies, or ensure funding and implementation of supportive policies).”

SECTION 1: INTRODUCTION TO ADVOCACY

# OVERVIEW OF THE PROCESS



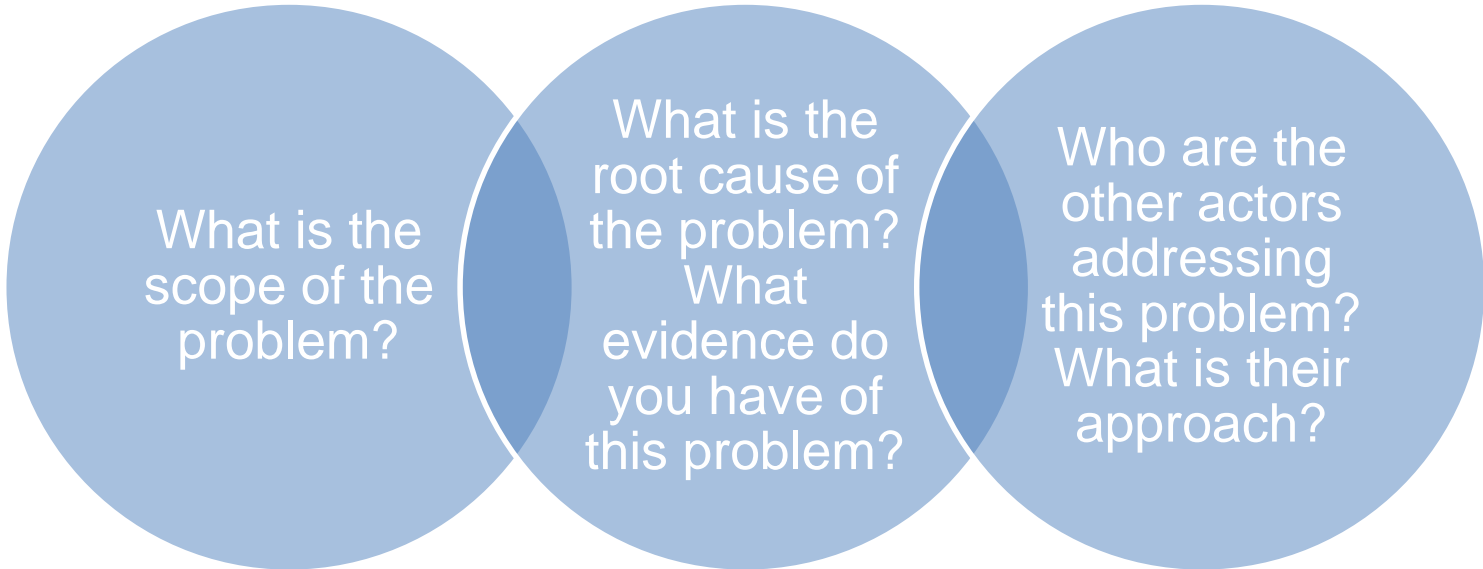
## SECTION 2

# HOW TO...

SECTION 2: HOW TO...

## IDENTIFY & ANALYZE THE ISSUE

*What problem do you want to solve?*



What is the scope of the problem?

What is the root cause of the problem?  
What evidence do you have of this problem?

Who are the other actors addressing this problem?  
What is their approach?

SECTION 2: HOW TO...

