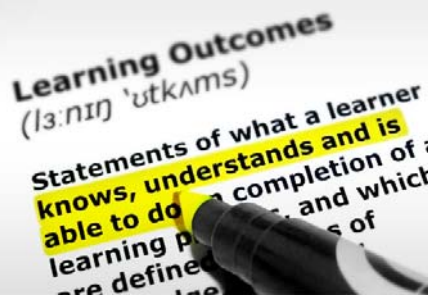


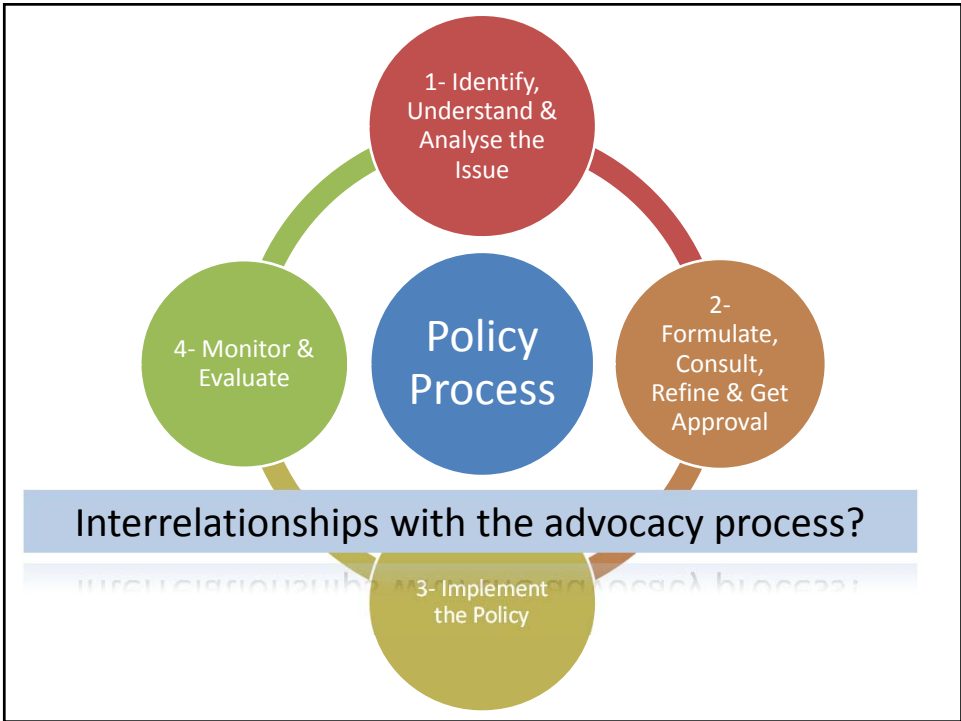
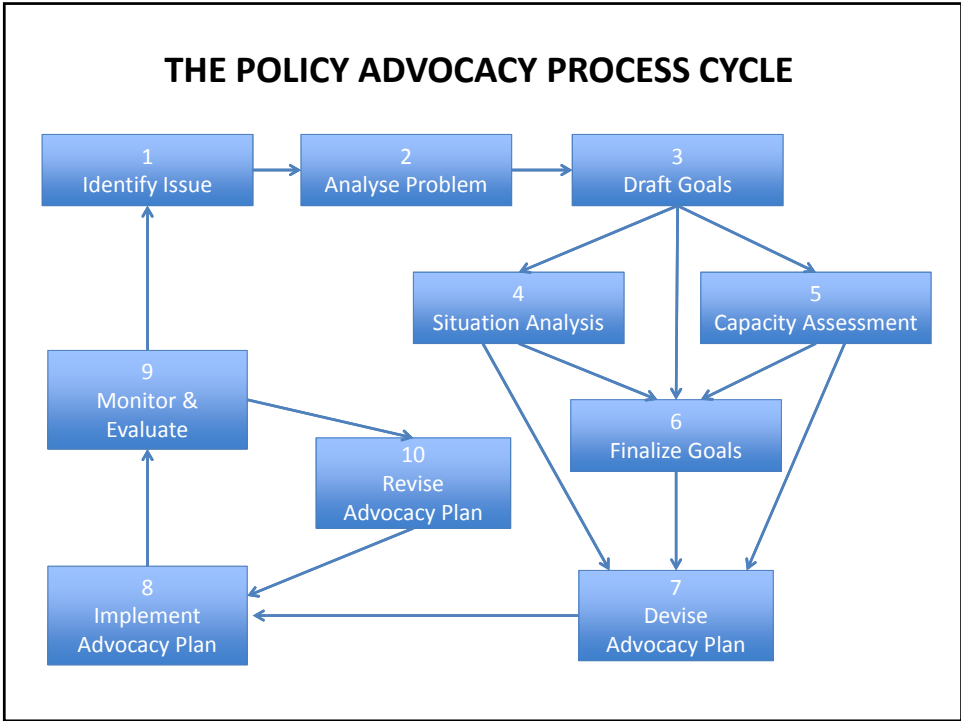
Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

