

JCoR-ARU Advocacy Campaign Designs

Launched from October 2021 Advocacy Workshop
for Catholic Religious in Uganda



Campaign #1: Job skilling for youth in rural areas

Selected for collective action by both the
Mid-Week and Weekend Workshop Cohorts

1 & 2) Identify issue, root cause, evidence base, and goal(s)

- **Issue:** Increasing rates of youth being caught up in labour trafficking schemes or various illegal or harmful behaviours
- **A root cause to address:** youth unemployment, especially among youth in rural areas, even after having completed skilling programmes offered by government
- **Our evidence base (background experience):** observations and testimony of youth with whom we have worked in university settings, vocational schools, and in various community ministries across Uganda
- **Goal:** Amendments to government's approach to youth skilling aimed at better addressing the particular skilling needs of rural youth (e.g. consultation of rural youth, representation of rural people in skilling programme leadership/design, funding for non-governmental programmes placed in rural settings)

3) Identify individuals and institutions who hold the power to make decisions (or influence decision makers) on our selected issue

- a. Who has decision-making power over policies, programmes, or budgets related to this particular issue?*
- b. Who has significant influence with these decision-makers?*

- Minister of Youth
- Minister for Education
- Minister for Gender
- Minister of Finance (incl. Microfinance Support Desk)
- Minister of Labour
- Community Development Officers
- Local Council Leaders & Members of Parliament
- District Youth Council Members
- National Planning Authority

4) Identify team's assets and needs

Assets:

*What gifts, skills, and important relationships do members of our campaign team **currently have** to contribute to our effort?*

- Publicly available contact information for national-level Ministers
- Personal contact with the LC 5 District President
- Ability to contact Local Council Leaders and Local Youth Leaders directly
- Expertise and credibility of our congregations' vocational schools
- Access to networks of youth and their parents in our congregational schools
- Network of congregational superiors (ARU) and the Ugandan Episcopal Conference

Needs:

*What **additional** gifts, skills, and relationships will be essential or supportive to our effort?*

- Personal connections with other target decision-makers
- Parish-level support to connect with parish/diocesan networks of youth & parents

5) Identify partners & opposition

Partners: *Who do we know (or could we contact) that has the additional gifts, skills, and relationships will be essential or supportive to our effort?*

- Cooperation and Development (NGO)
- Parish-based youth groups
- Diocesan youth chaplains
- Chaplains to the national parliament
- Educators, counselors, and mentors at vocational schools run by congregations (e.g. Br. of St. Joseph the Worker, Comboni nursing school in Karamoja & vocational school in Luweero, White Fathers' schools, Banakikira home economics school in Bwanda, Bannabikira Sisters' home economics school in Bwanda, Salesians school in Kamuli, Banyatereza Sisters' Rosa Mystica vocational school in Fort Portal)
- Uganda Episcopal Conference
- ARU network of Sisters inserted in parish ministry

5) Identify partners & opposition

Opposition: *What groups or other obstacles should we be prepared to see push back against or present a challenge to our efforts?*

- Corruption or lack of will to act within governmental ministries
- Gender stereotypes opposing training/education of girls in general or designating distinct trades for boys and girls
- Internal resistance/financial constraints within congregational structures to invest resources in reaching the poorest rather than those able to provide some fees for training
- Mental health challenges among the youth
- Youth impatience with slow pace of systemic change
- Environmental hazards and technological challenges that may require us to alter plans unexpectedly

6) Selection of advocacy tactics

- a. What advocacy tactics (i.e. methods of advocacy) are **safe** for us?
- b. What advocacy tactics are **available** to us right now?
- c. Which of these tactics would be **most effective** in addressing the issue we have selected?

Mid-Week Cohort's selected tactics:

- *Art/entertainment-based awareness raising*
 - *Digital awareness raising*
 - *Personal phone calls/visits*

Weekend Cohort's selected tactics:

- *Petitioning*
- *Digital awareness raising*
- *Ministry-integrated awareness raising*

Step 7) Form small groups to cover campaign team roles

Ask yourself: *Which of these roles best evokes my passions?*
Which of these roles is best suited to my skills?

