



INTERNATIONAL ROAD FEDERATION
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Effective Advocacy Programs

Simon Bachawati



International Federation
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What is advocacy?

Advocacy is A set of **targeted actions** directed at **decision-makers** in support of a specific **policy issue**. it is a broader set of activities (civil education and public campaigns, Distribution of promotion materials) aimed to change public opinion or to get public support to influence decision makers.





What is advocacy?

- **Advocacy** is working with other people and organizations to make a difference.
- **Advocacy** is putting a problem on the agenda, providing a solution to that problem and building support for acting on both the problem and solution.
- **Advocacy** can aim to change an organization internally or to alter an entire system.
- **Advocacy** can involve many specific, short-term activities to reach a long-term vision of change.
- **Advocacy** consists of different strategies aimed at influencing decision-making at the organizational, local, national and international levels.
- **Advocacy strategies** can include lobbying, social marketing, information, education and communication, community organizing, or many other tactics..
- **Advocacy** is the process of people participating in decision-making processes which affect their lives.





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Advocacy Related to Road Safety

Advocacy can create truly lasting, long-term positive change for road users

For example:

Conducting a seatbelt awareness campaign that could deliver short-term results,

compared to

integrating seatbelt laws into Traffic Legislation that could provide lasting change for road user safety

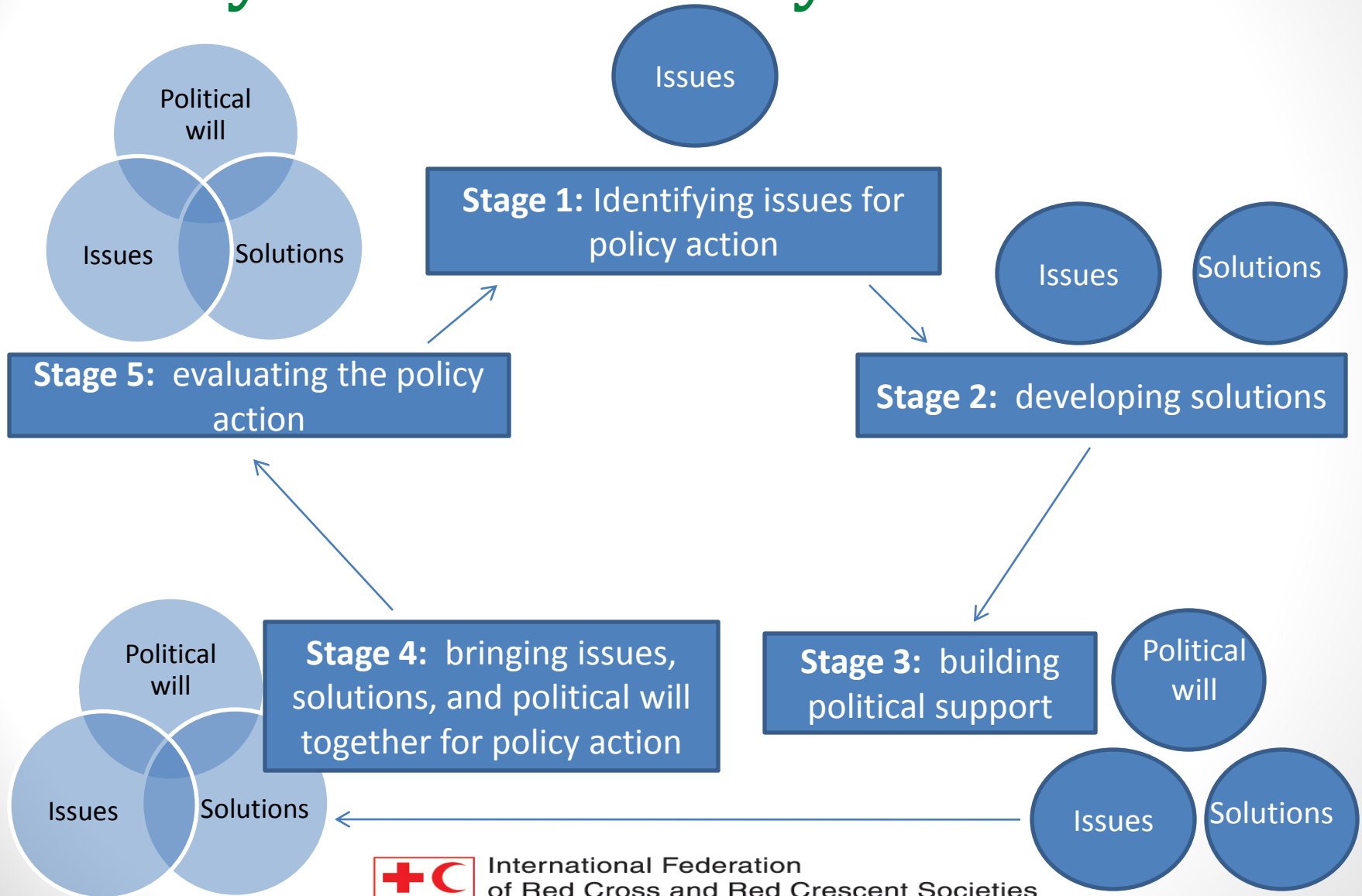


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The Dynamic Advocacy Process





Basic Elements of Advocacy Process





Questions about the presentation

What determines power and influence within an advocacy process?

- Economic, Authority, Connections, Legitimacy, Organisation / networking, Institutional /reputation, Information /knowledge, Service, Resources.

How to build Advocacy Network?

- Identify Who should be in your network
- Work to get them interested in your advocacy objective
- Specify how you want them to help you

