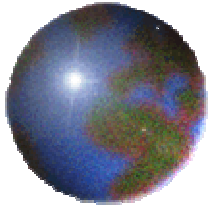
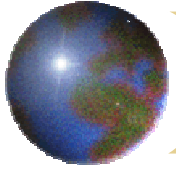




Policy Advocacy Training

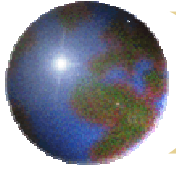


VALUES AND PERSPECTIVES



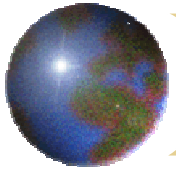
REVEALING VALUES AND PERSPECTIVES

- **Values:** The principles or accepted standards of a person or a group (Collins Concise Dictionary).
- **Perspectives:** A way of regarding situations, facts etc., and judging their relative importance (Collins Concise Dictionary).



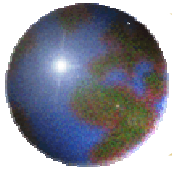
REVEALING VALUES AND PERSPECTIVES

- **When we hear the word advocacy, violence, HIV/AIDS etc., we conjure up different images.**
- **These images are informed by our values, beliefs and perspectives**
- **Beliefs and values are at the centre of what we think, say and do.**
- **As we do not clearly and distinctly examine our values and beliefs, we are not always conscious of the fact that we make different choices precisely because of our values and beliefs.**
- **It is our values and our beliefs that determine our perspectives.**



REVEALING VALUES AND PERSPECTIVES

- In advocacy, it is very important to know the actors, the different perspectives and the methods and means of attaining change.
- Advocacy does not operate in a vacuum, rather there are different advocacy arenas.
- Advocacy is not a magic formula that will solve our problems.



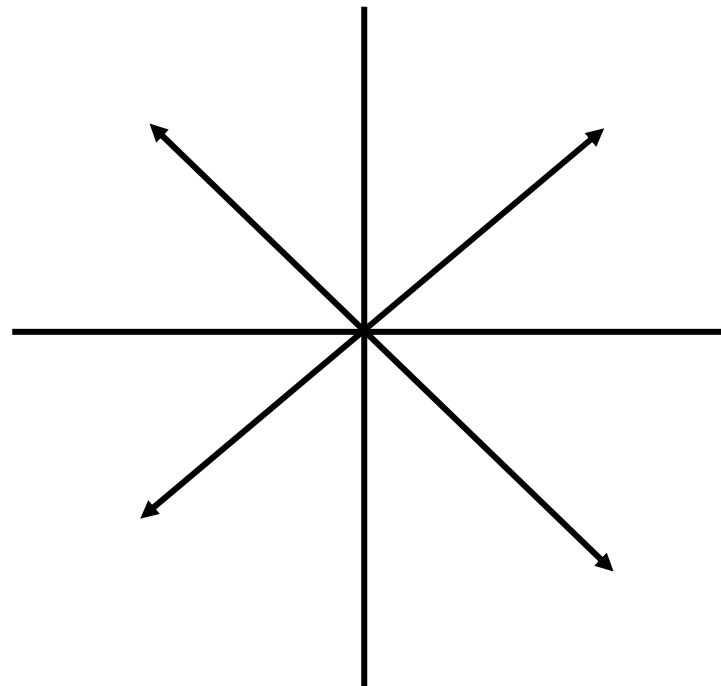
REVEALING VALUES AND PERSPECTIVES

ACTIONS

Means

ARENAS

Perspectives

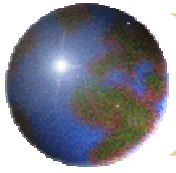


Consequences

ACTORS

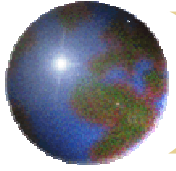
Perceptions

PURPOSE



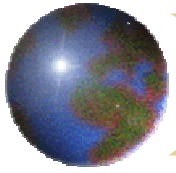
LOCATING OVERSELVES IN SCENARIOS

- Advocacy is like swimming - it has to be adapted as to the type of water:
- Need to know where you are and where you are going
 - Political structure
 - Beliefs/perceptions/values
 - Culture
 - Institutions
- Understand the context: Advocacy operates in a context.
- How do we define ourselves: Man/woman??
- How do we differentiate between need and greed on one hand and community versus the individual on the other?.



LOCATING OVERSELVES IN SCENARIOS

- It is a struggle to change power relations right from the personal to the government; right from the family to the World Bank
- The possibility of change as human beings: name gives an identity
- Are we ready to change ourselves? This is the major problem: Change is the core in advocacy.
- How do we bridge the gap between our personal beliefs and societal change?



LOCATING OVERSELVES IN SCENARIOS

- It is easy to criticise others but not easy to do the same on ourselves: This is the tension which needs to be addressed.
- Advocacy is not an end to itself. It is a means to an end, the end which could be for example, the eradication of poverty.
- It should therefore move alongside development work. It is not a panacea.
- In advocacy it is not just the end that is important, the means too matter