



Advocacy Campaigns

From Strategy to
Implementation

Blaise Murphet



@bmurphet



/in/blaise-murphet-189bb8b



Elements of an Advocacy Campaign

- Gather background information
- Set clear objectives
- Build strong partnerships
- Know your advocacy targets
- *Help develop legislation or regulations*
- Determine what is non-negotiable
- Identify sponsors and champions
- Develop key strategies
- Prepare to communicate effectively
- Create campaign action plan
- Run your campaign
- Monitor and evaluate progress

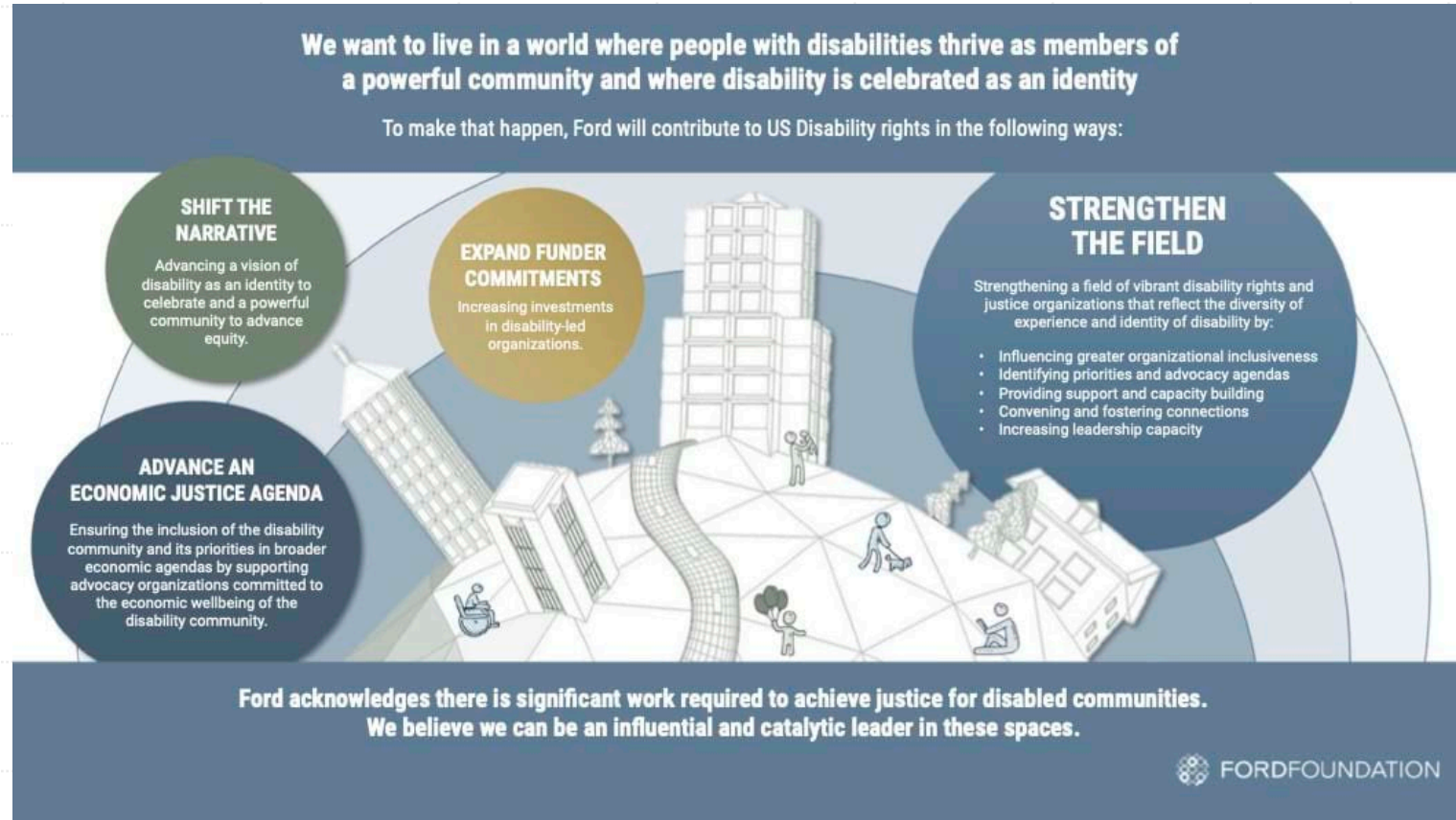


Gather background information

- Before you begin your campaign....do your research!
 - What is the latest research and data saying?
 - What is the status of the current relevant law, regulation, framework that you need to impact or change?
 - What past advocacy efforts have been undertaken? What has worked? What hasn't worked? Who was involved?

