ADVOCACY AND LOBBYING ACTIVITIES

UNIT CODE: COD/CU/SW/SR/05/6/A

Relationship to Occupational Standards

This unit addresses the unit of competency: carry out advocacy and lobbying activities

Duration of Unit: 140 Hours

Unit Description:

This unit describes the competencies required to carry out advocacy and lobbying activities. It involves identifying target groups, carrying out problem analysis, assessing advocacy resources, gathering advocacy resources, preparing advocacy campaign plan, building advocacy partnerships, carrying out advocacy and lobbying activities and undertaking advocacy and lobbying follow up. It also includes documenting advocacy and lobbying activities.

Summary of learning outcomes.

1. Identify target groups
2. Carry out problem analysis
3. Build advocacy partnership
4. Assess advocacy resources and prepare advocacy campaign plan
5. Carryout advocacy activities
6. Undertake advocacy and lobbying follow up
7. Document advocacy and lobbying activities

Learning Outcomes, Content and Methods of Assessment

Learning outcome	Content	Methods of Assessment
1. Identify target groups	• Meaning and importance of advocacy • Theories underlying the process of advocacy e.g. Power Politics" or Power Elites theory Media Influence" or Agenda-Setting theory, Grassroots" or	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations

		Community Organizing theory, Group Formation" or Self-Categorization theory, Diffusion" theory or Diffusion of Innovations	
		• Meaning and importance of lobbying	
		• Importance of engaging community leaders	
		• Process of identification of the target group	
		• Gender mainstreaming, human rights-based programming and disability mainstreaming in advocacy and lobbying	
		• Documentation of the target group identification process	
2.	Carry out problem analysis	• Meaning and importance of problem analysis • Development of problem assessment tools • Identification and training of assessment team • Problem analysis process (preparation of tools, administration, analysis of the findings and report writings. • Dissemination of the report to relevant stakeholders	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations
3.	Build advocacy and lobbying partnership	• Meaning and importance advocacy partnership. • Process of identification of advocacy partners • Establishing/strengthening collaborative and coordination of advocacy partnerships • Planning and review	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations

	advocacy partnerships meetings	
4. Assess advocacy and lobbying resources and prepare advocacy& lobbying campaign plan	• Process of advocacy (formulation of goals, packaging advocacy messages, choice of communication channels) • Formulation of advocacy objectives • Identification of advocacy activities • Advocacy work plan • Preparation of advocacy work plan budget • Resource mobilisation and allocation for advocacy	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations
5. Carryout advocacy and lobbying activities	• Logistical planning for advocacy programme • Implementation of advocacy plan • Monitoring of advocacy plan • Documentation of advocacy activities	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations
6. Undertake lobbying activities	• Meaning and importance of lobbying • Distinction between lobbying and advocacy • The process of lobbying • Lobbying techniques	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations
7. Undertake advocacy and lobbying follow up	• Evaluation of advocacy and lobbying activities • Preparation of an evaluation report • Dissemination of the	• Case studies • Observation • Written tests • Assignments • Supervised

		exercise
	evaluation report to relevant stakeholders	• Simulations
8. Document advocacy and lobbying activities	• Documentation plan for advocacy and lobbying activities • Documentation tools • Implementation of the documentation plan • Analysis of the documentation	• Case studies • Observation • Written tests • Assignments • Supervised exercise • Simulations

Suggested Methods of Instruction
- Group discussions and presentations
- Demonstration by trainer
- Practical work by trainer
- Exercise
- Field work
- Resource persons

Recommended resources

- Video cameras
- Tablets
- Smart phones
- SD cards and card readers
- TFT screen
- Recorders
- Stationery