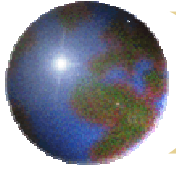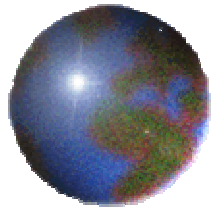# *Administration for Development Organizations (ADO)*
12-13th November 2009

Dr. Rose Oluoch
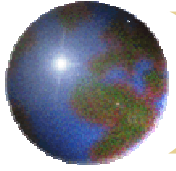
MS-TCDC, Arusha

Policy Advocacy Training

Advocacy: Concepts and Principles

ADVOCACY & POLITICS???

There are many people who would love not to be associated with the murky world of politics. Among these are to be found some policy advocates who wield their professional disposition as if they are not involved in a political process.
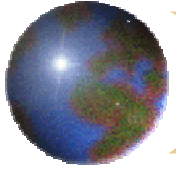
Advocacy is very much a political process that complements or challenges the formal political process. Advocacy involves contributing to the public policy agenda and outcomes and this makes it political.

Advocacy

"Advocacy is about politics and change, about <u>values and beliefs</u>, about <u>consciousness and knowledge</u>. It is about <u>influencing</u> the <u>powerful</u> on problems that concern people; especially those who have been <u>marginalized</u> and <u>excluded</u> from the political process.
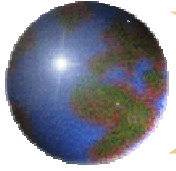
It is about <u>building strong democratic organizations</u> to hold those in power <u>accountable</u>, and it is about <u>expanding citizen's skills</u> and <u>understanding</u> of how power operates.

Advocacy

Advocacy focuses on many questions – who gets what in society, how much they get, who gets left out, how public monies are spent, how decisions are made, how some people are prevented from participating in those decisions, and how information is shared or concealed."

Valerie Miller and Jane Covey : Advocacy Source book

Advocacy involves

Resisting patriarchy at every level from the personal to the public, from family to governance

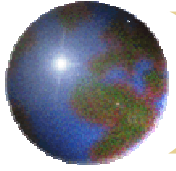**E**ngaging institution of governance to empower the marginalized

Creating and using 'spaces' within the system to change it.

Strategizing the use of knowledge, skills and opportunities to influence public policies

Bridging the micro-level activism and macro-level policy influencing

Adopting non-violent and constitutional means

Source: NCAS, An Initiative for People Centred Public Advocacy in the Global South)

Rationale for Advocacy

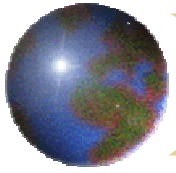Raising awareness and citizens participation in decision making

Drawing attention to important issues in society and having them put on the social and political agenda for change.

Seeking to change laws or policies on specific issues.

Trying to influence the attitudes of decision-makers about certain issues or problems

Building public support and sympathy for a cause or issue and influencing others to support it

Compelling those charged with policy implementation to do the same

Pro-active and Re-active Advocacy

Re-active Advocacy:

- Sometimes advocacy is "forced" on us – the problem or issue is already there, and we use advocacy to reduce the problem.
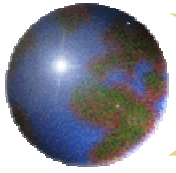
Pro-active Advocacy:

- At other times it is possible to plan for the future, to "set the agenda" and use advocacy to prevent a problem before it happens.
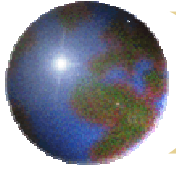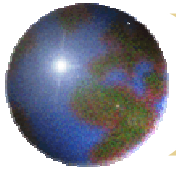
Types of Advocacy Activities

- Policy work
- Lobbying
- Public awareness
- Campaigning
- Alliance Building
- Activism

Policy

- Investigating issues and problems, gathering evidence and identifying recommended solutions or courses of actions. Collecting and producing documentation on the problem
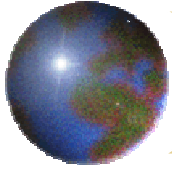
Lobbying

A process of influencing members of a policy-making body to think and act the way the lobbying group or organization wants. It is a process in seeking a policy change and involves persuading policy makers to see things from your point of view.

