



Menstrual Justice Academy

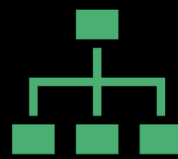
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I would like to know more about you....



Name



Organisation



Something Interesting about Yourself



Highest Expectations of the Workshop



A transition to Purpose

- Provide a summary tree of the objectives....
What is the big picture that brings us together?
- We want to be Involved in Menstrual Health Advocay so that.....
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How much Influence do you have in shaping Menstrual Health Policy development in your country?

None

Some

A lot



Let us Discuss

- Why did you place yourself where you did?



Our Advocacy Training Objectives

By the end of Advocacy Training, participants will be able to;

- Understand the role of advocacy in the policy development process;
- Define advocacy within the context of menstrual health and distinguish it from related concepts;
- Explain key policy and decision-making processes at the country and regional level;
- Understand and be able to apply each step of the advocacy process:



By the end of the workshop, you will be able to

- a. Identify and prioritize key MH advocacy issues in [insert country];
- b. Use data to identify advocacy and policy issues;
- c. Learn the process of establishing an advocacy goal and objectives for selected issue(s);
- d. Identify primary and secondary target audiences, as well as allies and opponents;
- e. Develop and deliver effective advocacy messages;
- f. Identify and create different methods for presenting advocacy messages;
- g. Practice how to package and use data in advocacy messages most effectively; and
- h. Draft an advocacy action plan, including indicators for monitoring and evaluation (M&E).



What is Advocacy?

- You can request to speak or post your response in the chat section.

Advocacy Defined

There is no one internationally agreed upon definition of the term “advocacy.” You will find as many definitions of advocacy as you will find groups, networks, and coalitions advocating.

However, each definition shares common language and concepts, as illustrated in the handouts accompanying this section.

Advocacy is also strategic and targets well-designed activities to key stakeholders and decisionmakers. Advocacy is always directed at influencing policy, laws, regulations, programs, or funding—decisions made at the uppermost levels of public or private sector institutions.

Within the Menstrual Health policy arena, advocacy efforts might address such things as affordable access to menstrual pads and related conditions or the enactment of laws - also are potential objects for advocacy campaigns.



Advocacy;

- Is a set of targeted actions directed at decision makers in support of a specific policy issue. It is directed at influencing policy, laws, regulations, programs or funding decisions made at
- the upper most levels of public or private sector institutions. It includes both single issue, time limited campaigns as well as work undertaken around a range of issues.
- Advocacy activities can be conducted at national, regional or local levels.

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Advocacy vs. Activism

Both activism and advocacy seek to bring about a change in policies, programs, or actions in support of an issue, but that activism often uses a particular set of methods/strategies that are more direct or confrontational. Activism also tends to be associated with those groups that have not had a voice or influence within the policymaking system.

Some differences between Advocacy and Activism:

Advocacy

- More formal political negotiation
- Often from within, or in dialogue with, official political circles/systems
- Measured tone

Activism

Confrontation/political protest

- Often from outside of the system; groups often are autonomous, with accountability to people's groups/causes
- Confrontational tone

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HomeWork..... Yaaaayyyy

- What issues would you like to advocate for as an Institution?
- What is the legal justification for the menstrual Advocacy issue?
- Is this something you are already working on or not? What are some of the challenges you have faced that
- you would like this class to address?



Next Class Focus

- Unpacking menstrual health advocacy
- Understanding the Policy and Advocacy Process
- Identifying target audience



Thank you

- Any Questions or Comments?