

POLICY ANALYSIS AND ADVOCACY TRAINING

24th August-4th September

Day	Time	Objectives and outline	Responsible Person
Monday 24 th August	8:30– 10:00	Opening <ul style="list-style-type: none"> • Official opening of workshop; • Housekeeping/admin issues; Introductions; and Campus tour • Overview of Programme 	MS-TCDC Principle Marketing Delphin Mugisha
	10:00 – 10:30	<i>Tea break</i>	<i>All</i>
	10:30– 12:30	Basic conceptual issues What is Policy? <ul style="list-style-type: none"> • The History of Policy 	Delphin Mugisha
	12:30 – 14:00	<i>Lunch break</i>	<i>All</i>
	14:00 – 16:30	Rights Based Approach <ul style="list-style-type: none"> • Genesis (Needs to Rights); • Rights and Responsibilities; • Implications of a Rights Based Approach; Understanding Power and Power relations in Advocacy <ul style="list-style-type: none"> • Revealing the multiple identities • Linkage between Identity and power; • Forms of power. • Power and powerlessness as relational and dynamic; 	Delphin Mugisha
Tuesday 25 th August	8:30 – 10:00	Public Policy and Related Concepts <ul style="list-style-type: none"> • Policy • Bills • Act Of Parliament • Laws and the Process of Legislation 	Delphin Mugisha
	10:00 – 10:30	<i>Tea break</i>	<i>All</i>
	10:30 – 12:30	Identifying Policy Issues <ul style="list-style-type: none"> • Origins of Policies • Policy Gaps • Policy Enforcement Prioritizing Policy Issue <ul style="list-style-type: none"> • Policy Checklist Matrix 	Delphin Mugisha

	12:30 – 14:00	<i>Lunch break</i>	<i>All</i>
	14:00 – 16:30	Understanding the public policy system <ul style="list-style-type: none"> • Policy and practice • Policy-making processes/cycle (Agenda Setting) 	Delphin Mugisha
Wednesday 26th August	8:30 – 10:00	Policy Engagement: Tools, strategies, techniques and tactics Public Policy and Governance	Delphin Mugisha
	10:00 – 10:30	<i>Tea break</i>	<i>All</i>
	10:30 – 12:30	<ul style="list-style-type: none"> • Civil Society Strategies: <i>confrontation, parallel track, selective collaboration and full endorsement;</i> Determining entry points for CSO intervention in the policy process	Delphin Mugisha
	12:30 – 14:00	<i>Lunch break</i>	<i>All</i>
	14:00 – 16:30	Monitoring Government Policies <ul style="list-style-type: none"> • Choosing policies and collecting information • Looking into a Policy and setting your focus Gathering evidence on policy implementation	Delphin Mugisha
Thursday 27th August	8:30 – 10:00	Budget Advocacy: The basics <ul style="list-style-type: none"> • Basic definitions • Why are national budgets important • Budget and rights • Budget and policy linkage 	Rita Kahurananga
	10.00- 10:30	<i>Tea break</i>	
	10:30- 12:30	Budget Advocacy: The formulation process, transparency issues, access to budget information	Rita Kahurananga
	12:30- 2:00	<i>Lunch break</i>	
	14:00- 16:30	Budget Tools <ul style="list-style-type: none"> • Public Expenditure Tracking • Community Score cards 	Rita Kahurananga

Friday 28th August	8:30 – 10:00	Rights Policy (Case Study Presentation)	Rita Kahurananga
	10:00 – 10:30	<i>Tea break</i>	<i>All</i>
	10:30 – 12:30	Rights Policy (Case Study discussion)	Rita Kahurananga
	12:30 – 14:00	<i>Lunch break</i>	<i>All</i>
	14:00 – 16:30	Integrating Issues that Have come out of Policy Engagement. Case Examples from participants	Rita Kahurananga
Monday 31st September	8.30 - 10.00	Introduction to Advocacy Advocacy Concepts Rationale for Advocacy Why Advocacy? Types of Advocacy Work	Rose Oluoch
	10.00 - 10.30	<i>Tea Break</i>	<i>All</i>
	10.30 - 12.30	Advocacy strategy <ul style="list-style-type: none"> • Development of an advocacy strategy • Key elements of advocacy success • Case studies on effective strategies 	Rose Oluoch
	12.30 - 2.00	Lunch Break	All
	2.00 - 4.30	Problem Analysis and Setting up Advocacy Goal <ul style="list-style-type: none"> • Problem Analysis (Policy related) • Goals and Objectives 	Rose Oluoch
Tuesday 1st September	8.30 – 10.00	Advocacy: Mapping Policy Players and Actors (Advocacy Audience Analysis) <ul style="list-style-type: none"> • Primary and secondary targets • Allies and constituencies 	Rose Oluoch
	10.00 – 10.30	Tea Break	All
	10.30 – 12. 30	Communication Strategy Developing Advocacy Messages <ul style="list-style-type: none"> • Messages for Government Officials • Messages for Community 	Rose Oluoch

	12.30 – 2.00	Tea Break	All
	2.00- 4.30	<ul style="list-style-type: none"> • Linking message development to advocacy strategy 	Rose Oluoch
Wednesday 2 nd September	8.30 – 10.00	Advocacy: Working with Coalitions, Networks and Alliances: <ul style="list-style-type: none"> • Case Studies of successes and failures • Processes of working in network mode • 	Rose Oluoch
	10.00 – 10.30	Lunch	All
	10.30 – 12.30	Media And Advocacy	External Facilitator Media
	12. 30 – 2. 00	Lunch	All
	2. 00- 4.30	Developing Advocacy Message for the Media	External Facilitator Media
Thursday 3 rd September	Field Trip		All
Friday 4 th September	8.30- 10.00	Assessing Organizational Capacity for Advocacy Building Capacity for Advocacy/dealing with capacity gaps	Rose Oluoch
	10.00- 10.30	Break	Rose Oluoch
	11.00- 12.30	Presentation of Advocacy Strategies	Rose Oluoch
	2.00- 3.00 p.m.	Evaluation and Closure	Principle MS-TCDC Rose Oluoch Marketing