

## **19.2.0            ADVOCACY AND LOBBYING**

### **19.2.01           INTRODUCTION**

This module unit is designed to equip the trainee with knowledge, skills and attitudes that will enable him/her to participate in advocacy and lobbying for appropriate social change.

### **19.2.02           GENERAL OBJECTIVES**

By the end of this module unit, the trainee should be able to:

- a) appreciate the importance of advocacy and lobbying for social change
- b) understand the process of advocacy and lobbying
- c) appreciate the role of mass media in advocacy and lobbying for resources and in attitude change.
- d) participate in advocacy and lobbying activities for social change.

CODE	TOPICS	SUB-TOPICS	HRS
19.2.1	INTRODUCTION TO ADVOCACY	<ul style="list-style-type: none"> <li>• Meaning of advocacy</li> <li>• Importance of advocacy</li> <li>• The role of advocacy in social change</li> </ul>	10
19.2.2	ADVOCACY PROCESS	<ul style="list-style-type: none"> <li>• Advocacy issues in a society</li> <li>• Factors influencing advocacy</li> <li>• Process of advocacy</li> <li>• Impact of advocacy on social change</li> </ul>	15
19.2.3	MASS MEDIA AND ADVOCACY	<ul style="list-style-type: none"> <li>• Role of mass media in advocacy</li> <li>• Factors influencing choice of media for advocacy</li> <li>• Impact of mass media in advocacy</li> </ul>	15
19.2.4	POLICY RESEARCH AND ADVOCACY	<ul style="list-style-type: none"> <li>• Meaning of policy research</li> <li>• Role of research in advocacy</li> <li>• Challenges in adapting research findings by policy makers</li> <li>• Impact of research on advocacy</li> </ul>	15
19.2.5	PARTNERSHIP BUILDING FOR ADVOCACY	<ul style="list-style-type: none"> <li>• Ways of building partnerships for advocacy</li> <li>• Role of partnerships in advocacy</li> <li>• Strategies of forming partnerships</li> <li>• Impact of partnerships on advocacy</li> </ul>	15
19.2.6	LOBBYING	<ul style="list-style-type: none"> <li>• Meaning of lobbying</li> <li>• Why lobbying is necessary in social change</li> <li>• Distinction between lobbying and advocacy</li> <li>• Basis of lobbying</li> <li>• Types of lobbying approaches</li> <li>• The do's and the don'ts in lobbying</li> <li>• Role of lobbying social change</li> <li>• How to make a case to supporters of lobbying</li> </ul>	10
19.2.7	LOBBYING TECHNIQUES	<ul style="list-style-type: none"> <li>• Factors to consider in lobbying plan</li> <li>• Lobbying techniques</li> <li>• Lobbying procedure</li> <li>• Importance of building consensus in lobbying.</li> </ul>	10
19.2.8	HUMAN RIGHTS AND ADVOCACY	<ul style="list-style-type: none"> <li>• Universal human rights</li> <li>• Human rights violation</li> <li>• Advocacy and lobbying in human</li> </ul>	5

		rights	
19.2.9	EMERGING TRENDS IN ADVOCACY AND LOBBYING	<ul style="list-style-type: none"> <li>Emerging trends in advocacy and lobbying</li> </ul>	5
<b>TOTAL HOURS</b>			<b>100</b>

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