

Advocacy and Lobbying



PROPOSED LEARNING OUTCOME

- Participants can understand advocacy and lobbying
- Appreciate key players in advocacy
- Understand how to conduct step by step advocacy
- Understand why people conduct advocacy
- Appreciate the roles of deaf leaders in advocacy



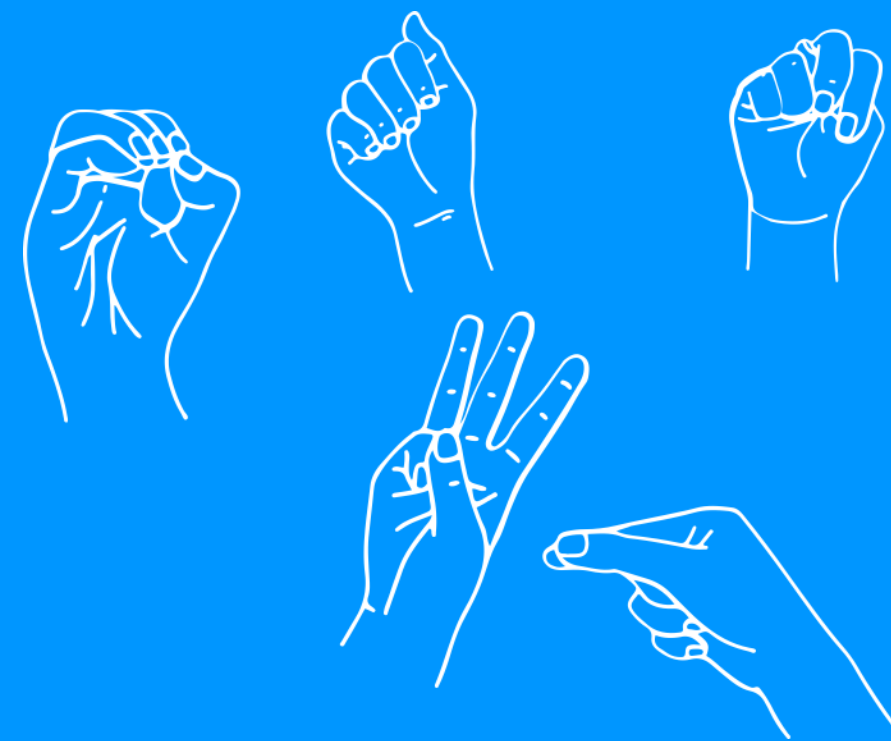
WHY ADVOCACY AND LOBBYING ARE IMPORTANT FOR DEAF ASSOCIATIONS

LOBBYING

ADVOCACY



Advocacy and lobbying form an important function of deaf associations



All deaf associations were established to advocate for their rights as deaf citizens



ADVOCACY

Advocacy forms the basis for deaf people to get access and realisations of rights such as access to quality education, quality health care, sign language services, employment and to some extent political participation

ADVOCACY: THREE DEFINITIONS

1. Advocacy means a political process by which an individual or organization aims to influence decisions within political institutions (here the target is political institutions)

2. Advocacy is a series of actions designed to influence those who hold governmental, political, economic or private power in order to effect change (here the target is governmental and non-governmental actors)

3. Advocacy is a process aimed at reversing, improving, changing or containing an existing situation. Advocacy is an effort made towards decision makers on changing a specific policy or law at different levels



SUMMARY OF ALL DEFINITIONS

“Advocacy is a strategically designed process used by individuals, Civil Society Organizations (CSOs) and activists to influence the choices and actions of those who make policies, laws, and regulations, distribute resources, and make decisions that affect the wellbeing of people.”



ADVOCACY IS...

