

PARTICIPANT'S WORKBOOK

Draft copy as of Nov 21, 2008

MODULE 5

ADVOCACY FOR SUSTAINING CBDRR PROGRAMS

Learning Objective:

To design and conduct activities for promoting the sustainability of CBDRR programs.

Learning Sessions:

The module covers the following sessions:

1. Advocacy in the Context of RC/RC Movement
2. Steps in Advocacy: Theory and Practice
3. Role of Advocates

Session 1: Advocacy in the Context of RC/RC Movement

Henry Dunant needed to advocate to persuade governments to create rules on treatment of wounded. The Geneva Convention is advocacy.

Advocacy enables RC/RC Movement to influence policy makers as a means of addressing policy root causes related to disasters and development; contribute more efficiently to reducing risk and build safer communities by using a wide range of interventions and reach a large segment of the population and broaden the scope of program impact

Advocacy is mentioned in the following documents:

- (a) Strategy 2010 states that RC/RC and its supporters work together effectively, through programme cooperation, long term partnerships and funding, as well as more active advocacy
- (b) Strategy for the Movement outlines this direction in detail highlighting Resolution 6 of the 1999 Council of Delegates that encourages Movement components to pursue advocacy initiatives aimed at creating awareness of the conditions of victims of armed conflict and disaster and vulnerable people
- (c) The 4th priority of the International Federation's Global Agenda is to renew advocacy on priority humanitarian issues , especially fighting intolerance, stigma and discrimination and promoting disaster risk reduction
- (d) The third area for improvement in the Federation of the Future framework for improvement is advocacy and communication; point 2 calls for increasing advocacy programmes to address key humanitarian issues, and influence the actions of key decision-makers and communities.

Activity

What is advocacy?

Specific instructions will be provided by the facilitator in order to help the group come up with a collective definition of advocacy

Advocacy is the deliberate process of influencing those who make policy decisions of influencing those who make policy decisions.

What is the difference between advocacy and IEC? Advocacy and community mobilization?:

- Advocacy always seeks to develop or change a policy, or address resource allocation issues. It uses IEC to raise awareness of key audiences, but it does not stop with raising awareness. The advocacy process is complete when a policy maker implements the prescribed policy action. While the general public maybe one of the audiences for an advocacy campaign, the public is targeted to generate support and pressure policy makers.

One case study on the effective use of advocacy is about RC Bangladesh's Empowering the Community to Adapt to Climate Change. The case focuses on the potential of community based disaster management initiatives to reduce vulnerability I the context of climate change. The key outcomes and lessons learned in 10 flood prone communities under four districts of Lalmonirhat, Kurigram, Sirajganj and Tangail illustrate that a good community based disaster risk reduction strategy using advocacy is the first step towards finding local practical solutions toeads climate change adaptation.

Session 2: Steps in Advocacy: Theory and Practice

A critical element in the success of any advocacy effort is a thorough understanding of the opportunities that exist for influencing the policy process, from the national, regional and local level. This assessment is important because it focuses the organization's efforts on what is potentially attainable.

Activity

Visual Mapping: How policy is formed at the national and local levels?

Policy making occurs within a web of interacting forces: multiple sources of information, complex power relations and changing institutional arrangements.

Policy formulation is a high level overall plan or course of action embracing general goals and acceptable procedures of government bodies; no two countries in the world formulate policy in exactly the same political process

Regardless of the political system or level of receptivity to popular perception, the organization's efforts in the government arena will target branches such as the executive, legislative/parliament, judiciary, ministries and local officials

Advocacy is rarely an ordered and linear process so their outputs may be correct given the local and national contexts

Steps in Advocacy

1. Define the issue

Based on the results of the VCA, this is the problem that an organization agrees to support in order to promote a policy change. Example of an issue on CBDRR, needing policy, is the institutionalization of disaster management authorities at the local level, if such agency does not at all exist

2. Develop advocacy goal and set of objectives – the goal is the general statement of what the organization hopes to achieve in the long term (3-5 years) while advocacy objectives is short term description, specific and measurable achievement that contribute to the advocacy goal.

3. Identify the target audience. This includes the primary and secondary target audience; the former includes the decision makers who have the authority to bring about the

desired policy change; the latter includes persons who have access to and are able to influence the former. For example, if there is a need to allocate local budget for a nutrition program, the mayor of the municipality is the primary audience. But if his priority is on the construction of basketball courts or waiting sheds, it may be difficult to convince him to set up a nutrition program. The wife, a mother of 3 children and who has interest in development program for malnourished children and their families may influence the mayor to start the proposed nutrition program.

