

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

20 – 24 April 2015  
Beijing, China

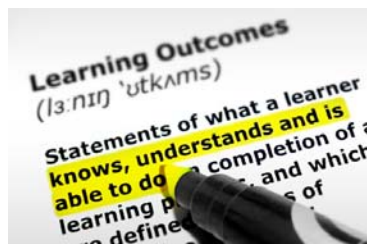
### Communication in Advocacy



### Advocacy Strategy 10-Part Framework

- \* Part 1: Advocacy Issue
- \* Part 2: Advocacy Goal
- \* Part 3: Decision-makers and Key Influencers
- \* Part 4: Decision-makers' Key Interests
- \* Part 5: Opposition and Obstacles
- \* Part 6: Assets and Gaps
- \* Part 7: Advocacy Partners
- \* Part 8: Advocacy Tactics
- \* Part 9: Advocacy Messages and Messengers
- \* Part 10: Plan to Measure Success

## Session Outline



- \* Develop objectives to reach an advocacy goal
- \* Define the role of communication
- \* Introduce the steps of an advocacy communication strategy
- \* Understand the main channels and media
- \* Setup a communication plan

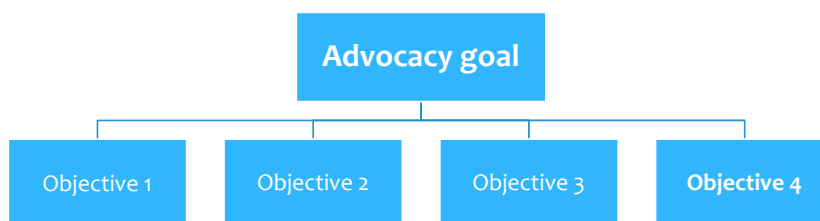
## Develop Specific Advocacy Objectives

An objective is a desired accomplishment or outcome that will contribute to an overall goal > **a step toward your overall goal**

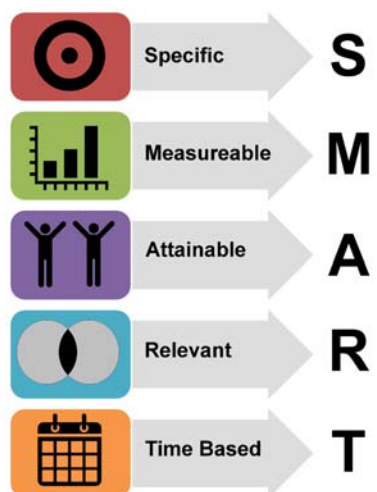


## Develop Specific Advocacy Objectives

Objectives state **WHO** should take action, **WHAT** action you want them to take, and **WHEN** then action will be completed