A progress

Designed and planned – a strategy

Starting something positive

Keeping something

Seeks to bring a change

Increasing something

Stopping something negative

Targets decision makers and policy makers

ADVOCACY PLANNING



LOBBYING

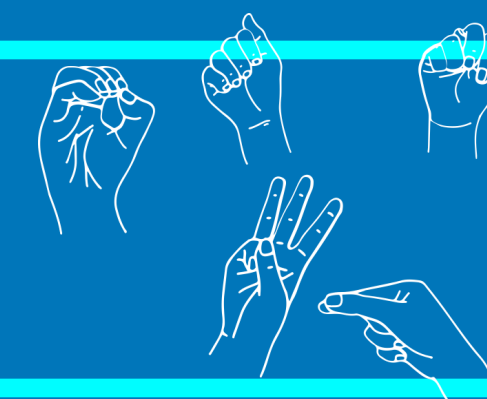
1. Meet with change makers to result changes on important issues



2. Network – find the right people to support your cause, so you can make advocacy work



3. Educating and raising awareness about the effect of specific policy or legislation on deaf people; e.g. why recognition of SL is important



4. Deaf associations build relationships with decision makers with the aim of influencing people or winning decision makers to an agreed idea, for example support recognition of SL

5. Lobbying for change in system to benefit the deaf, introduction of something new to benefit the deaf or discontinuity of something for which hinder access for deaf people

LOBBYING: TWO STAGES

1. DIRECT LOBBYING: DECISION MAKERS
(WHO MAKE A POLICY OR LEGISLATION)

2. GRASSROOT LOBBYING: EVERYONE (THE PUBLIC)
THE AIM IS TO ENCOURAGE PEOPLE TO ACT AND REACT FOR
SOMETHING THAT WILL HAVE AN INFLUENCE



LOBBYING EXAMPLE 1

1



Deaf school in Lomé, Togo
Deaf children learn sign language
Deaf adults have a job as deaf teacher

2



Government of Togo has developed a policy: Inclusive education

3



A policy seeks to close all special schools
Move deaf students to mainstream schools

4



Deaf community doesn't support
Deaf children don't learn sign language
Deaf adults lose their job

5



Togo Deaf Association meets many people and gets them to vote against the bill

LOBBYING EXAMPLE 2

1



Government of Mali gives deaf association (AMASOURDS) 10,500 EUR every year to support their work

2



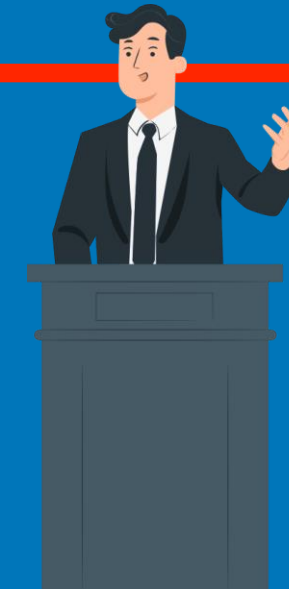
Every year, 1 % of government jobs are reserved for persons with disabilities who have education

3



In 2019, Mali had elections, and a new government was elected

4



The new government is planning to cancel the annual payment to AMASOURDS

5



With the money, increase number of jobs reserved for persons with disabilities

6



AMASOURDS not happy. Deaf people have low education, so deaf will not benefit. AMASOURDS depends on this money to run the association

7



AMASOURDS reaches out to other organisations of persons with disabilities, media, decision-makers to vote against the bill



LOBBYING

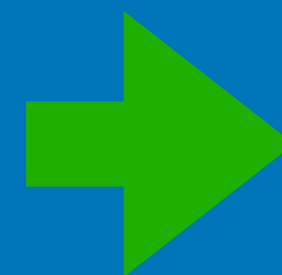
INFLUENCE DECISION-
MAKERS TO VOTE FOR OR
AGAINST

ASK PEOPLE TO INFLUENCE
THEIR LEADERS

ADVOCACY

ARGUE OR MAKE A CHANGE
IN FAVOUR FOR A GROUP

LOBBYING IS ABOUT
NETWORK: FIND THE RIGHT
PEOPLE TO SUPPORT YOUR
CAUSE



SO YOU CAN MAKE
ADVOCACY WORK



WHY DO PEOPLE DO ADVOCACY

Policies do not equally benefit everyone, many people are left out

In many countries, deaf people are not included and considered

Enhance public services

Hold decision makers accountable

Improve community mobilization on an issue

Give a voice to voiceless



DIFFERENT TYPES OF ADVOCACY

- Normative based advocacy

- Evidence based advocacy

- Policy advocacy



NORMATIVE BASED ADVOCACY

- Involves use of norms, legislations and standards to conduct advocacy

EVIDENCE BASED ADVOCACY

- Involves the use of quantitative and qualitative evidence or data and information in advocacy

WHAT IS EVIDENCE?

