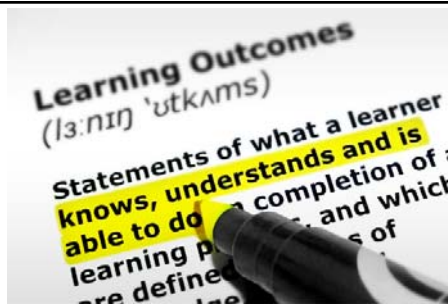


Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

Advocacy Strategy: Define the Issue



- Identify qualities of a good advocacy issue
- Evaluate potential issues for advocacy

1. Advocacy issue?



*PATH. 2013. http://www.path.org/publications/files/ER_app_workshop_workbook_unfill.pdf

1. What is the issue you want to advocate for?

Question:

WHAT QUALITIES WOULD MAKE AN ISSUE GOOD FOR POLICY ADVOCACY?



5 Elements of a Good Advocacy Issue

- **Experience and unique expertise.** Existing objective or natural outgrowth of your organization.
- **Evidence-based.** Existing proof that the issue is a problem. More varied, more effective.
- **Significant impact if addressed.** Change in policy or implementation of a policy helps to improve the problem.
- **Success feasible in 3-5 years.**
- **Clear and specific.** More specific and clear, better able to develop a policy solution.

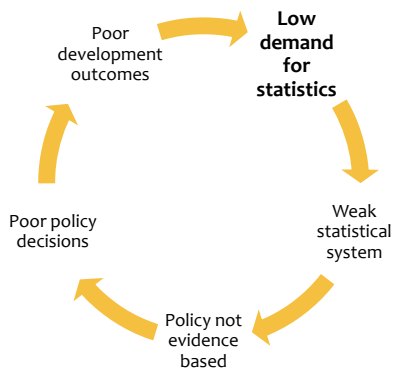
There are many problem in the world (and in ARS).

Policy advocacy is NOT ALWAYS the best strategy to solve a problem.

If a problem can be solved by a programme (actions within your control), then it is not an ideal focus for a policy advocacy strategy.

Vicious Circle Countries

- Weak statistics
- Evidence-based policy making is not practiced
- Poor policy decisions
- Poor development outcomes



Source: PARIS21 Advocacy Toolkit

Scope and Outcome of Global Strategy

- * Why? To address identified weaknesses in basic data and availability of information
- * Expected Result? Countries have sustainable systems to produce accurate and reliable data to inform and guide policy analysis and decision making

Regional Action Plan [RAP] =
Implementing Mechanism

Common Findings from IdCA

- * Lack of integration of agricultural and rural statistics into NSS contributed to their decline in quantitative and qualitative terms
- * Data are produced by several line ministries and agencies: difficulties in coordinating, lack of standards, duplications of work
- * Scarce awareness of data producers on users needs and policy initiatives
- * Policy makers make little use of available data



DESIRED CHANGES for ARS Systems

Examples:

- Integrate evidence-based policy of statistics into policy frameworks
- Improved awareness & use of statistics
- Organizational and institutional change
- Achieve better allocation of resources and increase aid effectiveness through statistics
- Obtain appropriate and sustained financing from national budgets
- Improve coordination between donors
- Increase financial and technical assistance from donors



Our Definition

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

Group Exercise: Framing the Issue

**FROM PROBLEM TO ADVOCACY
ISSUE**