



CHANGE Champions Leadership Training

ADVOCACY

Agenda



10.00 - 10.15	Arrival
10.15 - 11.00	What is advocacy?
11.00 – 12.00	Rights holders and duty bearers
12.00 - 13.00	break
13.00 - 14.30	Participatory Advocacy & developing an Advocacy Strategy
14.30 - 15.00	coffee
15.00 - 16.00	Minimize Risks – What can advocacy achieve against FGM?
16.00 - 16.30	Conclusion

What is advocacy?



“Advocacy is the deliberate process, based on demonstrated evidence, to directly and indirectly influence decision makers, stakeholders and relevant audiences to support and implement actions that contribute to the fulfilment of children’s and women’s rights.” UNICEF (2010)

Einstiegsfragen



Was bedeutet Advocacy für unsere Community?

Wie können wir die Frauen in unserer Community ermutigen, zu sprechen?

Wie können wir Aufmerksamkeit für unsere Themen schaffen?

Rights Holders and Duty Bearers



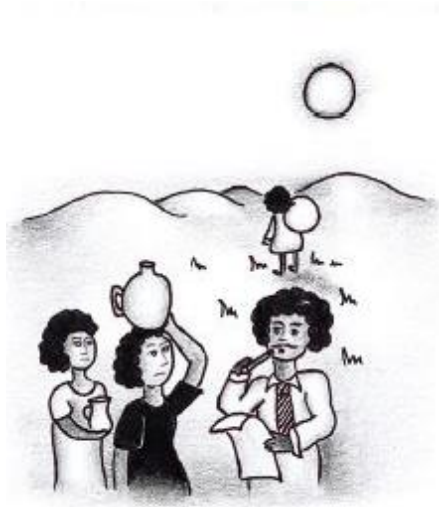
Taking a rights-based approach to advocacy, it is important to distinguish between rights holders (those whose rights need to be realised) and duty bearers (those who have the responsibility to ensure the realisation of rights). It is e.g. the duty of the government to ensure that the right to health is respected by providing health care services for women suffering from complications due to FGM.

“Rights holders are individuals or social groups that have particular entitlements in relation to specific duty bearers. In general terms, all human beings are rights holders under the Universal Declaration of Human Rights.

Duty bearers are those actors who have a particular obligation or responsibility to respect, promote and realise human rights and to abstain from human rights violations.”

Action Aid, British Youth Council, Plan, Restless Development (2015)

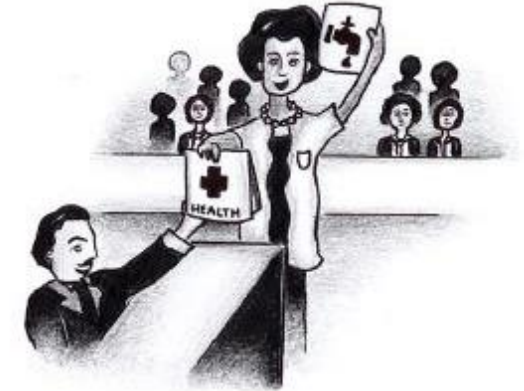
Process of policy making cards



'Experts' bring people's issues (the water problem) to policymakers



People organize to bring their own issues to policymakers



Source: Action Aid, British Youth Council, Plan (2015). Restless Development, page 93.

Develop an Advocacy Strategy



1. Choose your issue => what needs to change?
2. Analyse and research => generate evidence
3. Choose priorities => define an advocacy goal and message
4. Identify opportunities and map your network => advocacy action planning and looking for partners
5. Monitor and evaluate