## Objectives should be SMART



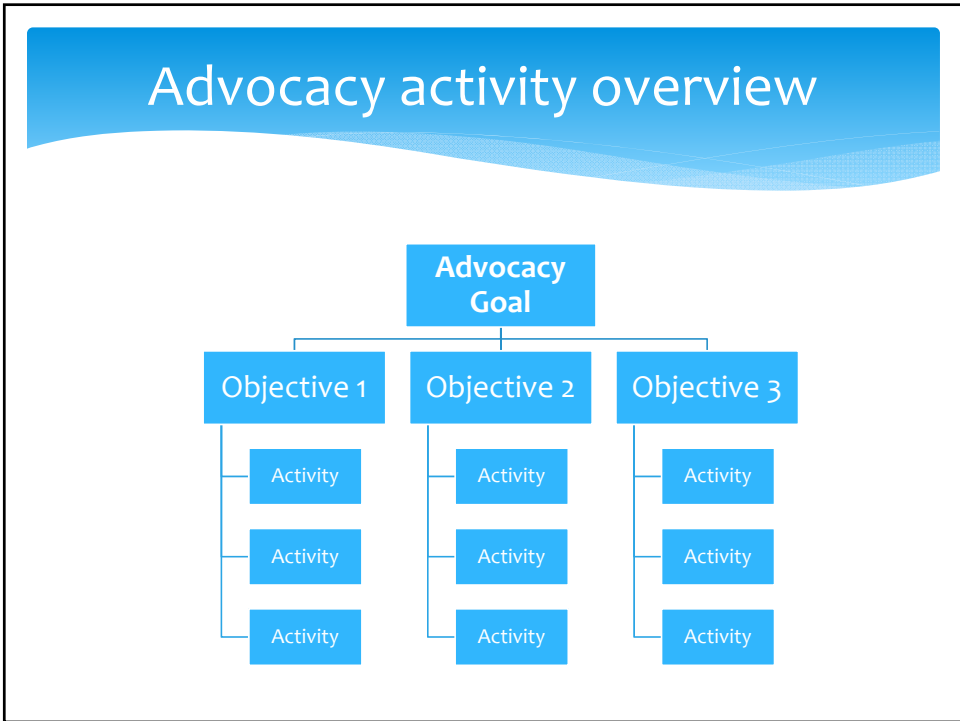
## Advocacy objectives examples

Objectives	Who is to take action	What action you want them to take	When the action should be completed
The Budget Planning Unit establishes a working group to review the issue of ARS budget by December 2015	Budget Planning Unit	Establish a working group to review the issue of ARS budget	December 2015
The ARS Advocacy Working Group submits a budget analysis for review by the Ministry by June 2016	ARS Advocacy Working Group	Submit a budget analysis for review by the Ministry of Finance	June 2016
The Ministry validate the new budget for ARS to the NBS by December 2016	Ministry	Allocate the new budget for ARS to NBS	December 2016

## Develop objectives

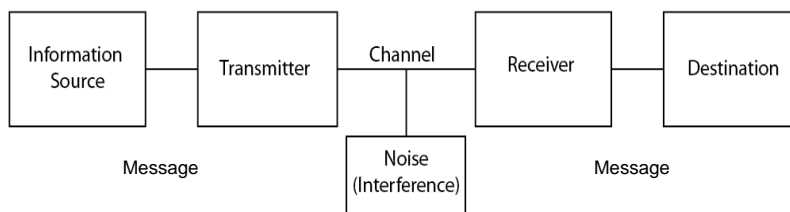


**SMART**



## What is Communication?

Communication is the act of transferring information from one place to another through a specific channel



Shannon and Weaver model

## Why a communications strategy for advocacy?

The single biggest reason that communications campaigns fail is that they don't begin with a **clearly stated definition of the desired end result**. Each successful communications campaign starts by **focusing on outcomes**



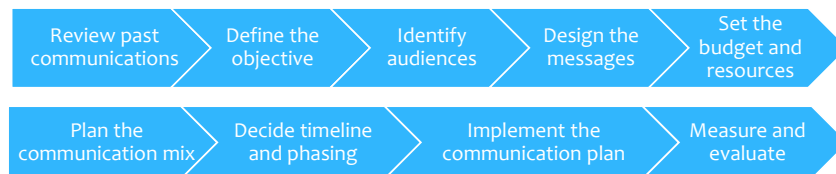
**Final objective: Inform and raise awareness**

## Communication and Media Ready Checklist

- \* Do you already have a communications strategy?
- \* Do you have the expertise and resources to carry out the activity?
- \* Do you have a staff person skilled and responsible for carrying out the communications strategy and media efforts?
- \* Has your organization identified its primary, formal spokespersons?
- \* Will the activity directly influence the decision-makers?
- \* Have you shaped clear messages for the advocacy issue you plan to raise?
- \* What upcoming events, significant dates, or government decisions could be opportunities for mobilization and advocacy?
- \* Does the activity pose any risk to our organization?