Effective when the groups or organization seeks of something specific from the legislative system e.g. legislation that would cater for the rights of those infected and affected by HIV/AIDS
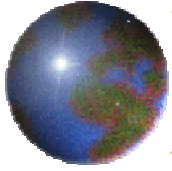
Lobbying

- "Lobbying" is virtually any advocacy activity aimed at influencing a "legislator's" vote on specific legislation.
- "Legislator" refers to
  --Members of parliament or their staff
  --State legislators or their staff
  --Local legislative representatives (e.g. city councils)
  --The public, in case of a ballot measure
  --Members of an organization (if asked to take action on legislation)
- "Legislation" is defined as action by a legislative body including the introduction, amendment, enactment, defeat or repeal of Acts, bills, resolutions, appropriations, and budgets.
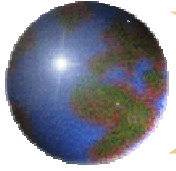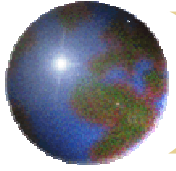
TYPES OF LOBBYING

- **Direct Lobbying**
  Direct lobbying occurs when an organization attempts to influence specific legislation by stating a position to a "legislator" or other government employee who participates in the formulation of legislation.

  - Offering of unsolicited testimony before the a parliamentary meeting of local city council meeting just before it votes on NGO bill.

  - sending a letter to the chair of the appropriation committee opposing the degazetment of Mabira forest

  - Putting out a message through the media aurging for support for passing a gender based violence bill

Grass Roots Lobbying

- Grass roots lobbying occurs when an organization urges the general public to take action on specific legislation.

  - Relates to specific legislation
  - Reflects a point of view on the legislation's merits
  - Encourages the general public to contact legislators

Lobbying Categories

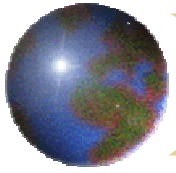Five main categories of legislators to think about, each requiring its own special strategy:
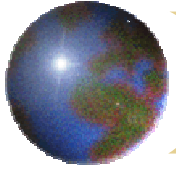
Champions,

Allies,

Fence Sitters,

Mellow Opponents and

Hardcore Opponents.

Public Awareness

- Increasing the knowledge and understanding of the public (or section of the public) concerning the existence and nature of a particular POLICY problem or issue

- ultimate goal is to facilitate dialogue between all social actors, aimed at achieving a change.

Human Rights

As those rights, which are possessed by a person by virtue of the fact that they are human.

Have their roots in what were once known as "natural rights", or those rights that were derived from man's understanding of "natural law"

Natural laws were basic principles that societies should observe because they reflect man's natural needs
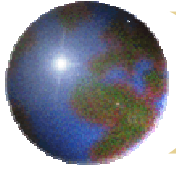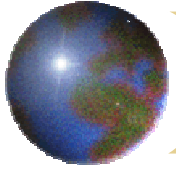
Human Rights

Because they are derived from natural law, human rights have their origins "above" man, and therefore they cannot be taken away by man.

Are universal, indivisible, inalienable

The role of the state is to respect, protect, fulfill and facilitate
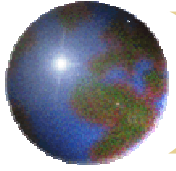
Rights Based Approach

Engaging people in their own development, not as a privilege, but as a right

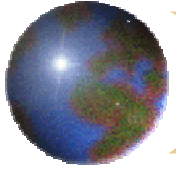Sets the achievement of human rights as an objective of development

Uses thinking about human rights as the scaffolding of development policy

Rights Based Approach

Invokes the international apparatus of human rights accountability in support of development action.

Concerned not just with civil and political (CP) rights (the right to a trial, not to be tortured), but also with economic, social and cultural (ESC) rights (the right to food, housing, a job).
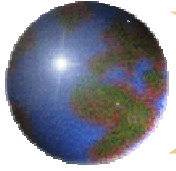
Legitimacy

To whom an organization represents and its relationship with them

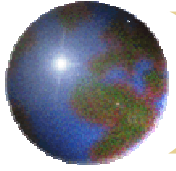Linked to concerns of accountability, credibility and power

Essentially asks the question, "who speaks for whom on advocacy concerns and with what authority?"

