

## Session 13

### Draft the Advocacy Strategy

<b>Purpose</b> Compile the work completed during the workshop into a draft advocacy strategy.	
<b>Objectives</b> By the end of this session, participants will: <ul style="list-style-type: none"><li>• Describe the components of an advocacy strategy document</li><li>• Outline sections of their advocacy strategy based on work to date</li></ul> <b>Total time:</b> ~3 hours	<b>Session Preparations</b> <b>Logistics:</b> <ul style="list-style-type: none"><li>• Decide on the order of presentations (see Note with slide 7) and pre-load each small groups' files on the central laptop</li></ul> <b>Materials Needed:</b> <ul style="list-style-type: none"><li>• Session13_DraftStrategy PowerPoint file</li><li>• Draft Strategy Slide Set for Participants PowerPoint file</li><li>• Handout and Word file:<ul style="list-style-type: none"><li>- Policy Advocacy Strategy Outline Worksheet</li></ul></li><li>• Laptops for participants—at least one per group, preferably two (Internet access or flash drives to share templates/files)</li><li>• Flip charts created by groups during previous sessions to document advocacy strategy ideas</li></ul> <b>Set-Up:</b> <ul style="list-style-type: none"><li>• Small groups at tables</li><li>• Electrical outlets and extension cords (as needed) for laptops</li></ul>

#### Overview of an Advocacy Strategy—15 minutes

1. Use the speaker notes, questions, and probes provided to encourage participant interaction during the session.

Show slide 1.

Explain: **During this session, we will bring together all the pieces of your advocacy strategy developed in earlier sessions and compile them into an outline or a draft strategy.**

First, let's review the components of a strategy.



## 2. Show slide 2.

Say: Drafting and implementing the advocacy strategy is the final step in our advocacy strategy development process.

Distribute the handout, Policy Advocacy Strategy Outline.

Say: This is an outline of an advocacy strategy. The outline is based on the steps we have discussed throughout the workshop. We have provided this outline as a worksheet/template in Word and as a PowerPoint template. Your group may prefer to capture your strategy in a format other than Word or PowerPoint such as Excel or a specialized work planning application used by your organization. We encourage you to use whatever applications or templates you typically use for planning purposes. However, if the application is not designed to support a presentation, we ask that you cut/paste your information/data into the PowerPoint template provided for use during your presentation to the larger group.

Refer participants to the outline/worksheet Word file and the PowerPoint template file.

Say: Other publicly available strategies might look different and may include more or less information, but most have common core components that are similar to the steps that we included in the process and in the outline we are providing.

You may wish to look at other strategies for future adaptation of your own strategy and for additional learning opportunities.

*Note: Here are two examples of other strategy documents to share with the participants. Hyperlinks to these documents also appear on the slide:*

[Proposal for advocacy strategy to protect the vulnerable children, women and youth in the Pacific, UNICEF, 2011.](#)

[Common Advocacy Plan for Expanding Contraceptive Choice in India, Health Policy Project, 2013.\]](#)

**Step 9: Draft and Implement Strategy**

Advocacy strategy should include:

- Background
  - Problem statement
  - Evidence/information
  - Root cause and policy solution
- Advocacy Goal and Objectives
- Partners
- Activities
  - Target audience(s)/stage
  - Advocacy message
  - Responsible people/committees/required resources
  - Desired timeframe
- Communication
- Monitoring and Evaluation Plan
- Conclusion

The slide also features two example documents: a UNICEF proposal and a Health Policy Project plan. UNICEF and HPP logos are visible at the bottom right of the slide content.



## 3. Show slide 3.

Say: This next activity is your chance to compile all of the work you completed during the individual sessions. Take this time to clarify details and get answers to any questions you have. After you compile your draft strategies, you will present your plans to each other.

The next series of slides are the same slides that you will find in your PowerPoint template.

Notice that the outline in the Word document/handout provides a bit more detail on each of the components and will be a helpful resource as you go through the PowerPoint slides.

