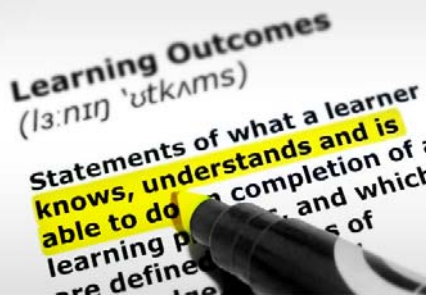


# Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015  
Beijing, China

## Advocacy, Policy and Policy Advocacy



- Explain what a policy is
- Explain what policy advocacy is
- Illustrate types of policy change

**POLICY examples  
you know?**

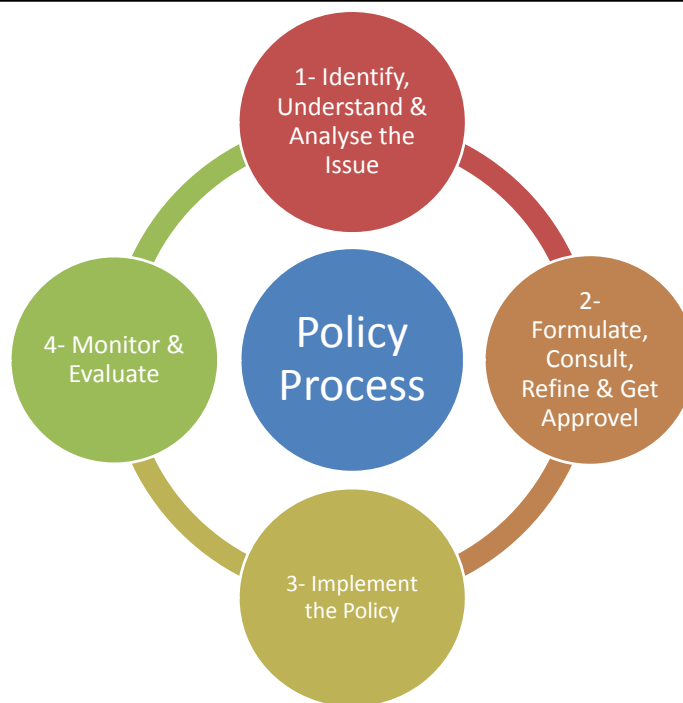


## **POLICIES: Agriculture/Statistics**

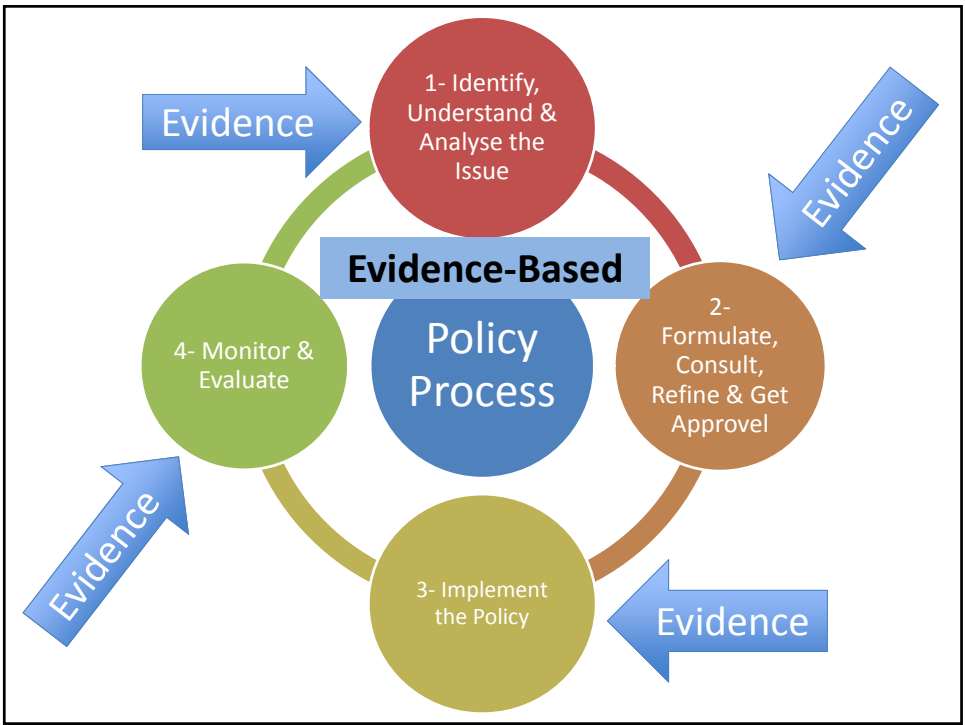
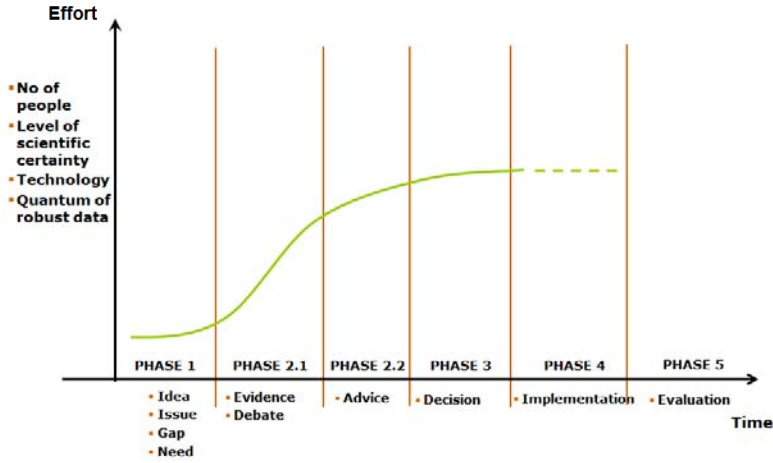
- Laws/legislation
- Budget/line items
- Strategies
- Guidelines
- Frameworks
- Regulations
- Procedures
- Circulars
- International conventions or declarations


