

# Advocacy works!



# Advocacy Communications Training

At SE regional dialogue

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## WHAT *IS* ADVOCACY?

- **A science = systematic planning, evidence-based research & a consistent message.**
- **An art = articulated issues to inspire & motivate actions**

- The act of influencing or attempting to influence the way someone else thinks about an issue.
- A set of targeted actions directed at decision makers in support of a specific policy issue.
- An action directed at changing the policies, positions or programs of any institution.

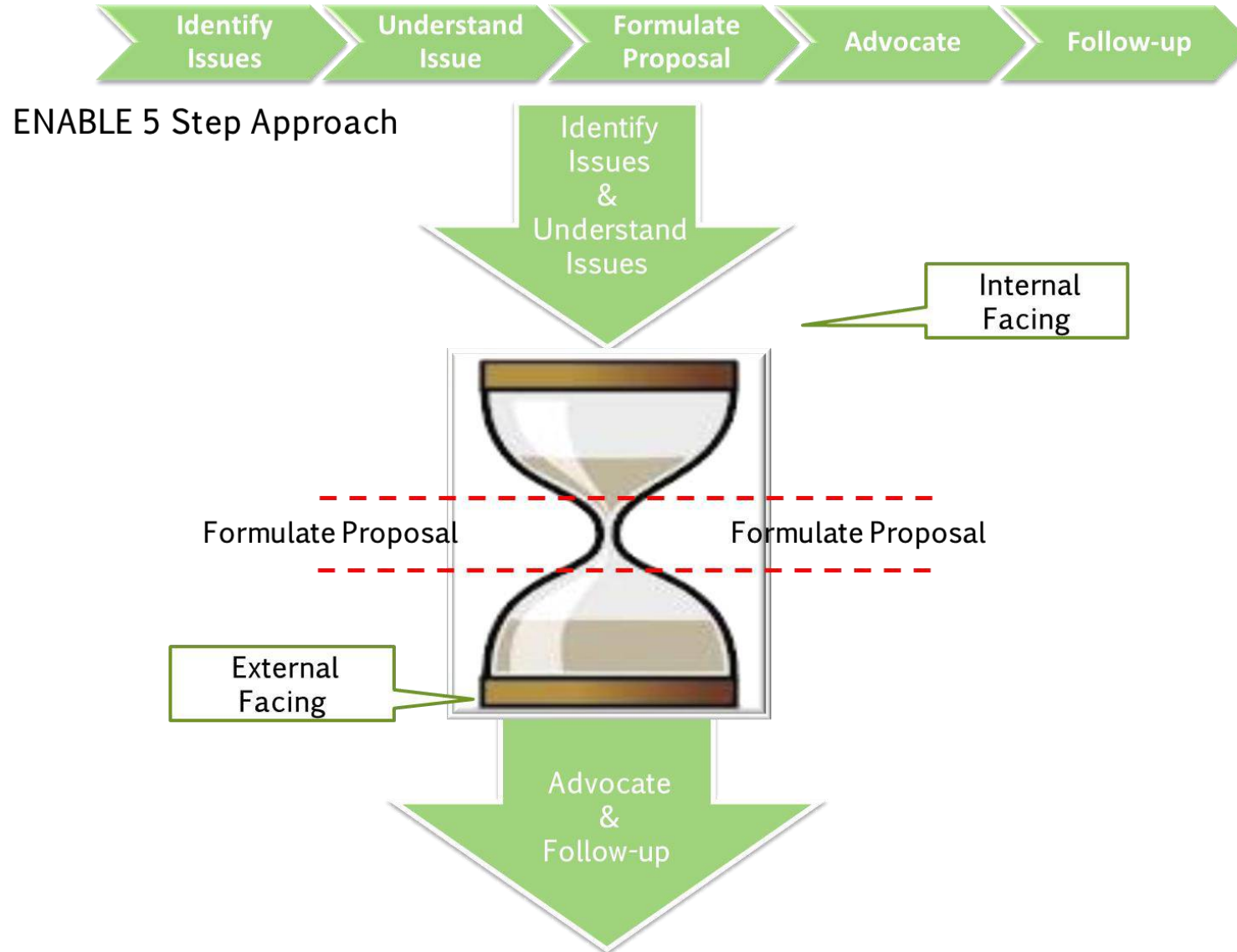
# The identified gaps

- Disaggregation between groups and associations (as identified in PDFII study)
- Neglect of the Primary purpose for which associations/organisations exist
- Political Interference and personal ambition
- Leadership

# What Advocacy is NOT!

Advocacy IS ...	Advocacy is NOT ...
Defending	Protectionism
Sensitizing	Competitive advantage
Influencing	Confrontation
Providing a solution	Adversarial
Intervening	Protests
Lobbying	Strikes
Dialogue	Petitions
Persuasion	Influence Peddling
Communication	Special pleading
Weighing Options	<b>Courtesy Visits!</b>