Set clear vision, goal & objectives

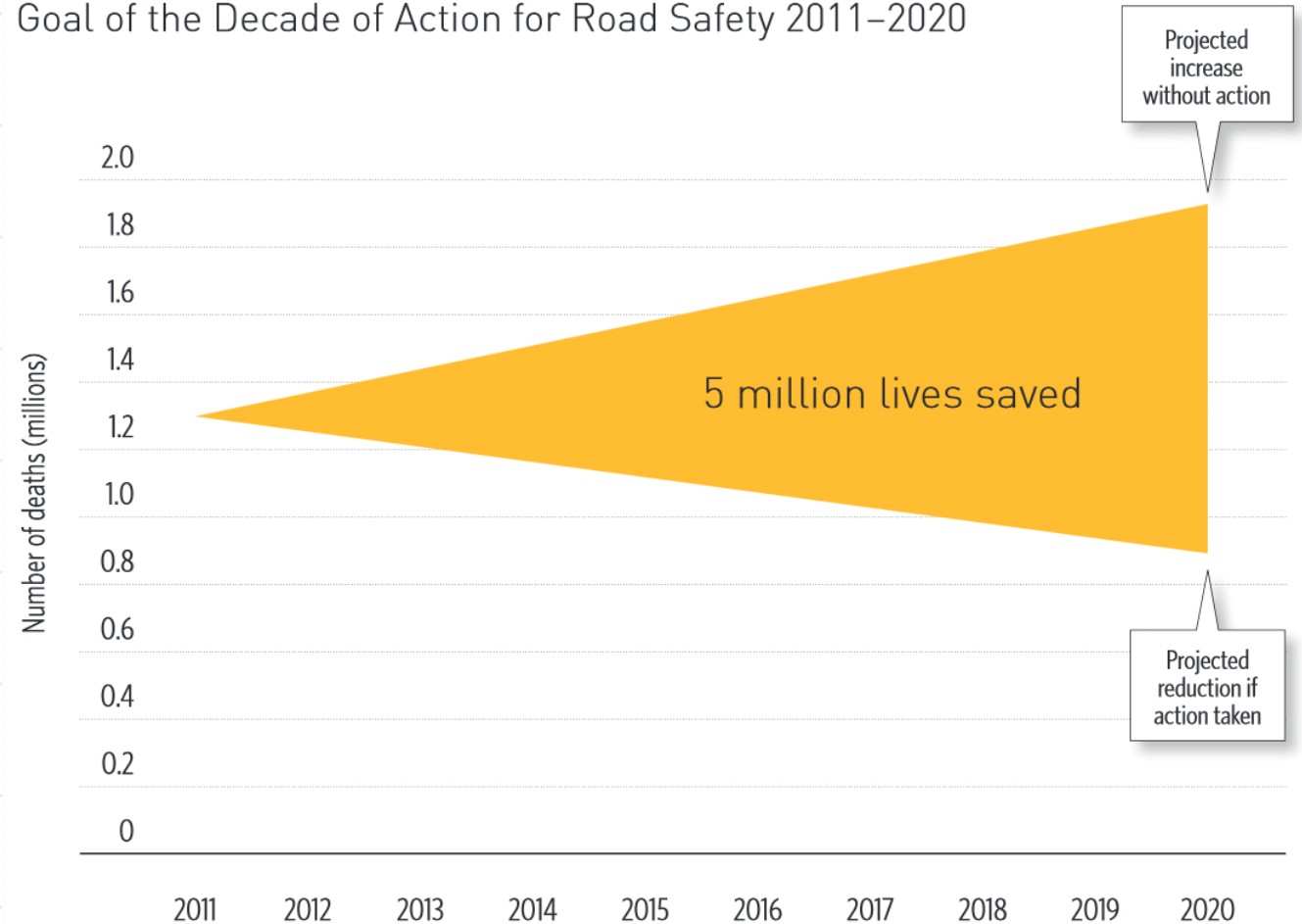
- A vision is a statement that describes the future of the issue in your country. This vision should represent the interests and needs of key stakeholders, including the sectors of governments, business and civil society, in order to gain support, foster collaboration, and provide direction for action