Basics of the Policy Advocacy Process



- Explain the stages of the policy advocacy process cycle
- Differentiate policy advocacy from other related concepts

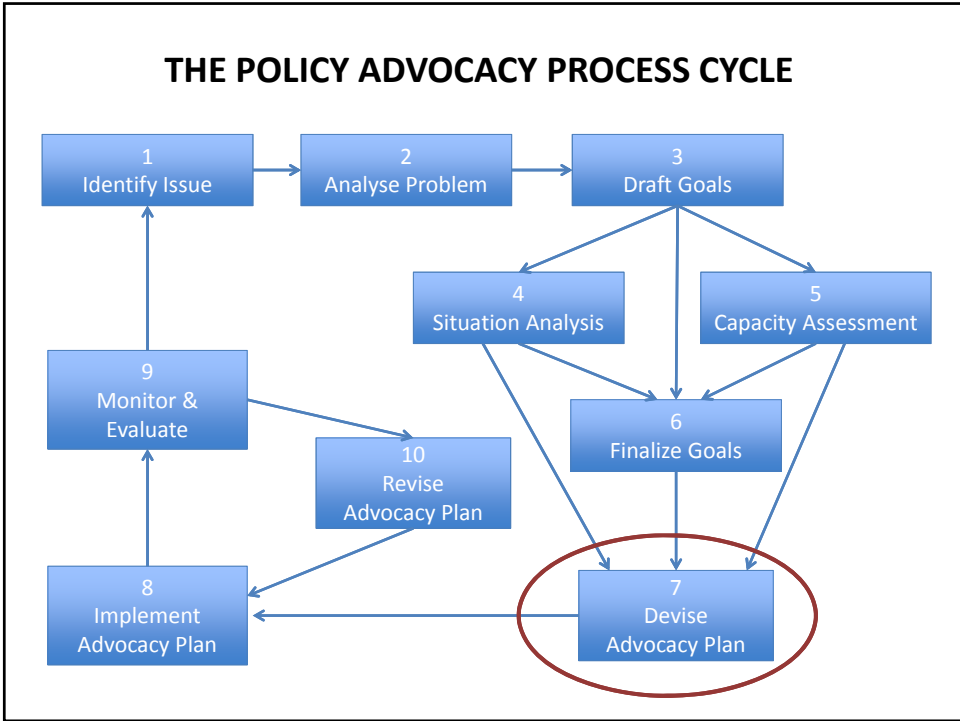


Policy Advocacy & Related Concepts

Concept	Target Audience	Objective	Measure of Success
Information, education and communication Behavior change communication	Individuals or subgroups of the population	Change a specific behaviour or action	Desired behaviour is adopted
Raising awareness of issues	General public	Raising awareness and educate on a specific issues	Increased knowledge of the issue or favourable impressions of the issues
Fundraising	Donors	Raise funds for organization	Resources received
Community/social mobilization	Community members	Increase awareness & involvement	More people are aware and actively engaged
Policy advocacy	Policy decision-makers	Influence policy change	Policy change is achieved

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Some of the concepts can be used in advocacy activities



Top 3 Learnings?

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