



Rights into Reality

Women's Rights Advocacy Training

3 day course

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Rights into Reality

Day 1 The power of advocacy

Day 2 The art of influencing

Day 3 Making a difference for women



Training Style

- **Participatory**
- **Inclusive**
- **Challenging**
- **Interactive**
- **Dynamic**
- **Building on your experience**

Objectives of the Training

- **Create a shared understanding of concepts and values relating to women's rights and advocacy work, including the concept of power**
- **Understand why planning is key for successful advocacy and become familiar with the advocacy planning cycle**
- **Gain practical tips, tools and techniques for planning successful advocacy**
- **Develop indicators for success and consider strategies to mitigate risk**
- **Explore the qualities needed to be an effective advocate**

Day 1

The power of advocacy



Session 1

Shared Meanings, Local Contexts



Spot the Difference

Advocacy/Lobbying/Campaigning

**Women's Rights/Gender Equality/
Feminism**

**What are the similarities and differences
of these word pairs?**

Session 2

Advocacy in Action



The Millennium Development Goals (MDGS)

8 measurable goals to be reached by 2015

The two most focused on women are:

Goal 3: Promoting Gender Equality and Empower Women

Goal 5: Improve Maternal Health

Building on Success

Describe a successful advocacy programme you have been involved in and the techniques used to achieve success



