

Foundation module 5

Advocacy

Section 5 The steps to achieving change

Exercise 2



Tactics for advocacy

Purpose

By the end of this exercise, participants will be able to:

- know what different advocacy tactics can be used in emergencies.

Timeframe

40 minutes

Resources

- enough copies of **Section 5, Handout 2** Pathways of influence
- flipchart paper and pens

Method

- 1 Ask the participants to bear in mind their analysis of targets and influentials, and facilitate a discussion about the advantages and disadvantages of the three approaches:
 - cooperative
 - confrontational
 - persuasive.
- 2 Divide the participants into groups, give them the handout and tell them they will have 15 minutes for group work.

Ask each group to take one of the targets identified in **Section 4, Exercise 2** and discuss which possible tactics would be most effective for that target.
- 3 Ask the groups to prioritise which tactics to use first and which to use as back up, and to list their tactics on flipchart paper.
- 4 In plenary, compare the tactics identified for the different targets and facilitate a discussion on the advantages and disadvantages of different tactics.

