



**Advocating for a cause
(Advocacy training for CSOs)
23rd August, 2016
Media Lab**





Table of Contents

Background.....	3
Aims and Output.....	3
Summary.....	3-8
Evaluation.....	8-12
Annex I. Pictures.....	13
Annex II. Program.....	14-16
Annex III. List of Participants.....	17-18



Background:

Civil society organizations serve a community of constituents, and although we all believe we do good work, the question remains – are we explaining our work adequately? Is our good work understood and reaching people who matter? A common fallacy amongst CSOs is the belief that everyone is our audience and should hear our messages and stories. But should this be so?

The stories we tell of our organizations enable us to connect meaningfully with our members' supporters and the public. Today, there are several new channels of communication and many more are coming online. How can we effectively use social media and websites to reach our audience and tell our stories to further our work. How do we define our audience and develop an effective advocacy plan?

The Civil Society Organization in Bhutan focuses their work mostly on advocacy initiatives to bring about positive change in the live of the people of Bhutan. The one-day training will help enhance the skills of the CSOs in conducting their advocacy initiatives and give them the tools to develop an advocacy plan for their respective organizations.

Aim:

- To introduce CSOs to the idea of advocating for a cause and what advocacy entails
- To enable CSOs to create an advocacy plan for their own individual organizations.

Output:

- Participants create a sample advocacy process plan that covers issues, audiences and process of advocacy.
- New skills gained by the CSO participants.

Summary:

The day started with an introductory session and the participants also expressed their expectation from the training. The following are the expectations from the participants for the training:

- How to coordinate effective advocacy plan for my organisation.
- To gain skills to advocate better on social media through writing.
- Improve communication skills



- To learn about advocacy techniques.
- How to be more influential through communication
- What is 'advocacy'?
- Level of advocacy, difference between communication & advocacy and politics of advocacy.
- Learn new channels of advocacy
- Learn about making advocacy materials for donors.
- To learn advocacy techniques from other organisation and develop advocacy plan for my organisation.

Next the participants were asked to define 'advocacy' and the following are few of the definitions from the participants:-

- Advocacy is basically creating awareness
- Convincing somebody
- Getting people's support for a cause
- Safeguarding one's rights as an animal rescuer, safeguarding the rights of people who are abused etc.
- Influencing mind set
- Constructive interaction
- Giving people the right to information as advocating on an issue is giving people the information on that particular issue.
- Making voices heard
- Creating informed audience on our message
- Creating awareness-communicating a message
- Advocacy is all about what ,why and how? What we are going to talk about?what we are doing it?how are we going to do it?

The resource person then shared with the participants that Advocacy is the Act or process supporting a cause or an issue. It is the sharing of voice to influence others. An advocacy campaign is a set of targeted actions in support of a cause or issue. We advocate a cause or an issue because we want to:

- Build support for its cause or issue
- Influence others to support it
- Try to influence or change legislation that affects it.

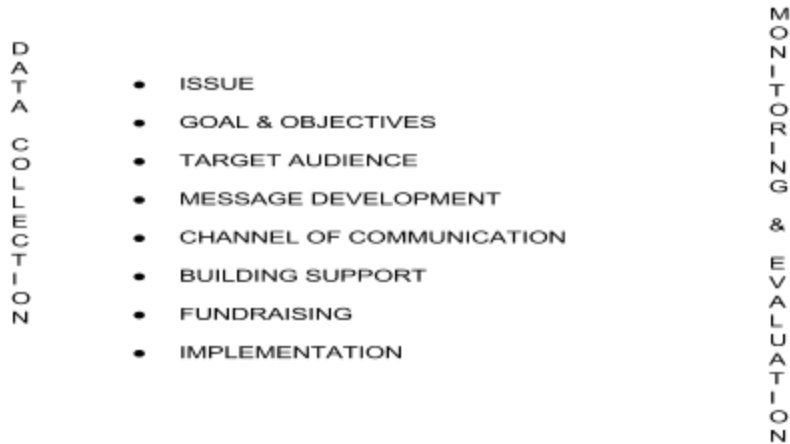
The participants were also informed that lobbying is also a part of advocacy.It tries to influence people (policy makers) to either choose to or support a specific policy or program.

The participants were then divided into four groups and they were asked to look at the steps in the advocacy process and to discuss about an issue. The participants presented their group work



and explained how they prioritized the steps in the advocacy process to address the issue that they have identified in the group.