Set clear vision, goal & objectives

- A campaign goal is the long-term result that you hope to see emerge from the advocacy efforts

Goal of the Decade of Action for Road Safety 2011–2020



Objective

Objectives name the specific, evidence-based changes you want to achieve that will lead you toward your goal and vision

If linked to policy then they should specifically name the policy to be influenced.





SPECIFIC

What exactly do you want to achieve?



MEASURABLE

Establish clear definitions to help you measure if you're reaching your goal.



ATTAINABLE

What steps can you take to reach your goal? Outline the exact steps to accomplish your goal.



RELEVANT

How will meeting this goal help you? Does your goal relate to your mission?



TIME-BOUND

How long will it take to reach your goal?

OBJECTIVES



OBJECTIVES

Build Strong Partnerships

- An informal or formal group/coalition that come together for a period of time to collaborate to achieve changes.
- Conduct a self-assessment/organisational assessment to identify strengths and weaknesses
- Use this to identify relevant partners that can join the group/coalition



Know your advocacy targets

Take a moment to understand and refresh knowledge on the 'who' of your advocacy targets. This is also important for sustainability of approach.

3. IDENTIFY GOVERNMENT BODIES AND DEPARTMENTS

In the next step, you'll identify the government bodies involved in helping you achieve your policy objective. They may be executive, ministerial or legislative bodies, standards bureaus, or some combination. Depending on your policy objective and country's political system, you may also need to consider bodies at multiple levels of governance.

List the relevant government bodies as well as the specific departments or committees that will have a formal role in approving your policy objective.

NATIONAL

Government Body	Departments and Committees

SUB-NATIONAL (e.g. provincial, county, district)

Government Body	Departments and Committees

LOCAL (e.g. city, township)

Government Body	Departments and Committees
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Decide what is 'non-negotiable'

- Compromise is un-avoidable in advocacy, but it is important to know your limits
- Important to decide with core partners what aspects of your objectives are non-negotiable so that you can know where you need to 'draw the line' and not shift away from your fundamental vision, goals and objectives.
- If presented with a potential compromise, ask yourself:
 - Does the compromise undermine meaningful progress on our issue?
 - Does the compromise set a harmful precedent for the country/region?
 - Does the compromise make it difficult to come back later and revise or strengthen the policy or issue?

Identify sponsors and champions

- Strong sponsors willing to champion your cause
- Seek out influential and respected policymakers who you can trust to act as loyal partners and effective champions.
- Meet with them regularly to understand their concerns and needs, agree on how best to work together, and share information
- Always be available to act as a resource for your champion.



www.internationaldisabilityalliance.org/cosp-14

Now, we need to make sure that the voice and the wishes of the youth are properly taken into account. To know what are the most important issues from their perspective, owe that young people with disabilities can feel that they are an integral part of the decision-making process in its entirety.

”





Develop key strategies

- What are you going to do to realise your objectives. What are the strategies that can realise success and impact.
- Set and prioritise opportunities and activities – resourcing is always limited!
- Make the strategies very targeted and context of local issues
- Use the strategies to formulate the campaign action plan
- Strategies might include:
 - Letter writing
 - In-person meetings or phone calls
 - Briefings, workshops, and conferences
 - Providing testimony at hearings
 - Attending receptions or other events where decision-makers are present
 - Providing position papers and other forms of information and data
 - Strategic use of media

