UNIT 3.1

Advocacy Campaign Planning

MODULE
Building an Advocacy Campaign

FORMAT
Presentation

TIME REQUIRED
60 minutes

MATERIALS NEEDED
Computer and screen for sharing slides

Exercise worksheets (printed or distributed electronically)

Pens/pencils for exercise (if in-person)

Slide presentation with speaker notes. The presentation introduces how to develop an advocacy campaign plan based on the Multiple Streams Framework. The session starts by reviewing the concept of advocacy (first presented in Unit 1.1), going into more depth on how it differs from service delivery, peer education, and activism, After discussing how to create SMART (specific, measurable, action-oriented and achievable, realistic, and time-bound) objectives, participants learn to develop advocacy actions focused on policy learning, attention focusing, and policy community strengthening.

The session ends with some planning considerations to help advocates set their campaign up for success.

KEY LEARNING CONCEPTS

- Components of an advocacy campaign plan

- How to ensure advocacy objectives are SMART (specific, measurable, action-oriented and achievable, realistic, and time-bound)

- to generate ideas for advocacy actions in response to a policy problem

ASSOCIATED EXERCISE

- Designing Advocacy Activities Worksheet (Exercise 3.1, also see slide 24, "Do the Work!"). This exercise should be completed in small groups. Each group should be given a worksheet with a policy problem on it and asked to design some activities that they might use to address the problem. Groups should discuss the problem and the policy environment together, then suggest potential advocacy actions they could use to change the identified weakness in the policy environment based on three advocacy approaches: policy learning, community strengthening, and attention focusing. Allocate 15-20 minutes for groups to complete worksheets. Once groups are finished, they can be asked to present their plans to the larger group. The facilitator can then wrap up the activity with a full group discussion. **NOTE: There are four different problem statements available, each small group should only work through one of them. If you have multiple groups, each one can work through a different problem statement.**

REQUIRED PREPARATION

- Print exercise worksheets (or distribute PDF versions to participants). This is a small group exercise and each group will need one.