

**Workshop on Advocacy Mechanisms and Techniques
Used by Human Rights Defenders coupled with a
Round Table to Encourage a Constructive Debate,
an Effective and Inclusive Dialogue with
Government Authorities on Law No. 90-53 and 90-
95 of the 19th of December 1990 bearing on the
freedom of association and assembly**

Advocacy Training Facilitation Guide
Module 1

By

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Module 1: Key Concepts and their Application in the Practice of Advocacy

Objective:

- Enlighten participants on theoretical and practical concepts for realizing effective advocacy actions

A. Start-up Ground Rules

Respect:

- Everyone has a right to his or her opinion. We need to listen to whoever is talking and to respect them even if some of us disagree.

Confidentiality:

- We need to trust each other; we will not talk about the private lives of other group members to our friends and families.

Honesty and Openness:

- It is important to be honest and open, without talking about extremely personal things about others and ourselves.

B. What is Advocacy

Initial Assessments:

Participants' assessment of advocacy through questionnaires (what they already understand and what they expect from the session, cards staple on the wall)

Definition of Advocacy:

1. Advocacy simply refers to the act of speaking on behalf of or in support of another person, an idea, a place or thing or activities undertaken to gain access to and influence decision-makers on matters of importance to a particular group or to society in general.
2. Advocacy is as well an activity by an individual or a group which aims to influence decisions within political, economic, and social systems and institutions.
3. From a **human rights perspective**, it is speaking out and taking actions on human rights issues and including gender sensitive information or on how men, women and others are affected differently.

Key Concepts on Advocacy: (note group questions in reflection of law in question and gender considerations)

1. As a tool for **Citizenship Participation** including elections, open forums, special commissions, etc wherein the civil society can impact public policy and influence decisions that affect their lives.
2. As a tool for the **Exercise of Power** such as in the accumulation and consolidation of social power, and the strengthening of technical capacities through effective advocacy strategies.
3. As a **Cumulative Process** entailing the implementation of various strategies and activities over time, with creativity and persistence.

C. Effective Advocacy

It is a process of influencing measurable and timely change in the situation of a particular person, idea, place or thing through follow-up and exchange of success stories towards empowering and benefitting other situations and individuals.

Why Engage in Advocacy: (participants write on cards and staple on the wall)

1. To solve a specific problem
2. To strengthen and empower civil society
3. To promote and consolidate democracy

Elements of Effective Advocacy: (participants write on cards and staple on the wall)

1. Capacity to do analysis
2. Capacity to formulate alternative proposals
3. Capacity for negotiation
4. Research capacity
5. Methodological knowledge about advocacy
6. Information management