Coordination: individual or small team who keep watch over the various moving parts to the campaign and ensure all activities remain relevant to and focused on the campaign goals

Communication: individual or small team who

Internal: ensure that the full campaign team is kept updated on progress being made by each of its leading individuals/small teams

External: facilitate distribution of campaign messages to the public by whatever medium is selected by the campaign team (e.g. social media, newsletter, WhatsApp, phone calls, in-person meetings, e-mail, public announcement/speech/event)

Message craft: individual or small team who craft the exact language that should be used by everyone to explain exactly what we want and why we want it; often includes research

Partnering: individual or small team who will facilitate and sustain communication between campaign team and other individuals/institutions whose support we seek

Monitoring: individual or small group who measure progress toward goal(s)

Small Teams' Membership Thus Far

Coordination: Lillian Nyakaisiki; Zachary Miricho, sj; KITINISA GRACE; Mary Lilly Driciru; Jose Ubaldino Andrade Hernandez; Jane Aluku Jane; KHAEMBA MARGRET

Internal Communication: Vicent Mbusa; Hedwig Birakwate; Tuhirirwe Florah; LILLIAN NAJJUMA; Betty Nakyanzi

External Communication: Sr. KABAKAALI MARIA GORETTI; Elizabth Nakubulwa Namirembe; Vincentina Achora; LILLIAN NAJJUMA; Nakitende Angela

Message Craft: Lucy Dora Akello; Rebecca Loukae

Partnering: Lillian Nyakaisiki; KIDEGA SISTER ELIZABETH; NANGOBI ESTHER SR.; Masika Anuaritah Patience; KABAKAALI MARIA GORETTI SR.; Hedwig Birakwate; Elizabth Nakubulwa Namirembe; Vincentina Achora; Betty Nakyanzi; Jane Aluku Jane; KHAEMBA MARGRET

Monitoring: Lillian Nyakaisiki; Margret Alowo; Hilda Bamwine

To join one of the small teams on the job skilling campaign or the maternal health campaign, complete this form: <https://forms.gle/Ch4YRaTkqeww5juQ7>

Step 8.a) Craft core messages

- **1 primary message:** identifies the problem/need for action
- **2-3 secondary messages:** identify approaches to resolving or reducing the problem

Should be:

- **Informative:** presents credible, clear, concise facts about the current situation and who is affected; statistics or numerical data very powerful)
- **Emotional:** (appeals to the heart, human compassion or self-interest, and/or moral duty; case studies useful)
- **Actionable:** directly names specific, achievable actions to take in response to the problem
- **Urgent:** emphasizes the hourly, daily, weekly, etc. cost of inaction

Step 8.b) Tailor core messages

To each selected tactic/medium of message delivery:

- *How lengthy can our message be in this medium?*
- *How long is someone likely to give attention to our message in this medium?*
- *How formal or casual is this medium?*

To each target audience:

- *How much do they already know about this issue?*
- *What actions are possible/realistic/accessible for them?*
- *How can taking action benefit them?*
- *What type(s) of information or appeal will motivate them to act?*
- *What attitudes, prejudices, or pre-conceived notions might deter them from acting?*

**Review each tailored message to ensure it remains faithful to the core messages and consistent across all tactics and audiences*

Campaign #2: Comprehensive postpartum care for birth injuries

Selected for collective action by the
Mid-Week Workshop Cohort

1 & 2) Identify issue, root cause, evidence base, and goal(s)

- **Issue:** Women, especially those in poorer communities, languishing with treatable birth injuries that cause physical suffering as well as social isolation/stigmatisation
- **A root cause to address:** Public and private financial support for treatment of birth injuries tends to be focused on treating fistulas to the exclusion of other debilitating yet treatable birth injuries
- **Our evidence base:** Experience providing new mothers with postpartum care in clinical settings and in social ministries across Uganda
- **Goal:** Expansion of permitted uses for public and private financial support for birth injury treatment to include a wider range of birth injuries (not only fistulas) and a corresponding increase in total funds allocated for this purpose; requirement of medical facilities providing maternal healthcare and receiving public funding or public contracts through the Public Private Partnership Act to provide patient education and treatment on the full range of birth injuries; dedication of airtime on national radio to educational messages that destigmatise birth injuries

3) Identify individuals and institutions who hold the power to make decisions (or influence decision makers) on our selected issue

- a. Who has decision-making power over policies, programmes, or budgets related to this particular issue?*
- b. Who has significant influence with these decision-makers?*

