ADVOCACY, DOCUMENTATION, AND NETWORKING

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WHAT IS ADVOCACY?

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Advocacy refers to targeted measures in respect of fundamental human rights which influence decision-makers (duty-bearers) and citizens (rights-holders) at local, regional, national and international levels, and which seek to form and guide political, economic, cultural and social processes and decisions with a view to improving the living conditions of relevant groups of the population

Advocacy is taking action to help people:

Say what they want to say,

secure their rights,

represent their interests, and

obtain services they need.

WHY IS ADVOCACY IMPORTANT?

- To raise awareness
- To influence and change policies
- To represent individuals who may not be able to speak for themselves

WHY IS ADVOCACY IMPORTANT?

IT ENSURES THAT PEOPLE IN SOCIETY ARE ABLE TO:

- ✔ Have their voices heard on issues that are important to them.
- ✔ Protect and promote their rights.
- ✔ Have their views and wishes genuinely considered when decisions are being made about their lives.

HOW SOCIAL WORKERS CAN BECOME ADVOCATES:

- Become knowledgeable about why groups are not getting their rights
- Learn what the law says about those rights
- Educate communities about their rights
- Take up individual cases as examples of what can be done (case advocacy)
- Be clear about the purpose and boundaries
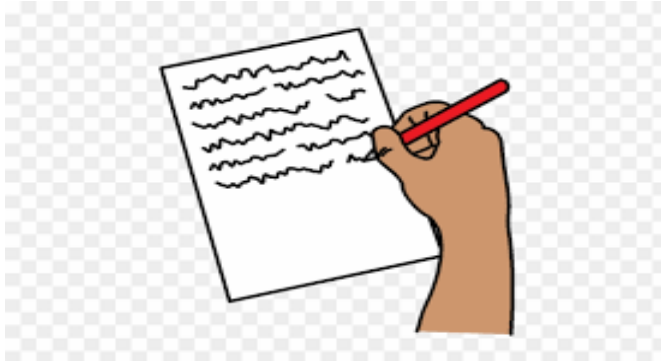- Utilise the media
- Become part of broader campaigns

PRINCIPLES OF ADVOCACY

- Promotion of social justice, equality, social inclusion and human rights

- People first

- Empowerment

- Accountability

WHAT ADVOCACY INVOLVES:

DOCUMENTING

FOCUSED GROUP DISCUSSIONS

FACT FINDING, PUBLIC HEARINGS, ROUND TABLES

BUILDING CAPACITY

DRAWING UP A STRATEGY FIT FOR THE CONTEXT

LOBBYING

DOCUMENTATION AND INFORMATION GATHERING

Constituencies: Interstate workers, Domestic workers…
Thematic areas: education, health…
Services: legal aid…

- INTAKE FORMS
- CASE STUDIES – LIVED EXPERIENCES
- MEETING DOCUMENTATION
- FACT FINDING, PUBLIC HEARING, TRIBUNAL, ADALAT
- COLLECTING RELEVANT DATA
- ORGANISING THE DATA
- ANALYSING DATA

FOCUSED GROUP DISCUSSIONS

- Identifying individuals, interest groups and stake holders and duty bearers, to get policy information

- Meeting with the identified.

CAPACITY BUILDING

Understanding the legislative process

Understanding the procedural process

Developing educational materials:
- leaflets
- short videos
- Crisp materials for social media

Contextualisation and Strategy

Being mindful

OF

THE SOCIAL, ECONOMIC, AND POLITICAL CONTEXT
AND STRATEGISING FOR CHANGE ACCORDINGLY

LOBBYING FOR CHANGE

- IDENTIFYING THE DUTY BEARERS to ADVOCATE WITH
- DEVELOPING INFO PACK
- USE OF APPROPRIATE MEDIA

EXAMPLES OF ADVOCACY INITIATIVES IN GOA

WHAT IS NETWORKING?

NETWORKING

Networks consist of individuals or organizations that share information, ideas and resources to accomplish individual or group goals.

Networks tend to be loose, flexible associations of people and groups brought together by a common interest or concern to share information and ideas.

Alliances and Coalitions

Alliances generally involve short term relationships among members and are focused on a specific objective. Being limited in time and goal, alliances tend to be less demanding on members.

Coalitions are groups of people or organizations working together to pursue a single goal. Coalitions often have a more formalized structure with the members making a long-term commitment to share responsibilities and resources. Their permanence can give clout and leverage. Whenever possible, organizations should seek to build or join a coalition to strength impact of their advocacy.

WHY DO WE FORM NETWORKS AND ALLIANCES?

WHY DO WE FORM NETWORKS AND ALLIANCES?

- To share resources and information

- Devise an agenda

- Utilise each other's strengths

- Engage in collective action

- Create structures for organizations and individuals to share ownership of common goals

- Make our voices heard more effectively

- To better respond to injustices

Types of Networks

Issue-based

Area-specific

Ideological

Funder-driven

Broad-based

Group exercise (5 groups)

What are the challenges faced by networks?

Challenges faced by networks:

- Power structure
- Leadership
- Communication
- Sustained commitment to the issue
- Visibility and credibility (organisation v/s alliance)
- Shared responsibility
- Cohesiveness
- Accountability
- Sharing of successes and failures
- Measuring achievements
- Financial stability

What is needed for successful networks or alliances?

- Strong leadership and secretariat

- Commonly shared vision and goals

- Clear sharing and understanding of responsibilities

- Regular and frequent communication

- Trusting relationships

- Putting "we" before "me"