

Advocacy

For Street workers ~ Target Population ~ Networking

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**STREET
WORK
TRAINING
INSTITUTE**

Advocacy, Why?

- VOICING THE CONCERNS AND EXPECTATIONS OF PEOPLE EXPOSED TO SOCIAL EXCLUSION, DISCRIMINATION AND GENDER INEQUALITY;
- OR ORGANIZATIONS PROVIDING SERVICES TO PEOPLE EXPOSED TO POVERTY AND SOCIAL EXCLUSION, DISCRIMINATION AND GENDER INEQUALITY;
- AND FORMULATING THEM TO RAISE AWARENESS AMONG PUBLIC IN GENERAL and TO INFLUENCE POLICY MAKING AT LOCAL, NATIONAL, INTERNATIONAL LEVELS;

What is advocacy?

- Advocacy is an activity that aims to **identify, embrace and promote a cause**, that includes lobbying (strategies to influence legislation) and communication (promoting a cause).

What is the purpose for advocacy?

- The purpose of advocacy is to **influence policymakers** in order to create changes to the system on which your organization mission depends, by **shaping public policy** at local, national, regional and international levels. Public policy is done through governmental or city council actions (laws, rules, funding priorities) **that aim to resolve a common issue of concern.**

What is the purpose for advocacy for Street Workers?

- **As a Tool**

In the case of Social Street Work, the purpose of an advocacy action will be to introduce that methodology to the policymaker (and the general public, as well as the stakeholders), to convince them about its relevance and, finally, to achieve the official recognition of that methodology and the recognition of a status of the Social Street Workers.

- **As a learning Process**

Raise awareness among our target population in order to become Active Citizen



Advocacy, How ?

- To be successful it's important to involve three kinds of actors: **the policymakers, the local network** and the **media**. **The target group** is important and can work as a strong support.
 - **The most common advocacy tactics are:**
 - Lobbying
 - Coalition building
 - Media outreach
 - Research
 - Informing policymakers about various issues
 - The stakeholders' engagement
 - Educating the public on policy issues
 - Building relationships with policymakers

Benefits of advocacy

- **By promoting a cause**, the advocacy action makes the **organization mission greater**, giving an increased visibility to the social problems surrounding it.
- The advocacy action promoters introduce themselves, and can become **informational resources** for **policymakers** and other **stakeholders**, who generally need the expertise of organisations and field actors.
- **Policymakers, community leaders, artists, journalists and opinion makers** are very well connected and can be helpful in building relationships and making connections with other leaders, including funders, governmental or non-governmental

A Benefits of advocacy

- **Entities, businesses, non-profits and faith leaders or public.** That can be helpful to insure means for the organization structure.
- Last but not least, if the policymakers are convinced that the cause is relevant, it's possible that they will take political decisions and eventually change or adapt rules or legislation towards the objectives presented by the activists.

Crafting an Advocacy Strategic Plan

The strategic plan is a written document that basically contains answers to these nine essential questions:

- • **What do we want?** (Goals)
- • **Who can give it to us?** (Audience)
- • **What do they need to hear?** (Message)
- • **Who do they need to hear it from?** (Messengers)
- • **How can we get them to hear it?** (Delivery)

Crafting an Advocacy Strategic Plan

The strategic plan is a written document that basically contains answers to these nine essential questions

- • **What do we have?** (Resources)
- • **What do we need to develop?** (Gaps)
- • **How do we begin?** (First steps)
- • **How can we tell if it's working?** (Evaluation)



ASYA

Advocacy for Street
based Youth work
and networking Action

activities



**State of
the art**



**Swot
analysis**



**Stakeholder
identification**



**Strategic
action plan**



timeline



Objectives	Means	Stakeholders	Target Group	When	Indicator
By the end August 2019, beneficiaries, staff, local government partners and public institution partners of each member organization of SENMMAP know the meaning of street education and understand how it works	<ol style="list-style-type: none"> 1. Assembly meeting to arrive at a general meaning of street education 2. Gather best practices of street education in the assembly meetings 3. Create a flyer that states the meaning of street education and how it works for different organizations in Metro Manila 	Member organizations of SENMMAP	<ul style="list-style-type: none"> • Beneficiaries of each partner organization • Staff of each partner organization • Local government the member organizations are working with • Public institutions the member organizations are working with 	<ol style="list-style-type: none"> 1. November 2018 2. December – January 2019 3. February – March 2019 	<ol style="list-style-type: none"> 1. Attendance of at least 5 member organizations in the assembly meeting 2. At least 2 best practices of at least 5 member organizations 3.1. At least 100 flyers stating the meaning of street education and how it works are distributed to each member organizations 3.2. At least 5 member organizations distribute at least 20 flyers to beneficiaries, staff, local government partners and public institution partners

“It helped build up my capacity on project management especially on strategic planning.”

- Leap (Cambodia)

“We learned about strategic action plan for the implementation of ASYA project, so that we can help the beneficiaries on the ground when we do social street work interventions. The strategic plan can be used to help our networks and staff. ”

- Claudino (East Timor)

“It is our first time to be involved in this training. We will try to implement our newly gained implement in our work. The workshop also helps us to learn more about the social street work in other Asian countries. ”

- Nawaraj (Nepal)

“The training helped us to analyze specific advocacy issues in our country, more specifically how to implement an advocacy campaign considering our local situations.

- Ashley, Philippines



“The training is very interesting for me, specially the advocacy on street work. I’m also very happy to collaborate with every person involved in ASYA project and to hear the sharing of experience and culture of each country.”

- Hai, Vietnam

- “The training helped me to clearly understand the methods on advocacy and it gave me an avenue to learn from each participant.”

- Huong, Vietnam

Go Fruther

**ADVOCACY
TRAINING
AND IMPLEMENTATION**

**ADVOCACIA
FORMAÇÃO
E IMPLEMENTAÇÃO**

[Olivier Pourbaix
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«Street work Training Institute (SwTI)»
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<https://dynamointernational.org/en/publication/advocacy-training-and-implementation/>

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THANK

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