- Minister of Health
- Minister for Gender
- Minister of Finance (incl. Microfinance Support Desk)
- Local Council Leaders & Members of Parliament
- Chaplains to the National Parliament
- Hospital directors
- Uganda Catholic Medical Bureau
- Uganda Protestant Medical Bureau
- Uganda Muslim Medical Bureau

4) Identify team's assets and needs

Assets:

*What gifts, skills, and important relationships do members of our campaign team **currently have** to contribute to our effort?*

- Publicly available contact information for national-level Ministers
- Personal contact with the LC 5 District President
- Ability to contact Local Council Leaders and Local Youth Leaders directly
- Expertise and credibility of our congregations' healthcare facilities
- Access to networks of women through our healthcare and other community ministries
- Network of congregational superiors (ARU) and the Ugandan Episcopal Conference

Needs:

*What **additional** gifts, skills, and relationships will be essential or supportive to our effort?*

- Personal connections with other target decision-makers
- Parish-level support to connect with parish/diocesan networks of women and diocesan-level commissions to the Uganda Catholic Medical Bureau

5) Identify partners & opposition

Partners: *Who do we know (or could we contact) that has the additional gifts, skills, and relationships will be essential or supportive to our effort?*

- Parish-based women's' groups
- Cultural leaders with a voice in the community
- Legal fraternities
- Chaplains to the national parliament
- Uganda Episcopal Conference
- ARU network of Sisters inserted in parish ministry

5) Identify partners & opposition

Opposition: *What groups or other obstacles should we be prepared to see push back against or present a challenge to our efforts?*

- Corruption or lack of will to act within governmental ministries
- Sexist attitudes that may de-prioritise medical issues that affect women exclusively
- Internal resistance/financial constraints within congregational structures to invest resources in reaching the poorest rather than those able to provide some payment for treatment
- Environmental hazards and technological challenges that may require us to alter plans unexpectedly

6) Selection of advocacy tactics

- a. What advocacy tactics (i.e. methods of advocacy) are **safe** for us?*
- b. What advocacy tactics are **available** to us right now?*
- c. Which of these tactics would be **most effective** in addressing the issue we have selected?*

Selected tactics:

- Art/entertainment-based awareness raising*
- Peaceful public demonstration*

7) Form small groups to cover campaign team roles

Ask yourself: *Which of these roles best evokes my passions?*
Which of these roles is best suited to my skills?

Coordination: individual or small team who keep watch over the various moving parts to the campaign and ensure all activities remain relevant to and focused on the campaign goals

Communication: individual or small team who

Internal: ensure that the full campaign team is kept updated on progress being made by each of its leading individuals/small teams

External: facilitate distribution of campaign messages to the public by whatever medium is selected by the campaign team (e.g. social media, newsletter, WhatsApp, phone calls, in-person meetings, e-mail, public announcement/speech/event)

Message craft: individual or small team who craft the exact language that should be used by everyone to explain exactly what we want and why we want it; often includes research

Partnering: individual or small team who will facilitate and sustain communication between campaign team and other individuals/institutions whose support we seek

Monitoring: individual or small group who measure progress toward goal(s)

To join one of the small teams on the job skilling campaign or the maternal health campaign, **complete this form:** <https://forms.gle/Ch4YRaTkqeww5juQ7>

Step 8.a) Craft core messages

- **1 primary message:** identifies the problem/need for action
- **2-3 secondary messages:** identify approaches to resolving or reducing the problem

Should be:

- **Informative:** presents credible, clear, concise facts about the current situation and who is affected; statistics or numerical data very powerful)
- **Emotional:** (appeals to the heart, human compassion or self-interest, and/or moral duty; case studies useful)
- **Actionable:** directly names specific, achievable actions to take in response to the problem
- **Urgent:** emphasizes the hourly, daily, weekly, etc. cost of inaction

Step 8.b) Tailor core messages

To each selected tactic/medium of message delivery:

- *How lengthy can our message be in this medium?*
- *How long is someone likely to give attention to our message in this medium?*
- *How formal or casual is this medium?*

To each target audience:

- *How much do they already know about this issue?*
- *What actions are possible/realistic/accessible for them?*
- *How can taking action benefit them?*
- *What type(s) of information or appeal will motivate them to act?*
- *What attitudes, prejudices, or pre-conceived notions might deter them from acting?*

**Review each tailored message to ensure it remains faithful to the core messages and consistent across all tactics and audiences*