Legitimacy

Where comes the legitimacy for negotiating economic and social change agendas or for pressing for policy change? Does it come from donors or from boards? Does it come from partner organizations or from excluded groups? Does it come from the Government or from the ruling party?

Is in the <u>value chain</u> that connects donors, boards, publics, CSOs and excluded people in a common agenda

Credibility

How much the organization can be trusted or believed e.g. whether its information is seen as reliable, its programmes and services sound, or its staff viewed as having integrity.
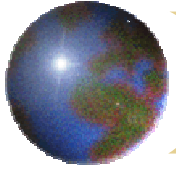
Organization's link to that constituency or client group, the size of its constituency and how accountable it is to that constituency or client group.
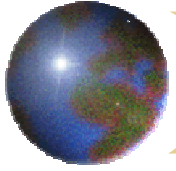
Credibility

NGO credibility is grounded in their real connections to the problems faced by the poor and marginalized, their continued support to and involvement with economic development efforts of CBOs and other actors

Quality of research, publications, age, size, wealth, efficiency, and financial transparency of an organization as well as its contacts with government officials, agencies, political parties, international donors and other NGOs or grassroots networks , perception of independence a group maintains.
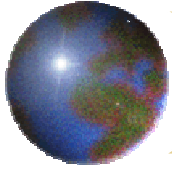
Accountability

The means by which individuals and organizations report to a recognized authority (or authorities) and are held responsible for their actions.

Holding individuals and organizations responsible for performance.

Rests on the premise that citizens have the right to hold officials and institutions responsible for their actions whether those individuals and structures are government authorities, corporations, or community leaders. Indeed as citizens, it is their obligation to carry out this role.
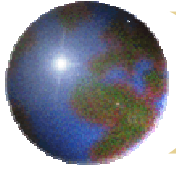
Accountability

Two types:
 (a) Public Accountability
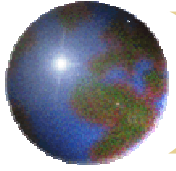 (b) Internal accountability

Public **accountability involves** *transparency*. **Transparency refers to the openness and accessibility of the decision-making and information process within an institution or government.**

Participation

A voluntary process in which people, including marginal groups (poor, women, indigenous, ethnic minorities), come together with policy makers to share, negotiate and control the decision-making process in policy making, implementation and monitoring process

Process invites a greater degree of involvement in decision-making by affected people than consultation; but like consultation, it is based on two-way flow of information and ideas.
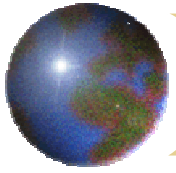
Participation

Civil society organizations should be able top push for in order to realize rights-based development

Always confused with consultation, involvement

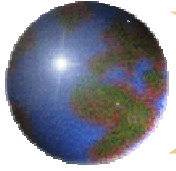Participation as a right not a privilege

Advocacy Outcomes

We often see advocacy as primarily:

- Changes in institutional policy and practice
- Changes in public attitudes and behaviour
- Changes in the political process or system
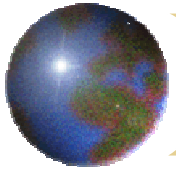- Increased power and influence of the beneficiaries

Or a combination of some or all of the above

Institutional Objectives:

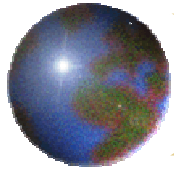Objectives that are focused on institutions (e.g. governments, UN bodies, NGOs, companies, etc.) fall into two types:

- Policy change
- Practice change

Individual Objectives:

Objectives that focus on individuals or groups of individuals (men/husbands, MPs, landowners, priests, doctors, teachers) fall into four types:

- Knowledge
- Skills
- Attitudes
- Behaviours

Strategic Approaches To Advocacy

- Rational
- Collaborative
- Legal/Judicial
- Political/Pressure
- Capacity Building