



# ADVOCACY AND LOBBYING

Do we need an advocacy  
office in CINDI?

Mangani Katundu



Mangani Chilala Katundu, 07 August 2008



# What is advocacy and Lobbying

- An advocate is someone who speaks on behalf of
- You need to be in touch with the people you are speaking for
- Advocacy is action directed at change. It is putting a problem on the agenda, providing a solution to that problem, building support for the solution and for the action necessary to implement the solution





## **ADVOCACY FUNCTION**

### **1. EDUCATIVE ADVOCACY FUNCTION**

Capacitate our stakeholders/members to access or facilitate access to grants available to them

### **2. AWARENESS RAISING FUNCTION**

Create awareness about beneficiaries rights

### **3. PERSUASIVE FUNCTION**

Persuade the decision makers to see the importance of

Change. Being cooperative rather than adversarial.





# Advocacy Planning Stages

- Stage 1: Identifying the Issue
- Stage 2: Developing Solutions
- Stage 3: Building political (and other types of) support
- Stage 4: Evaluation



# Coalitions and Networking

- Advocacy coalitions are an integral part of successful Advocacy
- Networking offers strengthening opportunities through
  - Shared resources and expertise
  - Consolidation of efforts on different issues
  - Networks are also an opportunity for organisations to grow
- A voice of a network or a coalition is stronger than a voice of an individual organisation



# CAP Networking and Advocacy- Hand out

- The CAP Advocacy Office owe its success to networking with other organisations and individuals within and outside of CINDI
  - CAP Partners, Pmb CFWS, BESG, LHR
  - ACCESS Alliance
  - Children's Institute
  - The Street Law Project, University of Wits
  - Education Law Project, University of Wits
  - Soul City
  - The Children's Bill Working Group
  - DoHA
  - DoSD
  - SASSA
  - Black Sash

## Hand out



# CAP Networking and Advocacy

- Research- data collection and resource maximisation, case studies
- Issue raising and lobbying efforts- widespread action
- Consolidating policy positions
- Consensus Building- meetings and communication
- Information sharing- new developments, actions needed etc
- Capacity Building- strengthening skills



# Does CINDI need an Advocacy office?

- **YES!!!!** An advocacy voice is vital
- Members do own advocacy but..... Realistically
  - How much advocacy?
  - How well disseminated is the information to the network?
  - Within the Network, is this coordinated?
  - Has it made a difference having an advocacy officer in the network?
- Remember the power of the voice of a network
- There will be a void in terms of CINDI presence in advocacy circles post CAP
- CINDI ought to champion change for the benefit of its members
- The network needs to be well informed on developments elsewhere involving their work



# What will be needed?

- An advocacy office within CINDI or closely linked to CINDI
- Budget
- Ideally two to three people involved

## Core

- Advocacy officer – develop advocacy strategies, coordinate advocacy responses
- Policy practitioner – research, materials development
- Part-time admin person if possible





THANK YOU