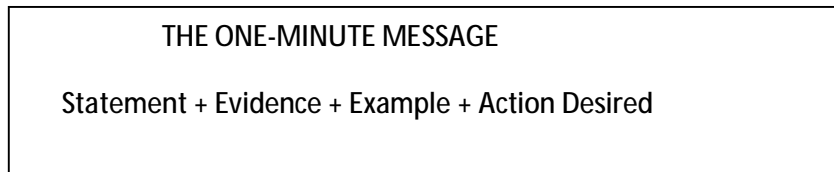
4. Building alliance through networking. Networking is a process for initiating and maintaining contacts with individuals and organizations (e.g. NGOs, civic organizations, government line agencies and other stakeholders for CBDRR) that share or support common goals and agree to work together to achieve the goals. Building alliances broadens the support base for the advocacy issue.
5. Develop the message - messages are tailored to specific target audience; after framing the issues, persuade the receiver to support the organization's position. Three points to remember about advocacy message development:
 - Should ideally be only ONE main point communicated, or if not possible, two or three at the most.
 - Should always be pre tested with representatives of the target audience to ensure that the message sent is the one received.
 - Should not only persuade through valid data and sound logic, but should also describe the action the audience is being encouraged to take.

Components of message Development Worksheet.

- Content: This is the central idea of the message. Answers the questions: what is the main point you want to communicate to your audience? What single idea do you hope the audience will take away from your message
- Format: Also called medium or the communication channel for the message delivery. Answers the question, what is the most appropriate communication medium to reach your target audience – a signed petition, face- to- face meeting and a TV or radio advertisement?
- Messenger: This is the person who will deliver the message. Is the messenger credible to your target audience? Is it possible to involve representatives of the community affected by the policy change as messengers?
- Time and place of delivery: This is the date and venue of the delivery of the message. Is there any political event that you can link up with to draw more attention to your issue? Is there a DDR day being celebrated in the country?

A critical component of advocacy campaigns is media attention, In any interaction with mass media, it is important that the spokesperson communicate the main idea and the desired action of the advocacy message in 30 to 60 seconds. This is called the One-Minute Message.

One-Minute Message contains the following components:



- Statement – as earlier defined is the central idea of the message
e.g. CDBRR improves socio-economic condition of local government of Albay Province

(this is an area in the Philippines which is frequently exposed to various threats such typhoons, landslides, flooding, mudflow and volcanic eruptions)

- Evidence – supports the statement with facts and/or figures; should include data that the audience can easily understand. Ask which one is a better evidence:

e.g. Between 200-2007, 56% of fatalities caused by typhoons in the Philippines occurred in the Province of Albay or

Many people are affected by typhoons in the Province of Albay

- Example – After providing the facts, the spokesperson should add a human face to the story; e.g. anecdote based on personal experience can personalize the facts and figures
- Action Desired – is what you want the audience to do as a result of hearing the message.

6. Select Channels of Communication – depending again on the target audience, this is the selection of the most appropriate medium for advocacy messages. Debatable issues on CDBRR are usually better heard than watched. Radio, which is considered to be a hot medium, can be the more appropriate channel of communication. On the other hand, the concept of a safer community is better seen rather than heard. The television, being a cold medium, can be used as the most appropriate channel of communication.

Activity: "You're on Camera"

Developing one Minute Message

Specific instructions will be provided

On-going Activities:

Raise Funds – to support advocacy campaigns; may come from external or internal sources

Collection of Data – supports many of the different stages mentioned above; data needed to identify and select the issue as well as the development of advocacy objectives, crafting messages, building alliances to expand support base and influence policy makers

Methods of data collection (a) Qualitative: survey, questionnaire, focus group, interviews and observation; (b) Quantitative: survey, questionnaire, census, KAP survey, baseline studies

Monitor and Evaluation – before undergoing the advocacy campaign, the organization must determine how the campaign will be monitored and evaluated. Can the organization realistically expect to bring about a change in policy programs, or funding as a result of its efforts?

Session 3: Role of Advocates

The following are the roles of the advocates for CBDRR

Possible advocate roles		ROLE	CHARACTERISTIC	
		Represent	Speak for people	
		Accompany	Speak with people	
		Empower	Enable people to speak for themselves	
		Mediate	Facilitate communication between people	
		Model	Demonstrate the practice to people or policy makers	
		Negotiate	Bargain for something	
		Network	Build coalitions	
Key				
	advocate			
	targets / those in power			
	those affected by a situation			

