

## CARRY OUT ADVOCACY AND LOBBYING ACTIVITIES

**UNIT CODE:** COD/OS/SW/CR/05/6/A

### 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.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b> These describe the key outcomes which make the workplace function	<b>PERFORMANCE CRITERIA</b> These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicised terms are elaborated in the Range)</i>
1. Identify target groups	1.1 Project Boundaries Are Established as per organisation policy 1.2 Local leadership is informed as per organisation policy 1.3 Beneficiaries are identified adhering to gender and inclusion as per the SOPs 1.4 The process is documented as per organisation policy 1.5 Report is prepared as per SOPs.
2. Carry out problem analysis	2.1 Assessment tools are developed as per organisation policy 2.2 Assessment team is identified and trained as per organisation policy. 2.3 Assessment is conducted as per the SOPs 2.4 Findings are analysed as per SOPs. 2.5 Report is prepared and disseminated as per organisation policy
3. Build advocacy partnership	3.1 Identification of relevant advocacy partners are identified as per organisation policy. 3.2 Community collaborating advocacy partners are established as per organisation policy.

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These describe the key outcomes which make the workplace function	These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicised terms are elaborated in the Range)</i>
	3.3 Advocacy partnership are strengthened as per organisation policy. 3.4 Planning and review meetings are conducted as per the SOPs
4. Assess advocacy resources and prepare advocacy campaign plan	4.1 advocacy objectives are identified as per organisation policy 4.2 Activities are identified as per organisation policy. 4.3 Work plan is prepared as per the activities identified. 4.4 Budget is prepared as per the work plan 4.5 Resources are determined and allocated as per work plan 4.6 Timeframe is developed as per organisation policy.
5. Carryout advocacy activities	5.1 Adequate logistical plan is prepared as per organisation policy. 5.2 Advocacy plan is implemented as per organisation policy 5.3 Advocacy plan is monitored as per organisation policy. 5.4 Report is prepared and shared as per SOPs.
6. Undertake advocacy and lobbying follow up	6.1 <b><i>Advocacy activities</i></b> are evaluated as per the set plan 6.2 Evaluation report is prepared as per organisation policy. 6.3 Recommendations are identified as per the evaluation report.
7. Document advocacy and lobbying activities	7.1 Documentation procedures are identified as per SOPs. 7.2 Documents are Stored. 7.3 Documentation plan is prepared as per the organization policy. 7.4 Documentation tools are prepared as per

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	organisation policy 7.5 Documentation analysis is conducted as per the organization policy

### **RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

<b>Variable</b>	<b>Range</b>
1. Advocacy activities may include but not limited to:	<ul style="list-style-type: none"> <li>• Community mobilisation</li> <li>• Community empowerment programmes</li> <li>• Advocacy forums at various levels of governance</li> <li>• Social accountability mechanisms</li> </ul>

### **REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

#### **Required Skills**

The individual needs to demonstrate the following skills:

- Presentation
- Interpersonal relation
- Boundary setting
- Facilitation
- Training
- Planning and prioritization
- Empathy
- Self-awareness
- Report writing
- Critical thinking
- Persuasion
- Team work
- People management
- Coordination
- Organizational
- Decision making
- Emotional intelligence

## Required knowledge

The individual needs to demonstrate knowledge of:

- Social welfare policies
- Human behaviour and social environment
- Social work practices and interventions
- Social research
- Legal aspects in child welfare
- Human growth and development
- Child welfare programmes
- Nutrition and food supply
- Basic counselling and psychology
- Rehabilitation programs
- Statistics
- Economics
- Basic accounting
- Digital literacy

## EVIDENCE GUIDE

1. Critical Aspects of Competency	Assessment requires evidence that the candidate:  1.1 Demonstrated ability to establish project boundaries 1.2 Demonstrated ability to identify beneficiaries of a project 1.3 Demonstrated ability to carry out documentation process. 1.4 Demonstrated ability to prepare reports on advocacy and lobbying activities 1.5 Demonstrated ability to develop assessment tools 1.6 Demonstrated ability to analyse findings on problem analysis. 1.7 Demonstrated ability to identify relevant and advocacy partners 1.8 Demonstrated ability to strengthen advocacy partnerships 1.9 Demonstrated ability to conduct planning and review meetings 1.10 Demonstrated ability to identify advocacy objectives 1.11 Demonstrated ability to prepare work plans and budgets 1.12 Demonstrated ability to implement advocacy plans
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	1.13 Demonstrated ability to document advocacy and lobbying activities
2. Resource implications	2.1 A functional operations office 2.2 Work plans 2.3 Maps 2.4 Transport means 2.5 Computer 2.6 Internet connectivity
3. Methods of Assessment	Competency may be assessed through: 3.1 Verbal questioning 3.2 Project 3.3 Observation 3.5 Third party report 3.6 Interview 3.7 Written test
4 Context of Assessment	Competency may be assessed: 4.1 On-the-job 4.2 Off-the –job 4.3 During Industrial attachment
5 Guidance information for assessment	This unit may be assessed on an integrated basis with others within this occupational sector