Next the resource person shared the following steps in the advocacy process with the participants:-



Steps in advocacy process:

(You think about the issue, who the people you want to support your cause, what are your goals, identify key policy audience, develop a message, select appropriate communication channel, conference, expand support base amongst CSO members and other allies, fund raising/mobilize resources to support the advocacy campaign, implement the advocacy strategy according to a plan of action,data collection and monitoring & evaluation will take place throughout the advocacy process).

Next, the participants reviewed the video on LGBT community talking about HIV. The participants expressed that the video sent out the message that only LGBT group are prone to HIV and that they are celebrating HIV.

The representative from Lhaksam said that the video has two messages, celebrate yourself is targeted at the LGBT community and rethink HIV is for the people as an awareness on HIV.

The resource person spoke about the importance of receiving feedback when it comes to advocacy and when you develop short advocacy video there is a need to do proper planning and also be direct about your message.



Next the participants were introduced to advocacy related concepts since advocacy is often confused with other concepts that share common elements. The participants were presented with the table below and they were asked to look at the different concepts and to give examples of issues that can help them understand the three concepts by identifying the target audience, aim and how to measure success.

Advocacy and related concepts:

Concept/approach	Target audience	Aim	How to measure success?
IEC	Eg:Child Labour:Parents, children, employers	Raise awareness, educate change behaviour	% of children employed In business reached, no. of policies drafted, no. of schools incorporated the issue in their curriculum
Public relations	Eg:Hotel-Consumers, tour operators	Sales	Increased sale
Advocacy	Eg:Waste management-policy maker, decision makers	Change policy, introduce policy	Adoption of new programs, policies,

The resource person then talked about the similarities and the difference in the three concepts/approach:-

Similarities :

- All of them seek to promote change.
- strategies to promote change,



- All are effective if planned systematically
- Involves identifying audience and tailoring messages,

Difference:

Advocacy is different from the other two concepts as it seeks to affect a change in policy/program/allocation of resources.

Next the participants were divided in four groups and they were asked to identify an issue in Bhutan and to list down the problems, challenges and the strategy to overcome the issue. The issues identified by the four groups are youth & alcohol, women participation in Local Government Election, Environment and health.

The resource person then talked about identifying the policy actor or decision maker to have the power to convert the advocacy objective into reality. The participants were then introduced to a session on audience analysis and framing a message while developing an advocacy plan.

The participants were informed about how they can evaluate the target audience. In order to evaluate the target audience, it is important to consider the level of familiarity with the organisation, level of knowledge about the advocacy issue, level of agreement with the position on the issue and level of previous demonstrated support for the issues.

When it comes to framing a message, the participants should be able to identify elements of an effective message, develop a draft advocacy message and understand how to share the message.

The resource person also shared the 5 elements of messages which includes content, language, messenger/source, format & medium and time & place. In order to deliver a message there are formats that the particular organisation can use such as face to face, briefing packets, fact sheets, policy forums, Public Service Announcements, posters, petitions, debates. Press release and contests to design posters/slogans.

The next session was a skype call with the co-founder of Leher, an NGO in India dedicated to shaping and developing preventive measures and systems, and on creating a culture of shared responsibility for protecting children between families, communities and in government. The resource person from Leher talked about two case studies on advocacy. The first case study was about advocating for the state to adopt and universalize an

emergency child protection response service in all districts of the India as a civil society government partnership and the second case study was about no prison for children



campaign on social media to end children between age 16-18 to be tried as adults and sent to prison for heinous crimes.

Next session was conducted by the resource person from UNICEF and the resource person talked about how important it is to have continuity of work when you advocate for a cause and also the importance of conducting research and collecting data before developing an advocacy plan. The resource person gave examples on what works and what doesn't work when we conduct an advocacy program.

At the end of the day, the participants were asked to develop an advocacy plan for their respective organisation. The participants agreed to meet in September for half a day to present their advocacy plan.

In September, 2016, three CSOs presented their advocacy plan and they were provided with feedback to improve on their advocacy plan.

