


 UNIT  
2.2

# Evidence-Based Advocacy

**MODULE**  
Effective  
Communication

**FORMAT**  
Presentation

**TIME REQUIRED**  
90 minutes

**MATERIALS  
NEEDED**  
Computer and  
screen for sharing  
slides

Pens/pencils and  
paper for exercise  
(if in-person)

Internet access  
and computers for  
exercise

Slide presentation with speaker notes. The presentation defines data and explores how data can be used to enhance the credibility and effectiveness of advocacy messages. The session encourages advocates to use data to define the problem they want to address through their advocacy campaign, explain implications of the problem, and propose solutions. After participating in this session, youth advocates should have a good understanding of the importance of data and how it can be used to strengthen advocacy messages..

## KEY LEARNING CONCEPTS

- Defining data and its importance.
- Identifying data sources, data types, and data credibility.
- How to apply data to messaging.
- How to work around data gaps.

## ASSOCIATED EXERCISE

- Online research on advocacy issue (see slide 28, "Do the Work!"). Ask participants to work together in small groups to conduct online research on their advocacy issue. Groups should find and write down at least one data point from a credible source that fits for each category covered in the session (define the problem, explain implications, propose solutions). Allocate 20-30 minutes for this activity. If you have time, have participants share what they found and briefly discuss as a full group. **Collect the documents they create or ask participants to keep track of them—they should use this research to inform their campaign messages and they will refer to them in future sessions.**

## REQUIRED PREPARATION

- None.