

Developing Advocacy Objectives

Before you can pick a path, you must know the hill you are trying to climb.

Advocacy is about getting something, making a change that advances your long-term goals. And the first step toward getting something is knowing, as clearly as possible, what it is you are after.

What is Your Vision?

- Every child should be safe from violence at school.
- Every child should have access to pre-primary education.
- Every child should have access to pre-primary education.

What is Your Intermediate Goal Toward that Vision?

- School violence will be reduced by 50% within three years.
- Participation in pre-primary education is up by 25% in three years.
- Families without access to child health services is cut by 50% in three years.

What do you Need to Change to Advance Toward that Goal?

- A change in public policy
- Additional spending in the budget
- Changes in how programs are administered
- Changes in public behavior

Seven Steps Toward Developing Clear Advocacy Objectives

1. Define the Problem in the Most Basic Way

Example: Not all the children who need it get to go to pre-school.

2. List Out the Key Elements of the Problem

- The issue is voluntary access not mandatory participation.

- The quality of those services is also of concern.
- Pre-school participation is linked to a many child development issues (education, health, nutrition, etc.).
- Family income is a main barrier to access.
- Lack of public understanding about the value of pre-school is also a barrier.

3. Restate the problem in a more complete way

Access to quality pre-school is vital to child development, however, that access is limited based on family income and family understanding of the importance of pre-school.

4. Lay out the policy or institutional factors behind the problem

- *Lack of effective government leadership*
- *Lack of appropriate standards for programs*
- *Insufficient financing*

5. Identity the long-term changes needed to address the problem

- Shift responsibility for program development and planning to national level.
- Develop national standards for pre-school programs.
- Add budget support to allow for family pre-school subsidies

6. Consider some key criteria for picking shorter-term advocacy objectives

- What will help solve the problem?
- What is politically achievable?
- What kind of support will it generate?
- What kind of opposition will it generate?
- Does it build momentum toward bigger things?

7. Develop your advocacy objectives (*example*):

- *Development of UNICEF policy paper on access to pre-school*
- *Formation of national working group to develop draft standards*
- *Formation of government roundtable on reorganizing responsibility*
- *Modest increase in coming year budget allocation for pre-school*