Post Evaluation:

1. Did the workshop meet your expectations? (What did you expect to accomplish in the workshop and how well were your expectations met?)
 - The training helped me to open up and be more interactive.
 - The training was clearly defined and the sessions were relevant to my work.
 - It met my expectations since I learned the techniques to develop a better advocacy plan.
 - I will be able to develop an advocacy plan for my organisation and also I was able to understand that not all advocacy can have 100% result as we always expect.
 - It was great since our resource person kept us engaged and the presentation was very clear. I feel I can advocate on issues much better than before.
 - I expected to learn how to frame a message and I have learned more than just framing messages.
 - I wanted to learn how to come up with an advocacy plan for my organisation and I am glad that I have learned all the steps and process involved in making one. I have also learned how important it is for CSOs to advocate and work together.
 - The training was well organised in disseminating relevant knowledge and information to plan for an advocacy program.



- The training helped me better understand the mechanism of an advocacy initiative.
- I am well equipped with the knowledge on advocacy.
- The workshop met my expectations this time since i learned about effective advocacy plan to implement at my organisation.
- Yes, it did and it is my first training on advocacy.

2 (a)List down three skills that your have acquired during the workshop:

- Communication skills
- Advocacy
- Steps in advocacy process

- Advocacy messages
- Importance of advocacy materials
- Importance of advocacy & lobbying
- Advocacy planning
- Advocacy procedure
- The risk of not choosing the right partner to collaborate during advocacy
- Understanding is important before tackling an issue
- Better way of advocating and lobbying
- Risks you might face and to be ready to face it
- Developing messages
- Choosing audience
- Process of planning advocacy
- The meaning of advocacy/advocating for change
- Different techniques to advocate
- Planning advocacy program
- Basic skills necessary for planning advocacy program
- Making advocacy program effective
- To plan specific and doable initiatives.
- Who should we lobby
- To think practically about advocacy programs
- How to advocate
- How to plan and to implement the plan (X2)
- Difference between lobbying and advocacy
- Effective means to advocate
- Framing messages
- Advocacy strategies
- Communicative methods



- Effective messaging
- Importance of advocacy in bring about change
- Lobbying
- I know less is more in communicating
- Lobbying
- Advocacy is always to bring about change
- Better communication tips

(b) How will you use these skills in your work/life?

- I am interested in working for CSO so the skills i learned today are really helpful
- By implementing the learnings from the training
- I will prepare an advocacy plan on GNH and try to implement it
- I will talk to people and make use of the skills i have learned.
- I will use the tips for designing advocacy programs and also come up with a better advocacy plan for my organisation
- It will help me identify what issues need to be advocated in my organisation and help us in better carrying out our work.
- With the new knowledge on how to plan advocacy, develop message and choosing audience, I hope to develop better advocacy plan which is suitable for the audience.
- Use the skills while working on advocacy program and share the knowledge with colleagues
- It will help me in writing proposals and I can use the tips & procedures to convince our donors.
- I think these skills will help me in developing better advocacy materials for my organisation.
- By implementing what i learned from the training
- The skills will be useful for my organisation but more on a personal level as I do some work to bring about change and to make a difference.
- Use the skills by learning/reading more and getting information so as to give out better polished information.

3. What aspects of the workshop benefited you the most? Please be specific.

- I got a clear image of advocacy and how it can move mountains if one gets it right
- The aspects of the training that really benefitted me was the concepts of advocacy process
- The whole training was important but for me but I think the steps involved in advocacy process was more important.
- I will say that the planning and the procedure will help me in every work that my organisation do. We do a lot of advocacy program and it will be helpful for my colleagues to know the ways of advocating and the steps involved in advocacy process.



- How to advocate & lobby and also where & when to advocate.
- Developing messages was very important. I have been working to develop a presentation on LGBT in Bhutan and I feel i will be able to develop a better presentation which will be easy to understand that will be suitable for the LGBT community.
- The advocacy process /plan.
- Designing an advocacy program was very useful.
- The last session benefited me the most since it summed up all we had learned during the day. I could see practical example of advocacy programs and initiatives.
- The steps of advocacy process
- Advocacy strategies are the most effective skill I have learned because in any sort of working area, we need to know procedures to go about.
- The risk involved in advocacy.