## SET THE GOAL & OBJECTIVES

*What do you want to achieve?*

### GOAL

- A vision for the future; what you hope to achieve in the medium- to long-term

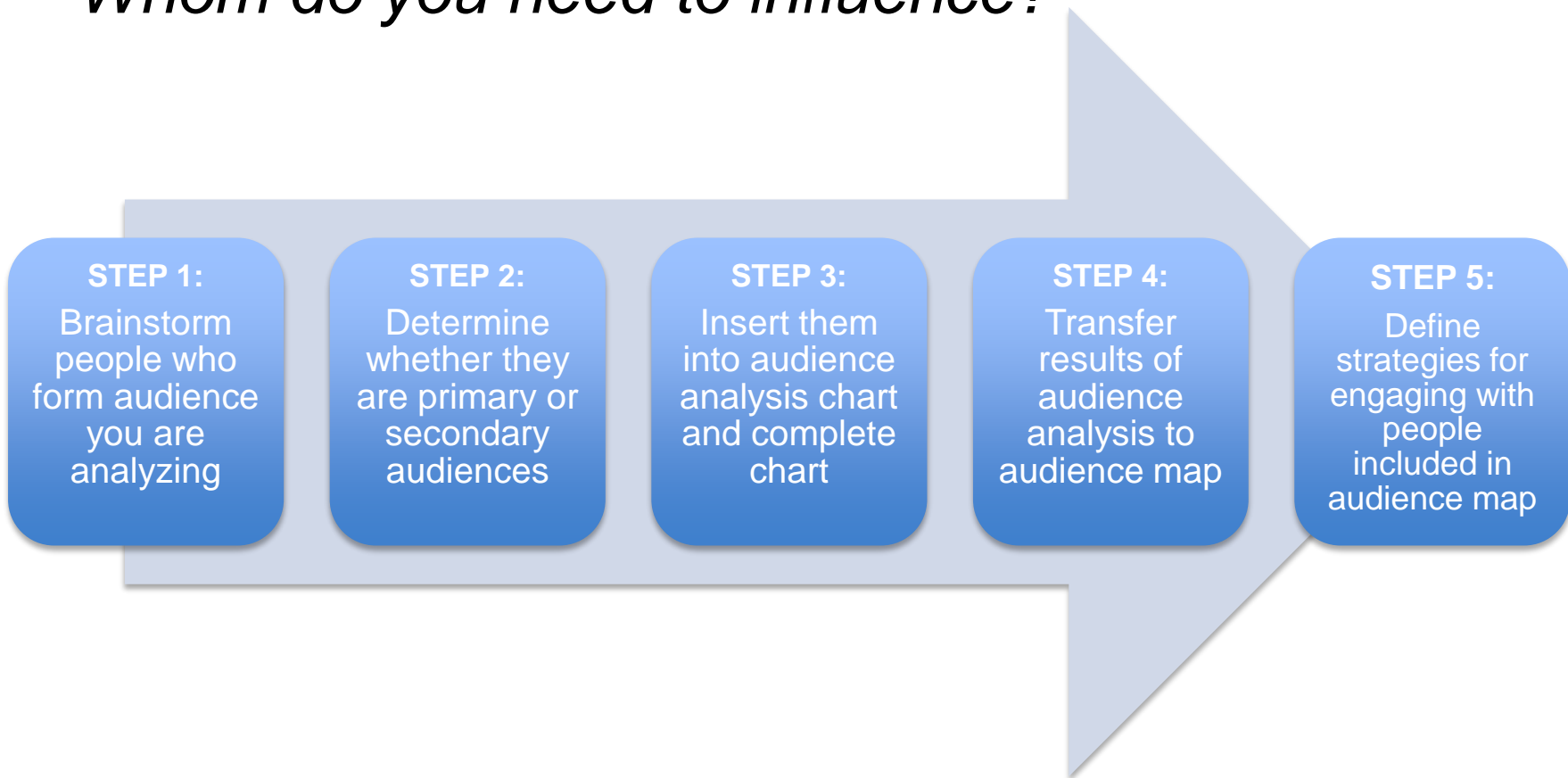
### OBJECTIVES

- A specific outcome that you hope to achieve in the short-term, representing progress toward the goal

SECTION 2: HOW TO...

# IDENTIFY THE DECISION MAKERS

*Whom do you need to influence?*



SECTION 2: HOW TO...

## STEPS 1 & 2: AUDIENCE CLASSIFICATION

### Primary

- Those who are directly involved in the decision making process

### Secondary

- Those who are in a position to influence those who are directly involved in the decision making process

SECTION 2: HOW TO...

## STEP 3: AUDIENCE ANALYSIS

### Power

- Authority of actor to make decisions required by advocacy goal/extent of their involvement regarding achievement of advocacy goal

