Using Evidence and Advocacy for Positive Change
What is Data?
What is Advocacy?
Convince
Advise
Believe
Influence
Sway
Lead to do
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 have a PRIVILEGED access to our governments
- We cannot PROVIDE the services on our own
- Change at scale
- We need to maintain and expand our access to those in need
Steps to an advocacy strategy

**WHAT?**

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

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

**WHO**

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

Identify your allies and those who will challenge you

**WHY?**

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