## Policy Making – What is it?

*It is the process by which governments translate their political vision into programs and actions to deliver desired changes in the real world.*



# Another View: Policy Curve



noun, plural **advocacies**.

1. the act of pleading for, supporting, or recommending; active espousal:

*He was known for his advocacy of states' rights.*

## Advocacy

Is a political process by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.

ad·vo·ca·cy

/ˈadvəkəseɪ/ 

noun

public support for or recommendation of a particular cause or policy.  
"their **advocacy** of traditional family values"

*synonyms:* support for, backing of, promotion of, championing of; [More](#)



### Our Definition

... **deliberate** process of informing and **influencing** decision-makers in support of **evidence-based policy change** and policy implementation, including resource mobilization.



dealpositivesaction.org



www.seia.org

## DELIBERATE Process

*To be effective:*

- Requires planning.
- Requires a well-thought out and commitment to a strategy.



**Our  
Definition**

... **deliberate** process of informing and **influencing** decision-makers in support of **evidence-based policy change** and policy implementation, including resource mobilization.

## INFLUENCE

*Aims to:*

- Inform
- Influence
- Persuade

*Who? Those with formal power to make the desired change happen.*



### Our Definition

... **deliberate** process of informing and **influencing** decision-makers in support of **evidence-based policy change** and policy implementation, including resource mobilization.

## EVIDENCE-BASED

*Seeks changes based on evidence, including DATA & STATISTICS*

- To establish issue
- To prove that suggested solutions will help



### Our Definition

... **deliberate** process of informing and **influencing** decision-makers in support of **evidence-based policy change** and policy implementation, including resource mobilization.

## POLICY CHANGE

*Ultimate goal is to achieve a policy change*

- Eliminate a harmful policy
- Update or reform an existing policy
- Operationalize a policy
- Allocate resources through budgets or line items



### Our Definition

... **deliberate** process of informing and **influencing** decision-makers in support of **evidence-based policy change** and policy implementation, including resource mobilization.

## and/or POLICY IMPLEMENTATION

- Disseminating a policy
- Enforcing a policy
- Disbursing allocated funds appropriately
- Demonstrating accountability for policy commitment
- Carrying out provisions of policies



### Our Definition

... **deliberate** process of informing and **influencing** decision-makers in support of **evidence-based policy change** and policy implementation, including resource mobilization.



# Top 3 Learnings?