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Responsible Organization/Person
1														
2	Policy Objective 1: Advocate for immediate introduction of RTSB in Parliament													
3	Strategy 1.1: Increase engagement with key influencers (political and others) to get the state comments (TN, Kerala, AP, Odisha) sent to the center ASAP, and build capacity at the state level													
4	1.1.1. Identify and meet key influencers in respective states	x	x	x	x									TN, Kerala, AP: CAG, Odisha: VOICE <i>Nalin will assist with contacts and engagements in AP</i>
5	1.1.2. Briefing sessions for key influencers	x	x	x	x									TN, Kerala, AP: CAG, Odisha: VOICE
6	1.1.3. Identify and Meet with all selected government functionaries in the states	x	x	x										TN, Kerala, AP: CAG, Odisha: VOICE
7	File RTI from the Southern States		x	x										CAG, IPH
8	1.1.4. Leverage #RightOfWay ambulance campaign in TN to build overall support for road safety and the introduction of the bill			x	x									CAG
9	1.1.5. Design/Implement engagement plan for political leadership and stakeholders in Kerala, TN, AP and Orissa.	x	x	x	x									Kerala, TN: CAG, Orissa: VOICE
10	1.1.6. Magazine articles/stories, blogs on the importance of road safety (more detail to follow)		x	x	x									CAG, IPH
11	1.1.7. Road safety sensitization workshop for media in Karnataka				x	x								IPH
12	1.1.8 Social and earned media in Orissa (more detail to follow)													VOICE
13	1.1.10 Press release to support submission of letters to PMO from states		x	x										VOICE
14	1.1.11 Social media amplification of press release of letters to PMO		x	x										VOICE led, SLF, CAG to support
15	1.1.12 Stakeholder meeting in Kerala with media to highlight importance of RTSB in state			x										CAG
16	Strategy 1.2: Demonstrate visible public and political support for sustained pressure on center for introduction of RTSB													
17	1.2.1. Complete political map and come up with an engagement plan		x											VOICE, CAG, IPH
18	1.2.2. Joint representation to the transport minister along with influencers		x											VOICE, SLF
19	1.2.3. Recruit additional MPs to sign on the letter expressing support for the RTSB and calling for immediate introduction	x	x	x	x	x	x	x	x	x	x	x	x	All
20	1.2.4. Mobilize letters to the TM/PMO from eminent citizens and CSOs jointly		x	x	x									VOICE to coordinate CSO letters, All
21	1.2.5. Mobilize letters from leading academics in the field to the TM in support of safety aspects of		x	x	x									CAG to coordinate IPH
22	1.2.6. Op-ed on budget financials focussing on road safety- both national and state levels		x	x	x									VOICE, CAG
23	1.2.15. Save the One Million Campaign		x											SLF
24	1.2.16. Feature Save the One million campaign on the VOICE magazine and CAG Blog		x	x										VOICE, CAG
25	Strategy 1.3: Counter opposition on the bill through media and present arguments in favor of the safety components of the bill													
26	1.3.1. Tactically respond to public opposition (print, electronic, digital)	x	x	x	x	x	x	x	x	x	x	x	x	All
27	1.3.2. Open TV debate to bust myths on the RTSB (trade union focused)			x	x	x								South: CAG, IPH
28	1.3.3. Leverage major Incident response as a way to balance arguments	x	x	x	x	x								All
29	1.3.4 Op-eds in Kerala & Tamil Nadu during the budget session about the role of the automotive industry					x	x							CAG, IPH



Prepare to communicate effectively

- Define your audience(s)
- Choose channels
- Develop messages
- Choose tactics
- Choose messengers
- Involve your partners
- Capitalise upon existing opportunities



Create campaign action plan

- The campaign action plan is your roadmap for the campaign, leading from objectives to strategies and then to messages.
- Carefully consider all the elements of your plan in collaboration with your core group of partners
- Should include:
 - Policy objective
 - The advocacy targets (key stakeholders)
 - Opponents and their predicted tactics
 - Timeline for the campaign
 - Planned activities and timelines
 - Persons/organisations responsible for activities
 - Required resources
 - M&E indicators