- **Data** - facts or representation of facts about situations, incl. statistics, capacities and else
- **Information** - data that has meaning, arranged into logical or empirical categories (comparative, etc.)
- **Evidence** - information, affects beliefs of important people (incl. you) about significant features of the problem and how to solve it

EXAMPLE OF POLICY ADVOCACY AND STEPS: GHANA

In Ghana, Sexual Reproductive Health policies are not accessible to deaf people

Deaf people do not get access to correct information and cannot make good decisions on their reproductive health

GNAD decided to conduct policy advocacy to change national SRH policies

HOW GNAD DID ADVOCACY WORK?

Step 1: GNAD conducted research on SRH needs of deaf community

Step 2: GNAD met with regional and district directions of Ghana Health Services and presented research findings

Step 3: GNAD developed a position paper on SRH needs of deaf people

Printed on pull ups, fliers, policy briefs

Step 4: Organised a national dissemination and advocacy forum on inclusive SRH for deaf people.

Invited Ministry of Health, Ghana Health Services and media

Step 5: GNAD organised follow-up meetings

OUTCOME OF ADVOCACY WORK

Deaf people are included in Act 715, which makes it mandatory for all health facilities to employ at least two sign language interpreters

ACTIVITIES FOR ADVOCACY

Policy research and share findings

Meetings with duty bearers to improve services

Demonstration

Make fliers, policy briefs

Watchdog activities

Host a press conference to draw public attention

Make press releases and briefings

Share advocacy information on website

Write letters to decision makers

Make campaigns

Use court cases

Provide trainings

Make newsletter to share advocacy messages

KEY PLAYERS IN ADVOCACY

Civil Society
NGOS, deaf associations

The State
Public institutions with power to
change something

Allies
Opponents, people with
different views

Private Sector
NGO, FBO, CBO

Right Holders
Deaf people, school children

HOW TO CONDUCT EFFECTIVE LOBBYING

1. Understand the needs, concerns and feelings of decision-making people

→ you know which argument to use

2. Understand how the system works: how and where decisions are made?

→ reduces lobbying wrong people

3. Work / lobby early when policy is being developed (formulation stage)

→ policy in force, lobbying will not work

4. Present well-articulated arguments on the issue seeking to be addressed

5. Target people who can influence decision in favour of the association

→ If it is about new law, it is better target these who make the law. Don't target DPOs or social workers who have no power to make change

STEPS IN ADVOCACY

Step 1: Identify the problem affecting target group

Step 2: Do research around the problem and have evidence-based information on how it affects people

Step 3: Plan your strategies effectively

Step 4: Act according to the plans you agreed on

Step 5: Evaluate the strategies planned/adopted



HOW TO CONDUCT EFFECTIVE LOBBYING

1. Set specific, measurable, achievable, realistic, time-bound (SMART) objectives

SMART OBJECTIVES EXAMPLE: By end 30th September 2020, GNAD will mobilize and support 100 deaf children of school going age to enroll in school. By end December 2021, GNAD will build the capacity of 600 deaf women in Accra on family planning and contraceptive use.

SUCCESSFUL ADVOCACY WORK

2. Work as a team not as individuals

EXAMPLE: Advocacy for improvement in access to SL services is better or effective when carried out by 100 deaf persons marching to demand for their right to access to SL services than one person.

SUCCESSFUL ADVOCACY WORK

3. Involve other people immediately outside the affected groups (i.e., relatives, neighbors, colleagues etc.) = stakeholder analysis

EXAMPLE: If it is about access to sign language services, include teachers, heads of schools for the deaf, churches that have sign language services etc.