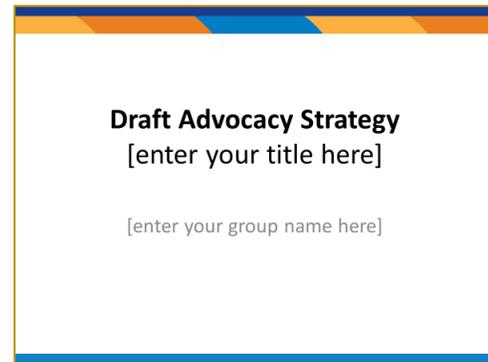
We will review these slides now.

Notice that the first slide includes the title of the strategy and the name of the group or coalition developing the strategy.

Say: Here are some things to keep in mind as you compile your strategy:

- At the end of this exercise, the outline should be useful to your team going forward. Although it will not be complete, you can apply what you learned during the workshop to finish your plan.
- Consider the format that will be most accessible and useful to your group when compiling this information.
- Groups may want to assign specific tasks to different members of their group to streamline the process of developing the presentation.
- Use the Policy Advocacy Strategy Outline, the flip charts that you saved, and other resources shared during the workshop to guide the development of your draft strategy. Ask the facilitators for assistance as needed.

*Note: Groups may find Excel spreadsheets or Word documents easier to use when organizing their*



*strategies. Encourage groups to use what seems most practical and will be easiest for future use. However, for this activity, each small group must prepare a presentation that can be shared with the larger group—the PowerPoint template is designed for that purpose. If donors or external groups will be attending the session where the participants are making their presentations, remind the participants of this so that they can plan their presentations accordingly.*

4. Show slide 4.

**Say:** The first few slides cover the background section, which includes the problem statement, the relevant evidence, the root cause, and the policy solution. On this slide, enter the information you identified during the session on defining the issue.

The problem statement should include the issue, who (is affected), where (the problem exists), and the amount (the size/scope of the problem or percentage of a given population affected).

Identify the root cause and summarize your analysis of the root cause, if it requires some explanation.

Problem Statement and Root Cause

Problem Statement: [enter your text here]

Identified Root Cause: [enter your text here]

5. Show slide 5.

**Say:** A critical component of the background section is the evidence to support your claims of the problem statement, the root cause analysis, and your proposed policy solution. Since you will have limited time during the presentation, include just the most relevant data. These are the data that formed the basis of your messages and illustrate the issue. However, when completed, your final strategy should contain your full analysis and description of the landscape.

As you decide what evidence to include, consider the questions:

- What? The problem and its severity
- Why? The cause(s) of the problem

Evidence

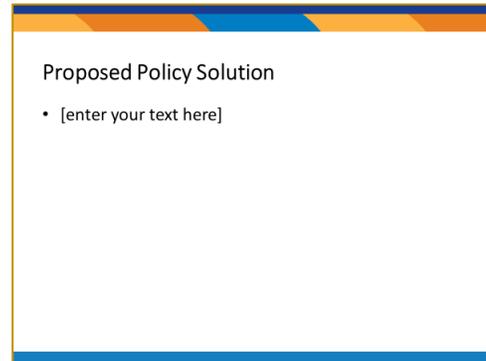
1. [Enter three or four key pieces of evidence supporting the claim made in the problem statement.]
- 2.
- 3.
- 4.

- **Who?/Where?** The populations affected by the problem and the institutions that make decisions about the policies

Remember to keep a running list of items that you may need to research further.

6. Show slide 6.

Say: **State your proposed policy solution, based on the exercises we completed during the root cause analysis activities.**



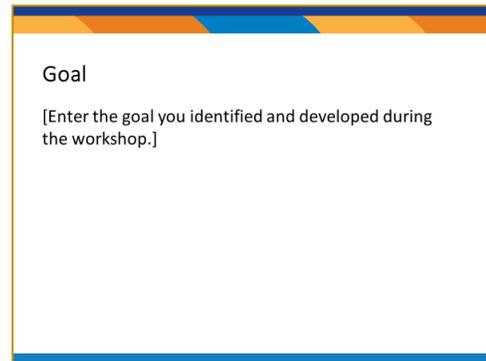
Proposed Policy Solution

- [enter your text here]