4. Please comment on the facilitation of the workshop (were the facilitators inclusive, prepared and knowledgeable?)

- The skype call was not upto my expectation.
- The facilitator was well prepared, energetic and interactive with the participants.
- The facilitator was inclusive , prepared and knowledgeable.
- They were very friendly, open minded and well prepared.
- I am very happy with the facilitators. They were well prepared and also well versed in this field.
- The facilitators were very prepared and knowledgeable.
- The facilitators were perfect
- The facilitators were fine.
- I have always appreciated the facilitator (EPD, BCMD). She is very knowledgeable.
- Everything was well facilitated
- Everything was well prepared and organized.

5. Please make comments about the way the workshop was organised (i.e. clarity of presentation, workshop materials, number of participants, size of the room etc.): Please share any additional comments or suggestions you have.

- It was clear and covered well.
- Everything was good and properly arranged
- Everything was fine
- I would give 8 on a scale of 10. It was all very well prepared
- Presentation and workshop materials were practical and informative.
- The workshop was very effective in educating and informing the participants. Overall it was really good.
- Everything was well organized and presented well (same as everything was fine so indicate x2)
- The workshop was well organized



- Everything was up to my expectation.
- It was good and up to expectation.
- Everything was spot-on. The only problem was with the internet connection

Annex I: Pictures







Synopsis:

Civil society organizations serve a community of constituents, and although we all believe we do good work, the question remains – are we explaining our work adequately? Is our good work understood and reaching people who matter? A common fallacy amongst CSOs is the belief that everyone is our audience and should hear our messages and stories. But should this be so?

The stories we tell of our organizations enable us to connect meaningfully with our members' supporters and the public. Today, there are several new channels of communication and many more are coming online. How can we effectively use social media and websites to reach our audience and tell our stories to further our work. How do we define our audience and develop an effective advocacy plan?

The Civil Society Organization in Bhutan focuses their work mostly on advocacy initiatives to bring about positive change in the live of the people of Bhutan. The one-day training will help enhance the skills of the CSOs in conducting their advocacy initiatives and give them the tools to develop an advocacy plan for their respective organizations. The one-day training is in continuation to the communication training which was held on 28th- 29th July, 2016.

Join us for the training on 'advocating for a cause'. Gain new skills to take your advocacy initiatives further and to develop an advocacy plan for your organization.

Resource persons:

Mr. Aniruddha Kulkarni, Child Protection Specialist, Head, Child Protection and Adolescent Development and Participation Section

Ms Nicole Menezes, Co-Founder, Leher, (Indian NGO) Nicole is a development professional with over 14 years of work in the sphere of child rights and protection. Passionate about the rights of children, Nicole joined the founding team of CHILDLINE India in 1999. She was instrumental in developing the service from a single helpline for street children in Mumbai to the largest helpline in India, embedded in the nation's child protection system, now reaching a third of India's children. Nicole has contributed significantly to research studies and projects on the protection of children including steering a national study on the status of child protection mechanisms across 10 states of India.

Siok Sian Pek-Dorji, Executive Professional Director, BCMD



8:40-9:00 AM	Registration	
9:00-9:15AM	Welcome/Introduction of participants.	Kesang
9:15-9:45 AM	Define advocacy	Aum Pek
9:45-10:25 AM	Steps in Advocacy	Aum Pek
10:25-10:50AM	Tea Break	
10:50-11:20 AM	Related concepts. Complete chart	Aum Pek
10:20AM-12:10P M	The issue Prioritise your own issue	Aum Pek
12:10-12:30PM	Audience	Aum Pek
12:30-1:00PM	Message	Aum Pek
1:00-2:00PM	Lunch	Aum Pek
2:00-2:30PM	session on advocacy- discussion	Aum Pek
2: 30– 3:15 PM	Advocacy for child rights: An experience from India	Ms Nicole Menezes, Co-Founder Leher, an Indian NGO
3:15-3:30PM	Tea Break	
3:30 – 4:15 PM	Opportunities for advocacy within the Child and Women Rights Sectors in Bhutan	Mr.Aniruddha
4:15-4:25PM	Clarifying doubts- Discussion-Q&A session	Aum Pek & Mr. Aniruddha
4:25-4:30PM	Post Evaluation	



Annex III: List of participants

Participants List

SI.No	Name	Organization	Contact No.	E-mail ID
1	Deki Dema	RSPN	322056	ddema@rspnbhutan.org
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6	Nima Tshering	GNH Centre	17886996	nima@gnhcentrebhutan.org
7	Kinley Drukpa	Bhutan Transparency Initiative	17867465	kindee90@gmail.com
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