

Types of advocacy activities

N.B. this is not an exhaustive list, but is intended to provide ideas and examples only.

Research

- **Undertake participatory research** – e.g.
 - NEP Informal School Fees research;
 - VSO MIE drop out research;
 - VSO Valuing Teachers research;
 - World Vision disability and education research
- **Disseminating research** by circulating research reports by post, email, at launch events, workshops, conferences and meetings (organised by MoEYS, UN or donors, VSO, NEP, DAC etc); by developing relationships with journalists to secure articles in newspapers, TV or radio programmes; by producing DVDs to present research findings/ key messages.

Lobbying – (to disseminate research findings and key messages, and influence decision makers). There are multiple opportunities, via:

- EDUCAM
- National Education Congress
- Joint Technical Working Group
- Education Sector Working Group
- ESSP Review
- Aid Monitoring Information System
- Child Friendly Schools Steering Committee and sub-committees:
 - Inclusive Education sub committee
 - Child Rights sub committee
 - Gender Mainstreaming action group
 - Committee on Teacher Conditions

Other **meetings** organised by, or **formal or informal contact** with staff from the:

- Dept of Planning
- Dept of Primary Education
- Dept of Pedagogical Research
- General Inspectorate
- Teacher Training Dept
- KTA & or CITA
- Dept of Materials
- etc

(Some of these were represented in the meeting at VSOC on Monday, and all were very keen to engage with NEP or DAC on your issues).

Campaigning

Whether via the **media**, or through your organisations' **members and supporters** (this is the list of types of campaign activities we discussed last week):

- Newspaper articles or adverts
- Newsletters (your own or articles of those of other orgs) – paper or email. HTML emails – that are well designed – can be very effective, cheap to produce and circulate
- Radio programmes or adverts, phone-ins with Minister
- TV programmes or adverts, campaign videos/DVDs, phone-ins, interviews, televised speeches etc
- Websites articles, adverts, on-line petitions
- Letter or email writing campaigns to elected representatives (members of parliament etc)
- Campaign postcards or leaflets or petitions that give your members or supporters a chance to give their support to you campaign (only works if you can collect large numbers, and the bombard your target with them)
- Theatre/ drama/ performance of a play about an issue (street theatre, on film/ TV/ radio)
- Music/ songs/ music videos (for broadcast on radio or TV)
- Leaflets or fact-sheets
- Meetings, workshops or events/ public speeches at events
- Posters – small posters or billboard campaigns (i.e. lining your target's route to work with billboards to give them impression of a national campaign)
- Public solidarity events or parades/ marches
- Wearing symbols or badges or stickers (such as the anti-corruption sticker we looked at last week)

Training/ sharing experience and expertise with allies

- Use organisations with expertise in one area (ie disability, advocacy, HIV, Gender, teachers right's, inclusion etc) to train or just to present their experience to other partners with less experience in that area.
- Example: one VSO Programme Office organised a 2 day training workshop for journalists and Disabled People's Organisations (DPOs). The first day was used to train the journalists in appropriate non-discriminatory language/ terminology/ to use when writing articles/ making TV programmes about disability issues, the second to train DPOs in media skills).