Session 3

Empowering Advocacy



Types of Power

Power over

Power with

Power to

Power within

Empowerment

Power Analysis: Iced Drink model



Visible Power
Formal role

Hidden Power
Systems

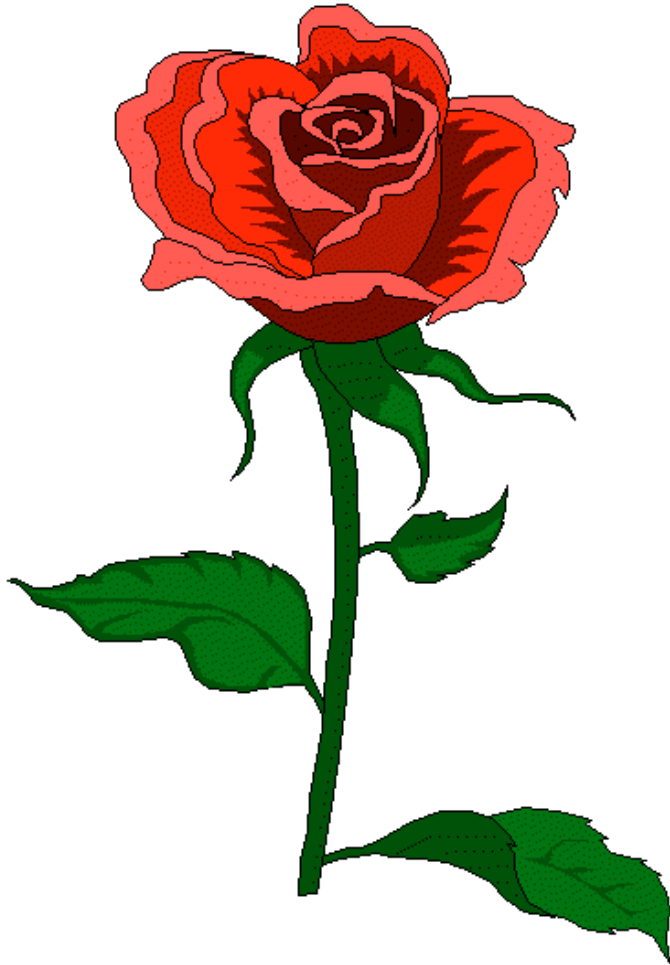
Invisible Power
Ideology

Session 4

Advocacy Vision



Advocacy Flower



Petals

Vision of the future

Leaves

Our role in achieving
the vision

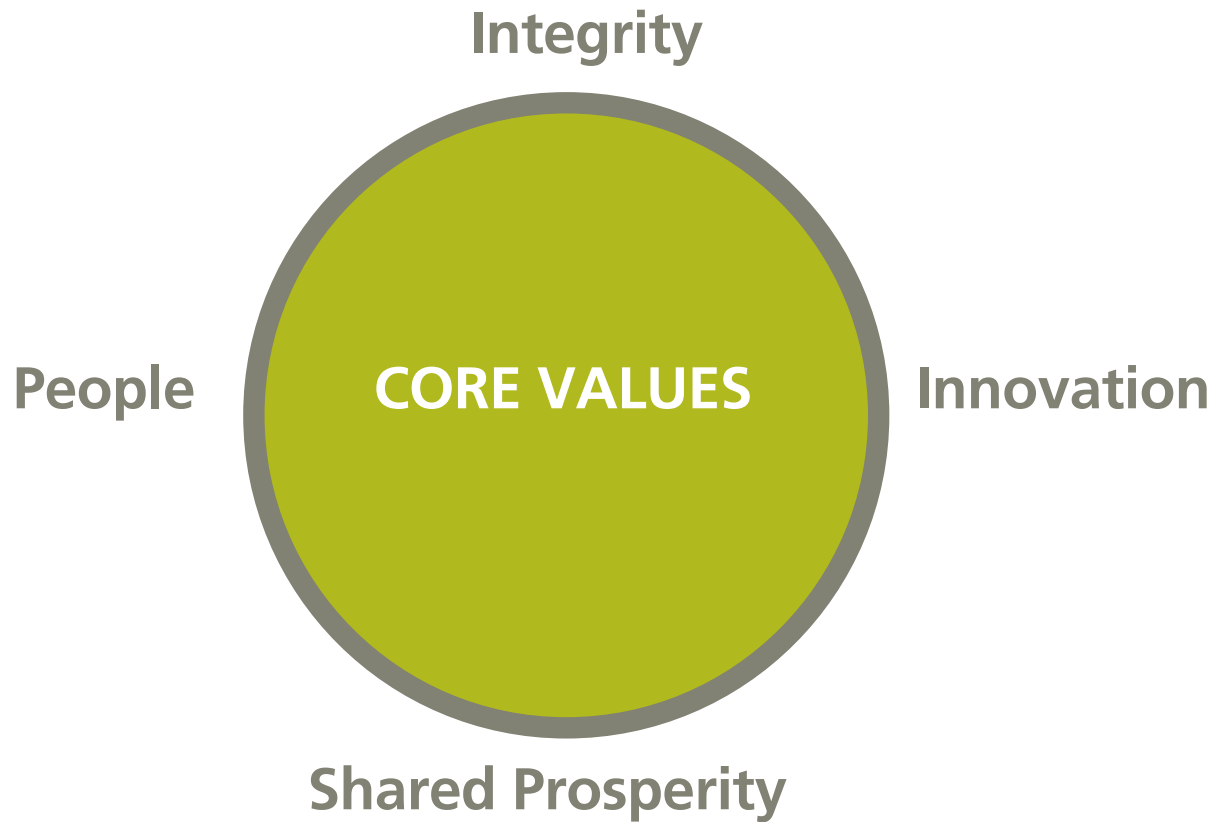
Day 2

The art of influencing



Session 1

Advocacy Values



Women's Rights Advocacy Values

- ✓ Promotes women's rights and equality
- ✓ Rooted in analysis of power relations
- ✓ Women-centred, respect women's experience
- ✓ In partnership with women and women's organisations
- ✓ Empower women and girls to advocate for themselves
- ✓ Harnessing diversity and inter-sectionality
- ✓ Committed to solidarity and building alliances
- ✓ Accountable, transparent, inclusive
- ✓ Credits and acknowledges women's contributions in achieving change

Walking the Talk

An essential element of women's rights advocacy is ensuring that the values and approach used are in line with your basic beliefs in gender equality and justice

If you are to avoid reinforcing the power inequalities you want to challenge, then process and approach are crucial