7. Show slide 7.

Say: **On this slide, list the goal of the advocacy strategy.**

*Note: Based on how the workshop was structured, the goal may be the same across all the assigned small groups/participants. In that case, the first group to present will include the introductory slides. Subsequent groups can structure their presentations to start with the objective(s).*

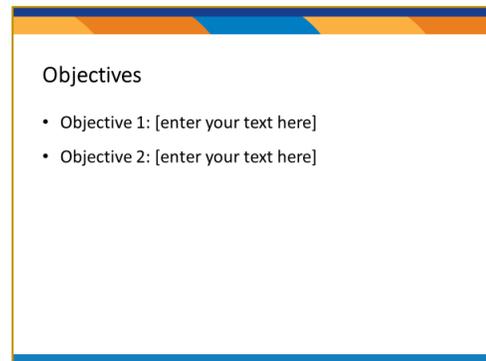


Goal

[Enter the goal you identified and developed during the workshop.]

8. Show slide 8.

Say: **List the objectives of the strategy.**



Objectives

- Objective 1: [enter your text here]
- Objective 2: [enter your text here]

9. Show slide 9.

Say: In most strategies, you will not find a power map. Usually power maps inform the strategy (by helping you select partners and determine target audiences) but are not presented as part of the strategy itself. But, to help us understand your strategy, include a photo of your power map on this slide.

Power Map

- [Insert a photo of the power map here]

10. Show slide 10.

Say: Next you will name the partners you identified and what they will bring to the partnership.

Partners and Networks

- [Enter name 1: reason for partnership]
- [Enter name 2: reason for partnership]
- [Enter name 3: reason for partnership]

11. Show slide 11.

Say: This table provides an overview of the objectives and activities of the strategy. It is intended to provide a quick view of the whole strategy prior to discussing each component in detail.

Strategy Snapshot

Goal:	
<b>Objective 1</b>	
Activity 1	
Activity 2	
Activity 3	
<b>Objective 2</b>	
Activity 1	
Activity 2	
Activity 3	

12. Show slide 12.

Say: This table consolidates information about an activity. Complete one table for each activity under each objective.

List your first objective across the top of the first activity table. Enter one of the activities for Objective 1 and when it will occur. Next, list who will be accountable for organizing the activity and what will be the indicator of success (outcome indicator).

Your PPT file has three activity tables for Objective 1—fill in each and add more activity

Activities

Objective 1: [enter your text here]	
Activity 1: [enter your text here]	
When (timing):	
Who is responsible for the activity (organization, person, partner, influence):	
Other resources required:	
Indicator of success:	

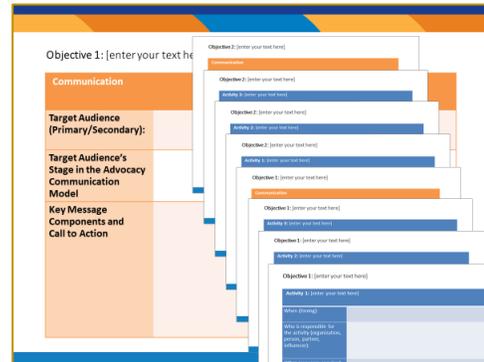
tables if you have more than three activities planned for this objective.

13. Show slide 13 (title and table image only).

Say: After the three activity tables, you will find a communication table. If the objective and related activities have to do with communication, use this slide to capture the communication information. Add the objective across the top. Enter the target audience; note whether it is a primary or secondary audience. List the target audience's stage in the advocacy communication model. Then list key points to highlight in the message, including the call-to-action.

Advance the slide to reveal the build of slide images.

Say: Your PowerPoint file contains two sets of these activities and communication slides (one set for Objective 1 and one for Objective 2). Duplicate slides as needed if you have more than two objectives. Delete or hide slides that you do not need.



14. Show slide 14.

Say: The previous slides captured activity-level or output indicators. Use the table on this slide to record comprehensive information on all the indicators, including the data source and who will be responsible for tracking the progress.

Ensure that indicators are time-bound, programmatically important, comparable, valid, precise, measurable, and reliable.