## Advocacy Communication Strategy Steps

An action oriented process answering: why, what, who, how, where and when



## Main Communication Channels

	Advantages	Disadvantages
<b>TV</b>	<ul style="list-style-type: none"> <li>combines visuals and sound</li> <li>large reach</li> </ul>	<ul style="list-style-type: none"> <li>Poor targeting</li> <li>Expensive</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>Widely accessible and affordable</li> <li>Local languages can be used</li> <li>Message can be repeated</li> </ul>	<ul style="list-style-type: none"> <li>Sound only</li> <li>Stories are usually very short</li> <li>FM stations cover small areas so costs can be high</li> </ul>
<b>Print</b>	<ul style="list-style-type: none"> <li>Reaches a broader audience</li> <li>Accessible and affordable</li> <li>In-depth coverage with more details</li> <li>Dedicates more time to a story</li> </ul>	<ul style="list-style-type: none"> <li>Not as immediate and visual as TV or radio</li> <li>No sound or moving pictures</li> <li>Readers choose the articles they wish to read</li> </ul>
<b>On-line</b>	<ul style="list-style-type: none"> <li>Reaches large audience</li> <li>Cost effective</li> <li>Interactive and allows direct feedbacks</li> <li>Display the information in several forms</li> </ul>	<ul style="list-style-type: none"> <li>Not accessible by all</li> <li>Requires specific skills to be managed</li> </ul>

## Some external communications channels/vehicles

Activities	Materials
<b>Meetings with policy makers</b> (meeting with law makers to advocate budget raise)	<ul style="list-style-type: none"> <li>Fact sheets</li> <li>Presentations</li> <li>Letters</li> <li>Briefs that summarizes data</li> </ul>
<b>Outreach to media</b> (to promote the importance of ARS advocacy efforts)	<ul style="list-style-type: none"> <li>Letter to the editor</li> <li>Opinion-editorial write-ups</li> <li>Press releases</li> <li>Summaries of key findings and articles</li> </ul>
<b>Public awareness activities</b> ( increase awareness among the public on ARS)	<ul style="list-style-type: none"> <li>Leaflet/flyers and posters</li> <li>Radio and television spots</li> <li>Informative and interactive website</li> <li>Social media campaign</li> </ul>
<b>Peer education and trainings</b> (for advocacy partners and key stakeholders)	<ul style="list-style-type: none"> <li>Training modules</li> <li>Fact sheets</li> <li>Flip charts/Instructional posters</li> <li>videotapes</li> </ul>
<b>Presentations at seminars or other events</b> (with decision makers or statisticians)	<ul style="list-style-type: none"> <li>Presentation slides</li> <li>Displays (posters, real objects, booth, models)</li> </ul>



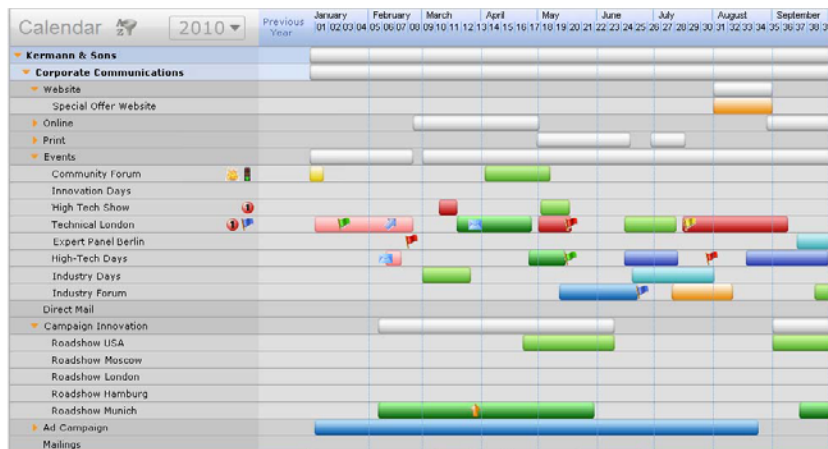
# Plan the Communications Mix

Example: different products for different audiences

Type	Support	Target	Objective
Print	Attractive leaflet with pictures	Younger stakeholders	Attract the attention
Print	Three pages executive summary or policy brief	Interested stakeholders and senior officials	Provide further details
Print	Twenty pages report	Officials, administrators, practitioners and sister organizations	Present the key research findings, analysis and policy recommendations
On-line	Dynamic website	Stakeholders and the public	Present all the data and resources and interact with the stakeholders and raise the awareness of the public
Press	Press release and a press conference	Large public through the press and newspapers	Attract the attention of the media to raise awareness

# Media Planning

\* Combine and coordinate the channels and medias



# Developing a work plan

## Objective #1

Activity	Responsible staff	Partner	Cost	Timeline