

BEFORE ADVOCACY

MAKE SURE THAT ADVOCACY IS
THE RIGHT WAY TO GO



Mirror, mirror
on the wall...
...is advocacy
my call?



ADVOCACY
KIT

BEFORE ADVOCACY: MAKE SURE THAT ADVOCACY IS THE RIGHT WAY TO GO

DECK OBJECTIVE:

THIS DECK WILL SUPPORT YOU IN IDENTIFYING AND UNDERSTANDING WHAT THE ISSUE IS, THE MOST PRESSING NEEDS, AND THE CHANGE YOU WANT TO SEE - IN RELATION TO YOUTH WORK IN YOUR CONTEXT. MOST IMPORTANTLY, THIS DECK IS HERE TO HELP YOU DETERMINE WHETHER ADVOCACY IS THE MOST SUITABLE APPROACH FOR ADDRESSING YOUR ISSUE OR IF ALTERNATIVE ACTIONS MIGHT BE MORE EFFECTIVE.

CARD 1:

IDENTIFYING THE ISSUE

STEPS TO TAKE:

- Ask yourself what the ideal situation would be for your youth work to be most effective.
- Map the differences with the current situation.
- List the challenges you are facing and/or observing in your youth work.
- Check with others what they find challenging in relation to their youth work.

TIPS FOR SUCCESS:

Do joint imagination exercises and mapping to inspire collective thinking.

FOLLOW-UP:

- Use your list to start planning your actions.
- Conduct a deeper needs assessment to check if advocacy is the way forward. **(Refer to Card 2)**

RESOURCES:

Refer to the **publication “ON WHAT”** of this A-Kit.

CARD 2: CONDUCTING A NEEDS ASSESSMENT

STEPS TO TAKE:

- Review existing data, reports and policies on youth work, noting gaps in areas like funding, recognition or access to resources.
- Survey and/or interview youth workers, young people and community members to get their input on what's currently most needed.
- Based on the collected answers, prioritise one area that consistently comes up as high-need.

TIPS FOR SUCCESS:

- Look for issues that are both widely recognised and feasible to address with advocacy.
- Take on an issue that you feel strongly about.

FOLLOW-UP:

- Use these findings to communicate the importance of addressing these needs.
- Decide whether advocacy is the right way to address a chosen issue. **(Refer to Card 3)**

RESOURCES:

Problem analysis tools: Use the “problem tree” method to break down the root causes and effects. (Find it in the **“Step by step”** template for advocacy plan)

CARD 3:

DECIDING IF ADVOCACY IS THE RIGHT APPROACH

STEPS TO TAKE:

- Clearly define the issue you want to address.(Refer to Cards 1 and 2)
- Check if other methods (negotiation, education, projects) have failed.
- Determine if the issue involves decision makers who can be influenced through the advocacy process.
- Assess your capacity (e.g. time, allies, knowledge, funding) to run an advocacy process.
- Clarify the change you want and whether advocacy is the best path..

TIPS FOR SUCCESS:

- If the issue doesn't require policy change or decision makers aren't open, consider different type of action and alternatives (meetings, awareness raising, education)
- Seek advice from those experienced in advocacy or similar campaigns.

FOLLOW-UP:

- Based on your assessment, decide whether to proceed with advocacy or use another approach.
- Keep notes for future reference.
- If you decide to proceed, start mapping stakeholders and gathering resources.

RESOURCES:

- To identify and prioritise key actors use a stakeholder mapping template (Find it in **"TO WHOM" publication**)
- Scan the ***QR code card "Successful advocacy practices for youth work"*** to review examples of successful advocacy processes to understand what works.