



Using Evidence and Advocacy for Positive Change



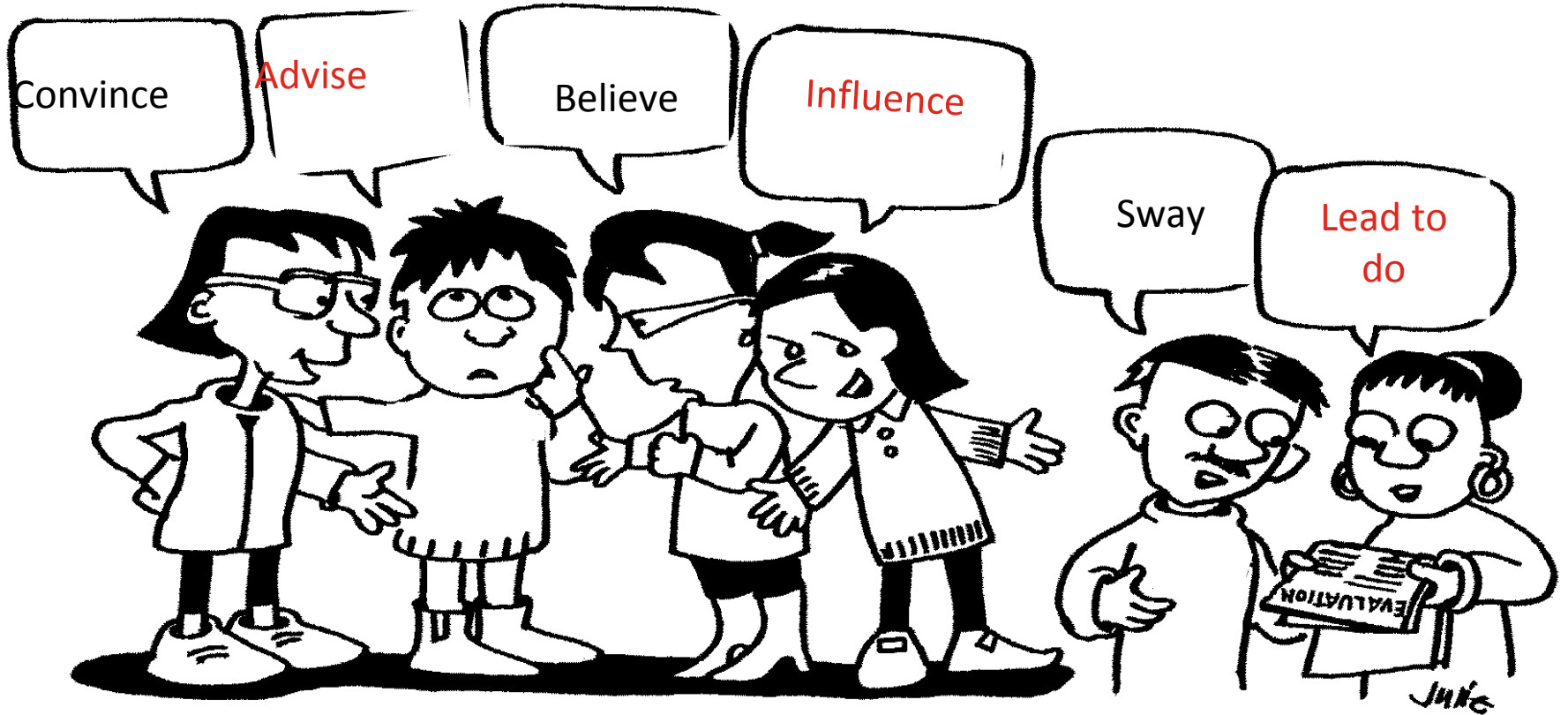
What is Data?



What is Advocacy?



Terminology





What is Advocacy?

What are we doing? persuading, influencing

What do we want to change? perceptions, policy, structures, systems law, practice

Who are our targets? decision makers, governments, humanitarians, the public

Why? meet our vision and goals, positive impact on the rights and dignity of vulnerable people

Is this advocacy and influencing?



We do it all the time



Why is this important?



We need to maintain and expand our access to those in need

We cannot **PROVIDE** the services on our own

We have a **PRIVILEGED** access to our governments

Change at scale

Steps to an advocacy strategy

WHAT?

What is your issue – and why is it an issue?
[problem, solution, ask]

WHY?

What evidence have you got or do you need for your
advocacy? How credible are you?

REPUTATION

- TRUST
- CREDIBILITY
- QUALITY

Identify your target audience - who has the
power to make the change what influences
them?

WHO

Identify your allies and those who will challenge you

Tools, Tactics and Specific Activities – part of your
theory of change!

Change
Just Ahead



1. What are the gaps and challenges with regards to data collection How is data analysed and how does it inform policy, planning and advocacy?
2. How can we better use local level and community-based evidence to influence policy and practice that benefits the most at-risk communities?
3. What advocacy / HD initiatives have worked/ what hasn't worked?
4. How do we (IFRC and NS) best show our contributions towards DRR commitments at all levels (local, national , regional)?