D. Factors that contribute to the success of Advocacy Initiatives

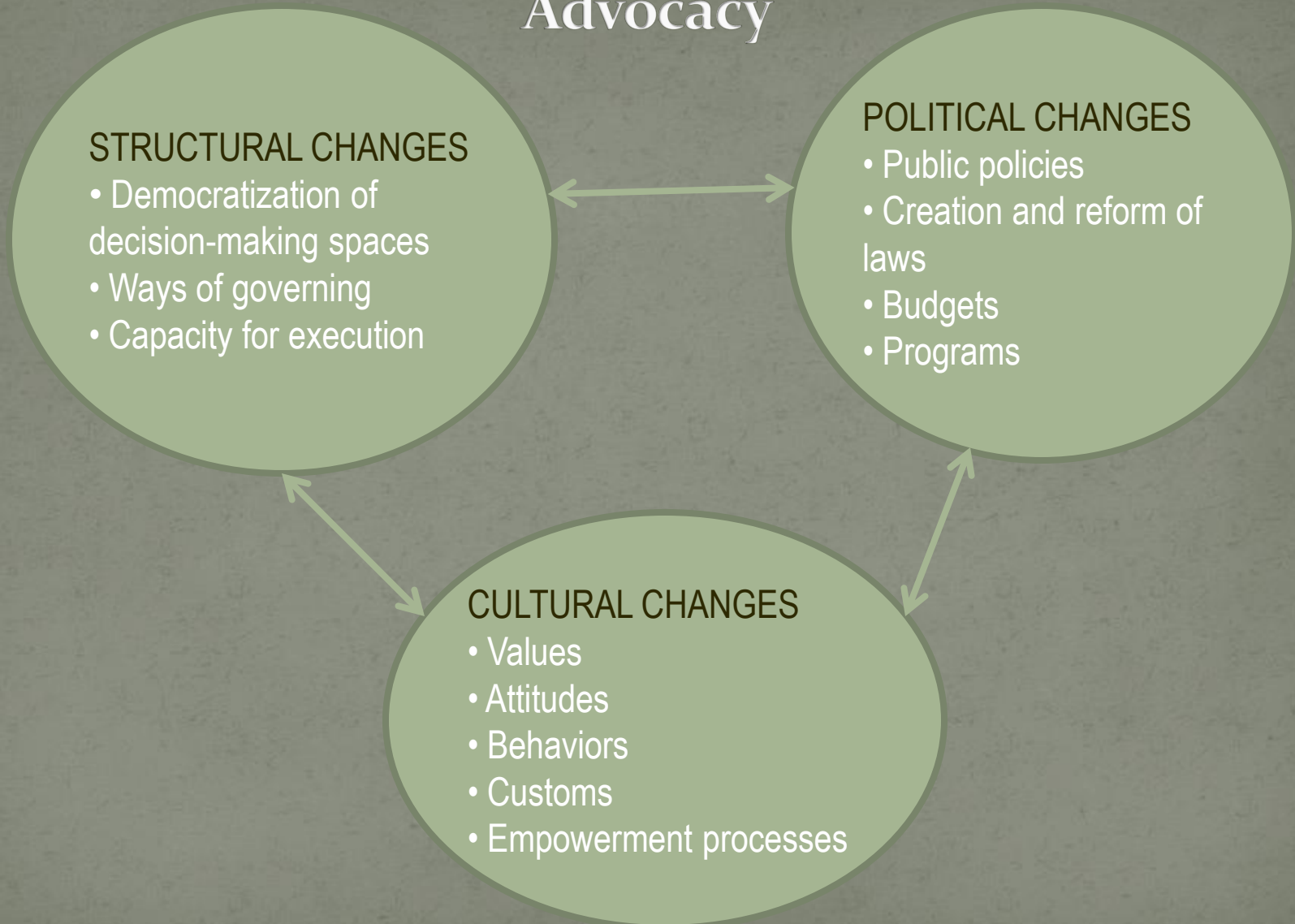
External factors may include:

1. Openness to democracy
2. Social, economic, and cultural equity
3. Decentralization
4. Democratization of media access
5. Transparency (Access to public information)

Internal factors may include:

1. Internal democracy (gender roles considered)
2. Willingness to interact with the government
3. Willingness to build and strengthen alliances
4. Long-term strategization of advocacy efforts
5. Clarity about the mission of the group or coalition
6. Basic knowledge of the way state institutions function
7. Full understanding of the political context
8. Information management and research capacity
9. Educational opportunities
10. Clear agreements between the individuals or organizations that are working together on an advocacy initiative
11. Availability of human and economic resources for the advocacy initiative

Dimensions of Measuring Change in Effective Advocacy



E. Group Work

Identification of effectively realized advocacy case studies by participants.
Relating to law no. 90/53 and 90/55 of 19th December 1990

Group 1:

Indicate how the key advocacy concepts were involved in realizing the advocacy goals

Group 2:

Indicate how the elements of effective advocacy were used in realizing the advocacy goals

Group 3:

Identify and indicate how external and internal factors influenced the realization of the advocacy goals

Group Work Feedbacks

Compare participants' initial aspirations with outcome results