Session 2

Advocacy Tips and Tools



Advocacy Tools

Pegs: events that you can use to get your message across to your target audience

Networks: alliances with powerful organisations

Conferences: provide a focal point and media attention

Influential mentors: politicians, senior civil servants, journalists, celebrities

Campaigns: marches, sit-ins, stunts

Evidence base: research, analysis, stories

New media: social networking, women's voices

Effective Advocacy for Women's Rights

- ✓ Offers positive and credible alternatives
- ✓ Directed at those with power to make changes
- ✓ Clear goals and measurable objectives
- ✓ Long term process, not a one off event
- ✓ A means to achieve a goal, not an end in itself
- ✓ Follows through to ensure policy changes
- ✓ Opens political space for others
- ✓ Reflects the value it seeks to promote
- ✓ Belief that change is possible – and inspires others
- ✓ Achieves the change you wanted!

WHAT MAKES A GOOD ADVOCATE?



Advocacy Skills

CEDAW stands for the five key skills of a good advocate:

C COMMUNICATE

E ENERGY

D DEALING WITH RESISTANCE

A ASSERTIVENESS

W WORKING TOGETHER

Session 3

Influencing Stakeholders



Influencing Stakeholders

Stakeholders come in all shapes and sizes...



How will you win friends and influence people?

"GLOCAL"

Key messages from local to international



- **Local and regional**
- **National**
- **Global regions & international**

Stakeholder Onion



Questions for small groups :

1. Who are your stakeholders? Draw an onion and map your stakeholders in each ring
2. Who are the key people/institutions you want to target (underline targets)

Advocacy Asks

- **Greater awareness**
- **More resources**
- **Implementation of existing policy**
- **New policy or laws**
- **Reform of existing policy or laws**
- **Greater access for women**
- **Tailored services that meet women's needs**
- **Higher priority given to the issue**
- **A change in understanding of the problem**

Day 3

Making a difference for Women



Session 1

Getting your Message Across



Advocacy Rainbow

- Ignored
- Opposed
- Misrepresented
- Understood
- Heard
- Acted on
- Recognised

Your Position

1. Where are your priority stakeholders positioned on the advocacy rainbow? What will shift them into the **'violet zone?'**

2. Develop messages aimed at your target: **What? When? Why? Why Now?**

Session 2

Planning for Change



Why is Planning Important?

It helps you to...

- Head in the right direction
- Break down your goals into manageable pieces or stepping stones
- Use the right tools to reach your target
- Use scarce resources wisely by making strategic choices
- Make sure activities reinforce rather than undermine each other
- Get the timing right - and start preparing early enough
- Build in flexibility and different scenarios
- Be prepared to counter opposition

What Can Hold Us Back?

- **Unclear aims and objectives**
- **Undertaking activities without working out a strategy or plan**
- **Asking decision makers to do something which is not in their power**
- **Getting the timing wrong and entering a process when key decisions have already been made**
- **Poor messages which are confusing, don't motivate or fail to include a call to action**

Advocacy Planning Cycle



Group task:

- Find the correct order for the different stages of the advocacy planning cycle
- Place the circles around the rim like the numbers on a clock
- Guess the mystery circle

Session 3

Success Indicators and Risks



Top 5 Values-based Success Indicators

- 1. Promotes women's rights and equality**
- 2. Women-centred, grounded in women's experience**
- 3. Solidarity**
- 4. Accountability**
- 5. Achieves Change**

Advocacy Risks



- **Safety** - could put you or your supporters in danger
- **Programme** - speaking out may jeopardise funding
- **Financial** - advocacy costs money and effort
- **Reputation** - going against the tide
- **Relationships** - more cautious organisations may be less likely to support you
- **Antagonistic** - may put off the people you want to influence
- **Failure** - you may not achieve your goals

Rapid Risk Assessment



High Risk

Medium Risk

Low Risk

Session 4

Evaluation, Conclusion and Planning for the Future

Next Steps

- **Feedback on the training; did it meet your expectations?**
- **What learning will you take away with you from the meeting to use in your work?**
- **What are your advocacy goals for the future?**

Thank You and Good Luck