# 5 Step Approach to Advocacy



<b>Element</b>	<b>Description</b>
<b>1. Identify issues</b>	<ul style="list-style-type: none"> <li>i. Identify issues</li> <li>ii. Collate member issues</li> <li>iii. Prioritise issues</li> <li>iv. Develop Advocacy Strategy and Workplan</li> <li>v. Identify Implementation Team</li> </ul>
<b>2. Understand the issue</b>	<ul style="list-style-type: none"> <li>i. Deepen understanding of each issue through research</li> <li>ii. Map Stakeholders</li> </ul>
<b>3. Formulate proposal</b>	<ul style="list-style-type: none"> <li>i. Formulate compelling policy reform proposals</li> </ul>
<b>4. Advocate</b>	<ul style="list-style-type: none"> <li>i. Engage policy makers</li> <li>ii. Engage other stakeholders such as the media</li> <li>iii. Form and expand coalitions</li> </ul>
<b>5. Follow Up</b>	<ul style="list-style-type: none"> <li>i. BMO follows up with Government to ensure effective implementation</li> </ul>

***Funding the advocacy campaign cuts across all 5 Steps***

# Feedback from Government

- Lack of Clarity on Advocacy Requests
- Unrealistic Recommendations
- Presentations are not concise – Government officials are not able to keep track and lose interest.
- Presentations contain too much emotion, even anger – instead of a fact-based approach, BMOs can sometimes “shout”.
- BMOs are not consistent in what they are saying – when different representatives of an BMO say different things, Government officials become confused.



# Position papers

- The purpose of a position paper is to generate support on an issue. It describes a position on an issue and the rationale for that position. The position paper is based on facts that provide a solid **foundation** for your argument.

# Most Common Weaknesses of Policy Position Papers

- They do not adequately or convincingly present the harm being caused.
- There is little or no emphasis on the economic impact of the reform proposal.
- They do not provide a realistic and detailed implementation plan of who should do what to bring about change.

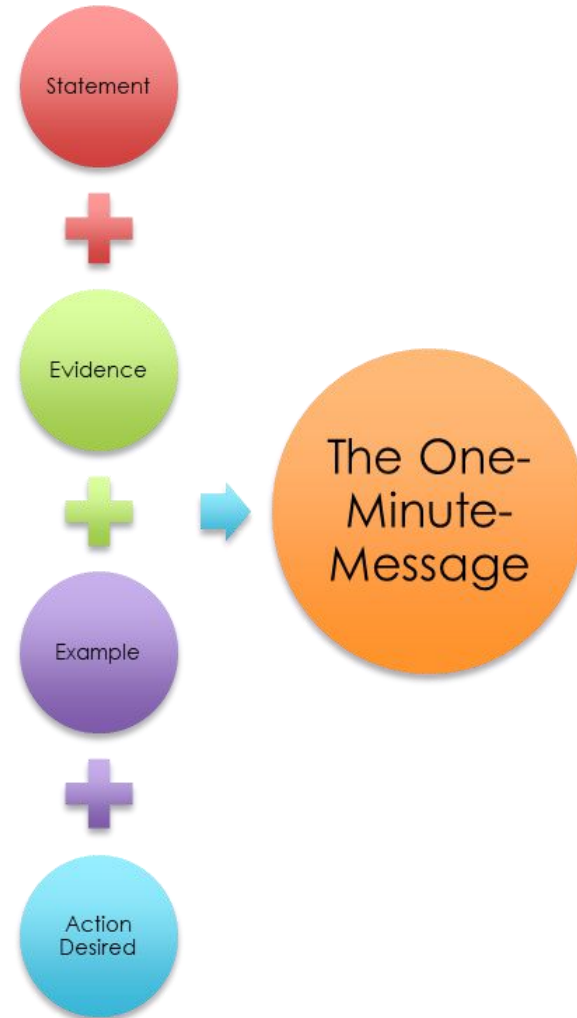
# The Fact Sheet

- Fact Sheets introduce you – and your issue – in a format useful to busy people.
- A fact sheet uses examples, statistics, and personal stories in an effort to persuade a policymaker to agree with your viewpoint, support or oppose a policy, or create a new policy.
- A factsheet should inform, persuade and educate (e.g., about a legislative proposal or budget request).



# THE ONE-MINUTE MESSAGE

- **Statement:** the central idea of the message. Presents the heart of the message in several strong sentences.
- **Evidence:** supports the statement or central idea with facts and/or figures. It should include limited data that the audience can understand easily.
- **Example:** makes evidence relatable, shows how policy affects people, business, and organisations.
- **Action desired:** Turns your advocacy objective into a clear statement to the target audience, calling for action



*In interactions with the media, it is crucial that the spokesperson communicates both the main idea and the desired action of the advocacy message in 30 to 60 seconds.*

# Articulating a Position - Group Exercise (15 mins)

- Discuss a position
- Draft a message
- Choose what format you would rather use - a Position Paper or a Factsheet

# Platforms for advocacy

- Social media
- Print media
- Round tables
- Events/conferences/  
seminars
- Others





PLAY  
YOUR  
PART

# Final note...



- How can we empower our Youths to set up viable and sustainable business hubs in the SE **using available resources?**
- Angel investors, Venture capitalists needed!
- It's time to deliberately consolidate and build the brand of competitive products from the SE



## **Credits**

- *Titilope Ojo – Lead Exporter Voices, PDFII*
- *Abosedo Paul-Obameso, Public policy advocacy expert*
- *Enhancing Nigerian Advocacy for a Better Business Environment phase II (ENABLE2)*