

Foundation module 5

Advocacy

Section 5 The steps to achieving change

Handout 4



Identifying advocacy opportunities What makes a good opportunity for advocacy?

You can use any social or political event that ties in with your chosen issue during the decision-making period as an advocacy opportunity.

Advocacy opportunities in an emergency could include:

- field-based opportunities such as meetings with parties to the conflict, donors when visiting
- donor conferences
- workshops
- anniversaries
- peace talks
- deal-making UN conferences
- media opportunities
- the inter-agency planning and appeal process
- humanitarian coordination and sectoral or cluster working groups
- a celebrity visit.

Attending events requires time and resources. It is important to choose events carefully, on the basis that they provide a real opportunity for some or all of the following:

- potential for **meeting or influencing decision makers** to make relationships and influence decisions
- potential for **networking** with potential allies and journalists
- **media attention** to raise public awareness of the issue
- **focus on children** with an opportunity to involve children if appropriate
- **an agenda that is not too crowded** so the issue is not overshadowed by other concerns.

