

Key stages of effective advocacy

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Advocacy key stages

- Identifying and stating the issue;
- Collecting the relevant information/Research;
- Design objectives/strategy/plan for the advocacy;
- Identifying /Mobilizing interested people/parties;
- Raising and managing the necessary resources;
- Networking/Forming alliances/coalitions;
- Involving all forms of media;
- Establishing contacts with government;
- Monitor and Evaluate.

Identifying/stating /knowing issue

- What is the issue?
- What is the context?
- What caused the issue?
- When did it come about?
- What circumstances brought about the issue?

Define your objectives

- There should be an overall goal;
- There should be specific objectives;
- What should happen as a result of your advocacy?
- What would you like to change?
- What timeframe do you have to campaign?
- If you are advocating against one approach what are the alternatives.
- Advocacy Objectives must be;

S=Specific; M=Measurable; A=Attainable; R=Result-oriented; T=Time bound

Develop a program plan

- What key strategies will you use to reach your objectives and your audiences?
- How will the issues be communicated?
- What medium of communication will be employed?
- When will the messages be disseminated?
- Define your parameters

Assign and implement specific actions; Identify target group /stakeholder audience /mobilizing

- Who will be the overall incharge and responsible for the program?
- Who will implement which specific activities/tasks?
- When should the activities be implemented?
Deadlines? Timeline?
- Who are you trying to reach and influence?
- What target group is directly affected by the issue?
- Who will benefit from the change?
- Who will lose? Which are the other interested groups?

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Monitoring and Evaluation

- There is need to continuously monitor activities, time, financial resources and impact; what is working?
- What can be done differently in the context of the capacity available (time, human resource, finances);
- What should be dropped without jeopardizing the overall objectives of the program?
- Any additional tasks?

Media

- Identify appropriate media channels through which your audiences can be reached:
 - leaflets,
 - national newspapers,
 - radio, and
 - Local language usage? Etc

Engage with government and other policymakers

- Dialogue with government officials and other policy makers;
- Capacity building of the policy makers on the issue that you are advocating for.

Conclusion

- There is need to continually refer to the objectives to ensure the aim of the advocacy is not lost;
- There is also need to continually monitor the effect of the messages to ensure that resources are not going for a 'lost campaign.
- You should have tangible facts when doing CAL.