People here may not be direct beneficiaries of the advocacy outcomes, but they had an interest. For example, the head pastor of your church may never understand SL, but he has interested in having SL services for his members in the church.

SUCCESSFUL ADVOCACY WORK

4. Make sure all participants know the issues clearly

They must be able to say what the aim and objectives are and how the issue is being affecting them

SUCCESSFUL ADVOCACY WORK

5. Create clear possible solutions and promote them

EXAMPLE: If you are advocating for access to information and services for the deaf in your country, you must have the approaches or solutions that can be used to achieve that.

If it is access to education, involve parents of deaf children, guardians of deaf children and teachers of the deaf who have interest in education.

Knowing possible solutions enables you to be able to articulate that to the policy makers and people who must effect the change.

SUCCESSFUL ADVOCACY WORK

6. Prepare a concise and persuasive advocacy statement

What your association wants to achieve, why you want to achieve this, how you will achieve this and by what timeline you think you want to achieve it.

SUCCESSFUL ADVOCACY WORK

7. Define and agree on advocacy message to the target people

Who is the trusted and credible messenger to convey the message on behalf of the association?

What is the appropriate communication, use of TV, radio etc

How to explain information

UN CRPD + ADVOCACY

- First international human rights treaty to include sign languages as languages
- Recognizes Sign Language as language in its own rights and mentions SL 8 times in five different articles
- References to deaf culture and sign language = gives more protection to deaf people and their right to language, and accessible services through Sign Language Interpreters



HOW TO USE CRPD IN ADVOCACY

- Reference point to challenge discriminatory legislations / call for improve discriminatory legislations in favour of deaf people
- Provides framework and guiding principles for the government and public institutions
- The CRPD committee serves as international court for deaf people and deaf associations where they can make complaints to the CRPD Committee
- Highlights on human rights of deaf people at the global level
- Notes how important human rights of deaf people are and how they must be taken into consideration at national level. For example, the CRPD mentions sign language 8 times

CRPD IN ADVOCACY AND LOBBYING

- IDENTIFY
- RESEARCH
- PLAN
- ACT
- EVALUATE

1. IDENTIFY

- Identification of the problem that needs to be addressed
- Identify the relevant national laws that are protecting the rights of people
- Identify the relevant CRPD article that is related to the issue

EXAMPLE

If it is deaf children are not accessing education or denied access to education, refer to the full content of article 24 then the provision of non-discrimination in article 3(b) of CRPD. But before that, refer to national laws on right to education and how deaf children are denied. Then align your arguments with the CRPD provisions



2. RESEARCH

- Research widely into the problem within the national and global context.

EXAMPLE

If it is about deaf children denied access to formal education, research into the effect of no formal education for deaf children. Research into what is happening in country A, B, C, how are they doing it differently, what are the implications of giving education to deaf people? Most of the times, national government have no knowledge, provide, and present the appropriate solution or strategies to address the problem.

3. PLAN

- Plan carefully
- Make sure that your presentations, messages, and plans are consistent with the content of the CRPD.
- Do not refer only to the CRPD. Your country may have signed but not ratified it, some countries may have not signed it at all which means the content of the CRPD cannot apply.
- Plan your advocacy campaign action plan which includes the goal, objectives, indicators, methods, activities, and timeline well before engaging duty bearers.
- If it is about lobbying, make sure you plan your activity and lobby the appropriate people at the appropriate time.

EXAMPLE

If it is deaf children are not accessing education or denied access to education, refer to the full content of article 24 then the provision of non-discrimination in article 3(b) of CRPD. But before that, refer to national laws on right to education and how deaf children are denied. Then align your arguments with the CRPD provisions



4. PLAN

- Act in agreement and coordination with everyone involved in the advocacy campaign or lobbying
- Act at the right time

EXAMPLE

A bill to close schools for the deaf is laid in parliament, you must act when the bill is in parliament and not after it is passed into legislation. When acting, coordinate with your team and ensure all of you have common voice.

5. PLAN

- Monitor actions and evaluate the results throughout the cycle
- Decide what further action is appropriate or how advocacy or lobbying could be done differently in the future to be more effective