### Position

- Actor's specific position concerning achievement of advocacy goal

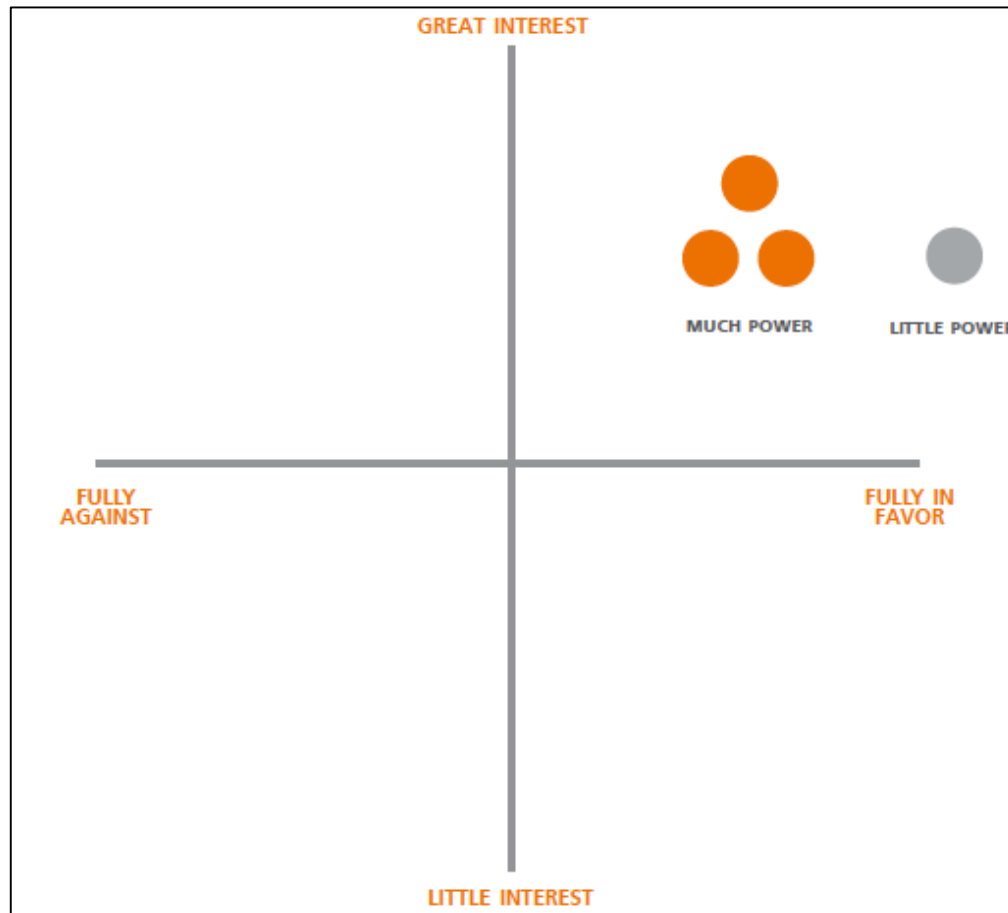
### Interest

- Actor's willingness to commit to achievement or prevention of advocacy goal



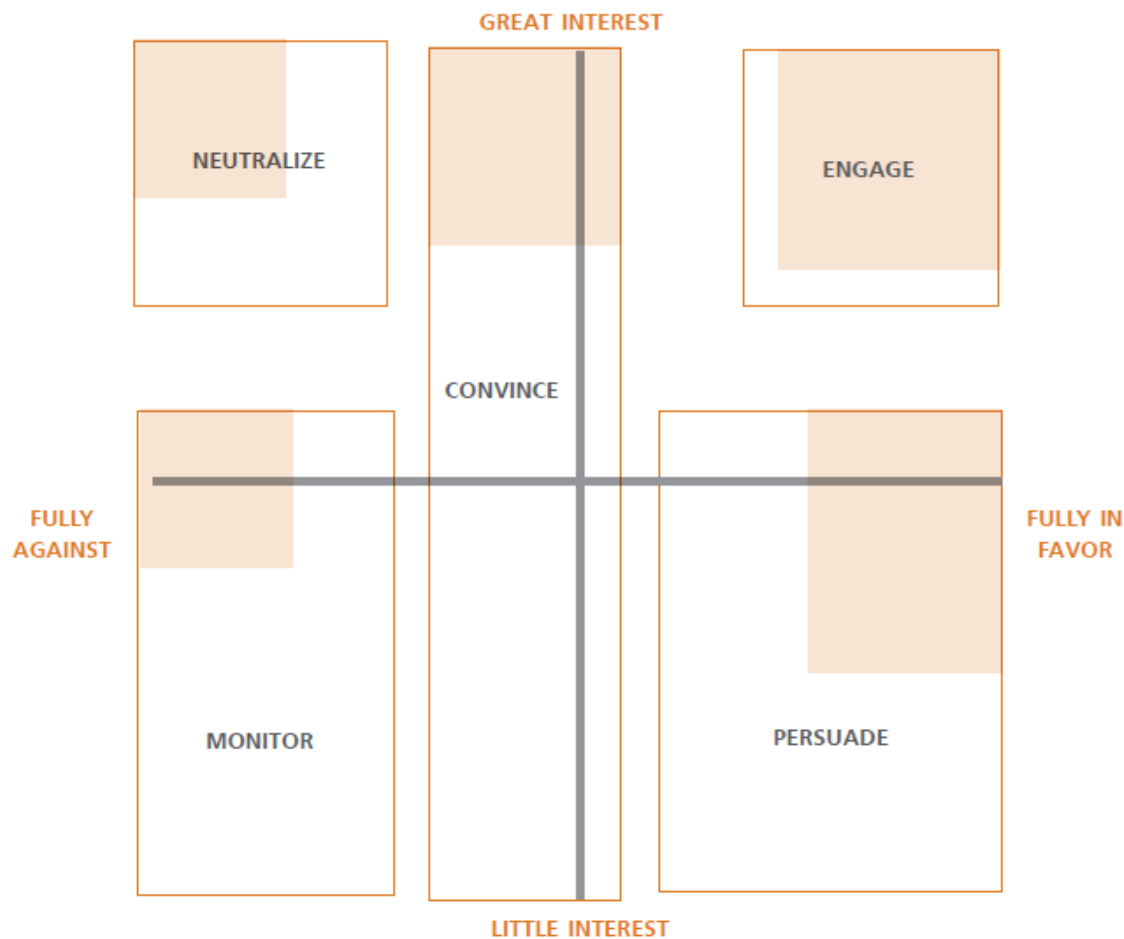
SECTION 2: HOW TO...

# STEP 4: AUDIENCE MAP



SECTION 2: HOW TO...

# STEP 5: ENGAGEMENT STRATEGIES



## SECTION 3

# QUESTIONS & ANSWERS



**Thank you!**  
This presentation was funded by  
**Last Mile4D**

## SOURCES

1. International Planned Parenthood Federation Western Hemisphere Region, *Handbook for Advocacy Planning* (2010).
2. Open Society Foundations, *An Introductory Guide to Successful Advocacy* (2010).
3. UNAIDS and The PACT, *ACT!2015 Advocacy Strategy Toolkit* (2014).

Thank you!