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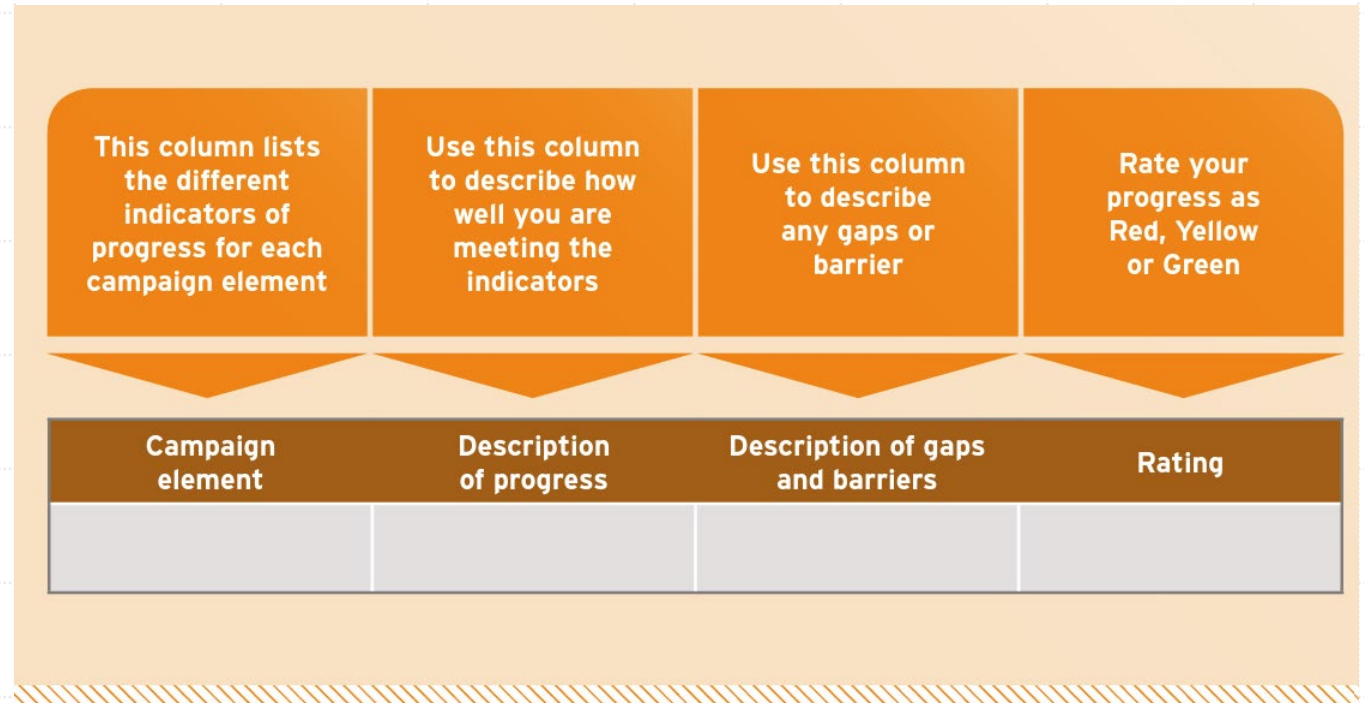


Run your campaign!

- Remember to be nimble, proactive, willing to collaborate and respond and adjust as required.
- Campaign coordination meetings and calls as important
- Use the campaign plan – it's not a historical document
- Celebrate iterative 'wins' along the way. Make sure to acknowledge and thank your supporters along the way. Your aim is to keep people motivated. Activities may include:
 - A formal thank you letter to a decision-maker
 - Using social media to congratulate grassroots supporters
 - An award and ceremony for supporters who have supported your campaign in some special way
 - An event to celebrate achievement of the campaign's policy objective

Ensure to monitor and evaluate progress

- There are a wide range of resources available to inform M&E
- Ensure that you are monitoring indicators toward your progress in relation to your strategies and objectives. This is what you have identified as the way to succeed.
- Make sure to evaluate activities and progress to ensure that your strategies and objectives are realistic



<https://www.grsproadsafety.org/wp-content/uploads/Campaign-Monitoring-Evaluation.pdf>



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Remember!

- This process is NOT intended to make it feel complicated – rather to give a very practical framework to ensure that your efforts are coordinated and maximise impact
- You are likely doing many of these tasks, it is worthwhile as a team/coalition to take time to consider the steps and identify what is being done, and what you may need to prioritise



Many thanks!