Indicators			
	Indicator	Data Source	Person or Group Responsible for Tracking
Objective 1	[enter your text here]		
Activity 1			
Activity 2			
Activity 3			
Objective 2			
Activity 1			
Activity 2			
Activity 3			

15. Show slide 15.

Say: Finally, include a closing statement.

- Briefly restate the goal and how these activities will support achievement of the goal.
- Restate the potential benefits of the policy change.

Slide:

- Include any concluding remarks from the organization or group of organizations working together.

### Activity—2 hours, 45 minutes

#### 16. Show slide 16.

Use the instructions on the slide to introduce the activity.

Say: **In your small groups, consolidate your work from the previous sessions using the application of your choice—Word, Excel, PowerPoint, or another work planning application.**

Use the PowerPoint template to share your strategy with the large group. You will have approximately 2 hours and 45 minutes to compile your strategy and prepare for your presentation.

It may be helpful to complete the outline in the Word document first, as there are guiding questions to help you think through each section.

To help you in your future efforts to complete your strategy, keep a running list of additional information that you need.

Circulate among the groups to answer questions and ensure that each group understands the task and is progressing on schedule. Encourage the groups to practice their presentations.

Give periodic updates on the amount of time remaining.

*Note: Depending on the number of groups, the amount of time per presentation can be adjusted. A minimum of 15 minutes should be allotted to each group. Some groups may find it easier to work from their office or hotel space to complete this activity.*

#### Activity—Draft Advocacy Strategy

- Consolidate your work from the previous sessions into a draft advocacy strategy (2 hours and 45 minutes to develop)
- Use the PowerPoint template and the Word outline as reference
- Prepare to deliver a 15-minute presentation on your advocacy strategy



**Wrap-Up—5 minutes**

17. Show slide 17.

Conclude the session by reviewing the learning objectives, summarizing the key concepts and definitions, and clarifying any participant questions.

Learning Objectives—Session 13

- Describe the components of an advocacy strategy document
- Outline sections of your advocacy strategy based on work to date

## Policy Advocacy Strategy Outline Worksheet

*Instructions: Follow the instructions (in italics) to complete each section of the strategy document.*

### 1. Background

- **Problem Statement:**  
*Concisely articulate the problem statement, including the issue, who, where, and the amount.*
- **Evidence/Information:**  
*Briefly outline the relevant background and evidence to support the problem statement. Include information about the current legal framework, relevant epidemiological data, and information about the impact of current situation. Answer the questions:*
  - i. *What? (the problem and severity)*
  - ii. *Why? (cause[s] of the problem)*
  - iii. *Who/where? (populations affected by the problem as well as the institutions that make decisions about the policies)*
- **Root Cause and Policy Solution:**  
*State the identified root cause and proposed policy solution to address the root cause.*

### 2. Advocacy Goal and Objectives

- **Goal:**  
*State the goal of what the group hopes to achieve in the long term (three to five years).*
- **Objectives:**  
*State short-term objectives that contribute directly to reaching the goal.*

### 3. Partners

- *Identify different types of partners, their role in advancing the strategy, and a justification for each partnership.*

### 4. Activities Table

*Complete the following table for each of your activities under each of your objectives.*

Objective 1:	
Activity 1	When (timing):
	Who is doing the work and delivering the message (organization, person, influencer, ally):
	Other resources required:
	Indicator of success:

### 5. Communications Table

Objective/Communication-Related Activity:	
Target Audience (Primary or Secondary):	
Target Audience's Stage in the Advocacy Communication Model:	
Key Message Components and Call to Action:	

## 6. Monitor and Evaluate

Complete the table below with objective and activity-level indicators. Add or remove rows as necessary. Ensure that indicators are time-bound, programmatically important, comparable, valid, precise, measurable, and reliable.

	Indicator	Data Source	Person or Group Responsible for Tracking
Objective 1			
Activity 1			
Activity 2			
Activity 3			
Objective 2			
Activity 1			
Activity 2			
Activity 3			

## 7. Conclusion

Briefly restate the goal and how these activities will support achievement of the goal. Additionally, include any concluding remarks from the organization or group of organizations working together.