



OBJECTIVES

Participants will be able to:
Demonstrate what is involved in
advocacy on the issue of stigma



TIME

1 hour



MATERIALS

Advocacy Handout

ACTIVITIES

INTRODUCTION

Ask participants: “What is the meaning of **advocacy**?”

DEFINITION

Advocacy is a systematic and organized effort to change unhelpful laws, policies, practices or behavior. It is about pleading for or supporting a cause. It is about social change—creating an environment where specific goals can be achieved. Advocacy can take many forms, including:

- **Quiet persuasion**—to encourage other people to speak out on the issue
- **Confrontation**—to publicize the issue and influence people

STEPS IN ADVOCACY

Explain the steps in an advocacy campaign:

1. Select the issue or problem
2. Analyze the issue
3. Develop specific objectives. What do you want to achieve?
Be clear.
4. Identify your audience: Who do you want to hear your message?
5. Identify your allies—people who support your cause and people who can influence change
6. Create an action plan—describe the steps to achieve your goals and create a realistic timeline
7. Implement your action plan
8. Monitor the action and then make revisions

Divide into groups and ask each group to select an issue they want to win support for (for example, community support for HIV affected families) and plan an advocacy process.

ADVOCACY

EXERCISE 19

Advocacy is a systematic and organized effort to change unhelpful practices or behavior.

What skills are needed for advocacy work?

You will need the skills to be able to:

- Plan a campaign which will succeed in changing people's behavior
- Tell people what the issue is and make them support you
- Find others who agree with you and are prepared to back you up
- Negotiate, deal with the different actors involved in making change

Choose an issue

Select a specific aspect of stigma to focus on such as stigma towards orphans, or discriminatory practices towards families living with HIV/ AIDS. Ask yourself:

- Is the issue widely felt by many people?
- Is it deeply felt—are people angry, frustrated, etc.?
- Will it result in a real improvement in people's lives?
- Can you win on this issue?

Identify and brief key leaders

Look for key leaders who will support your campaign and influence others. Then consider what their interest is in the issue. Don't assume that they are opposed. They may already be convinced of the need to address the stigma issue. Find out their ideas about the issue and get them on board. Avoid making them look bad.

In many cases the leaders will not be adequately informed about the issue. Your job is to explain the issue and its importance clearly and persuasively. Tell them how stigma hurts not only PLHAs but the whole community. Use words and arguments from their perspective. Put yourself in their shoes, learn as much as possible about their situation and tailor what you are saying to their own interests and concerns.

Create some ownership of the need to change on the part of the leaders. Involve them in thinking through the issue themselves. Get them talking and help them see the issue from their own experience.

10 Steps in an advocacy campaign

1. Clearly state the problem or issue
2. Develop a goal and a set of objectives
3. Identify the target audience(s) to engage
4. Identify groups who are affected by the campaign
5. Formulate the advocacy message and identify the methods to get the message out to the target audience (meetings, drama, etc.)
6. Prepare a plan of action and schedule of activities
7. Identify resource requirements (human, organizational, financial)
8. Get support from other key players—NGOs, government, etc.
9. Identify monitoring and evaluation criteria and indicators
10. Assess success or failure and determine next steps