



Menstrual Justice Academy

DAY 3

Starting our Class....



What is your all-time song that touches your entire self? Who is the artist?



What is your birthday and what are you looking forward to with the next one?

Steps in the advocacy process



Step 1: Issue Identification



Step 2: Goal and Objectives



Step 3: Target Audience



Step 4: Building Support



Step 5: Message Development



Step 6: Channels of Communication



Step 7: Fundraising



Step 8: Implementation



The identification process

- Homework Question:
What issues would you like to advocate for as an Institution?
(Please share your responses)
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?



HOMework

- State your advocacy issue?
- Who is your target audience?
- Develop an advocacy message for your campaign





Step 1: Identify and define the issue

Advocacy begins with an issue or problem that the network or group agrees to support to promote a policy change. An issue should meet a group's agreed-upon criteria and support the network's overall mission (e.g., the issue is focused, clear, and widely understood by network constituents). Ways in which a group could identify issues include

- Analysis of the external environment, including political, economic, social, and other factors;
- Discussion with MH issues;
- Organization of issue identification meetings;
- Collection and analysis of data about the Menstrual Health situation



Twekonyere Foundation Uganda



- Access to sufficient and hygienic sanitary wear for women and Girls in villages.
- Issue of affordability as a result of low income



Step 2: Set Goals and Objectives

A goal is a general statement of what the group hopes to achieve in the long term (three to five years). The advocacy objective describes short-term, specific, measurable achievements that contribute to the advocacy goal. Your goals should be Specific, Measurable, Achievable, Relevant and Time-based (SMART). At this point you have shifted from the general problem to a narrow and specific advocacy change you want to see.



Step 2: Set Goals and Objectives

- To provide sanitary affordable sanitary ware to 200 women and 200 Girls in the areas of Kawempe and Bwaise by December 2023.
- To lobby Ministry of Education to provide sanitary wear for women and girls in Pakwach and Zombo District by December 2023
- To train 50 senior woman teachers in Pakwach and Zombo district on the making of sanitary wear to reduce the cost.
- To lobby school management committees to support senior women teachers in the making of 200 pieces of sanitary wear by December 2023.
- To lobby the District councils of Pakwach and Zombo to pass budgets to support local production of sanitary wear for women and Girls by June 2024.



Step 3: Identify Target Audience

- The primary target audience includes the decisionmakers who have the authority to bring about the desired policy change.
- The secondary target audience includes persons who have access to and are able to influence the primary audience—such as other policymakers, friends or relatives, the media, and religious leaders.
- Just as advocates need to use data to define their issues, goals, and objectives, wise advocates also collect data to identify and understand their target audiences.
- The group must identify individuals in a target audience and their positions and relative power base and then determine whether the various individuals support, oppose, or are neutral regarding the advocacy issue.





TFU: Target Audience

- Young girls and women in the mid-western region of Uganda ie Hoima, Kyenjojo, Kibale, Kikuube and Kagadi



TFU: Target Audience

Primary Audience

- School management committees
- District Council
- District speaker and Chair
- Ministry of Education

Secondary Audience

- Parents
- Senior women Teachers
- Family





TFU Build Support

- Building a constituency to support the group's advocacy issue is critical for success.
- The larger the support base, the greater the chances of success.
- Advocates must reach out to create alliances with other nongovernmental organizations, networks, groups, donors, coalitions, civic groups, professional associations, women's groups, activists, and individuals who support the issue and will work with you to achieve your advocacy goals.
- How do you identify potential collaborators? Members can attend conferences and seminars, enlist the support of the media, hold public meetings, review publications, and use the Internet.
- Many groups have found it helpful to develop a database containing their supporters' contact information so they can send information and advocacy materials to others.





Advocacy messages are developed and tailored to specific target audiences to frame the issue and persuade the message recipient to support the network/ group's position. There are three important questions to answer when preparing advocacy messages:



Who are you trying to reach with the message? (How and when do you reach the target groups?)



What do you want to achieve with the message?



What do you want the recipient of the message to do as a result? (What action do you want taken?)

Develop the Message



TFU Message

- comfortable during this natural biological process. We can also work towards normalizing conversations around menstruation, fostering a more inclusive and supportive society.
- To address these challenges, I urge you to support and prioritize initiatives that promote access to preferable sanitary wear for girls and women in Uganda. Here are a few steps that can be taken:
- **Improve sanitation infrastructure:** Invest in the construction and maintenance of clean, well-stocked toilets and washrooms in schools, workplaces, and public spaces.
- **Promote education and awareness:** Implement comprehensive menstrual health education programs that debunk myths, provide accurate information, and create a safe space for open discussions about menstruation.
- **Subsidize sanitary products:** Work in collaboration with local organizations and initiatives to ensure that affordable, high-quality sanitary products are readily available to all girls and women.



TFU Message

- sanitary products: Work in collaboration with local organizations and initiatives to ensure that affordable, high-quality sanitary products are readily available to all girls and women.
- Encourage local production: Support local businesses and entrepreneurs to develop and manufacture preferable sanitary wear within Uganda. This not only generates employment opportunities but also ensures a sustainable supply chain of sanitary products.
- By coming together and taking these steps, we can make a significant impact on the lives of girls and women in Uganda. Access to preferable sanitary wear is not only a matter of health and dignity but also a fundamental step towards achieving gender equality and empowering the next generation.
- Let us stand together to break the barriers, end period poverty, and ensure that no girl or woman is left behind. Together, we can create a society where menstruation is no longer a barrier but a source of strength and power.

Thank you for your attention and your commitment to this important cause



Message Suggestions



Imagine going through your period without sanitary wear, would you be able to survive the day? Contribute a pack of sanitary wear to our program to support a sister, mother or daughter. (Corporate women)



The constitution provides for the right to education for all and yet Number of girls in village or district X continue to miss school and contribute to a drop out rate of y%. Provide sanitary wear to ensure all have a right to education (government)



Select Channels of Communication

Selection of the most appropriate medium for advocacy messages depends on the target audience.

The choice varies for reaching the general public, influencing decisionmakers, educating the media, or generating support for the issue among like-minded organizations and networks.

Some of the more common channels of communication for advocates include such tools as media (traditional and social), press kits and press releases, press conferences, fact sheets, public debates, and conferences for policymakers.



Raise Funds

- Advocacy campaigns can always benefit from outside funds and other resources.
- Such resources can help support the development and dissemination of materials, cover group members' travel to meet with decisionmakers and generate support, underwrite meetings or seminars, or absorb communication expenses.
- Advocates should create a fundraising strategy at the outset of the campaign to identify potential contributors of financial and other resources



Collect Data through the Process

- As we have noted throughout, data collection supports all stages of the advocacy process shown in the model. Advocates should collect and analyse data to identify and select their issue, as
- well as develop advocacy objectives, craft messages, expand their base of support, and influence policymakers.



Monitor and Evaluate

- As with data collection, monitoring and evaluation occur throughout the advocacy process.
- Before undertaking the advocacy campaign, the network must determine how it will monitor the activities in its implementation plan.
- In addition, the group should decide how it will evaluate or measure results.
- Can the group realistically expect to bring about a change in policy, programs, or funding as a result of its efforts?
- In specific terms, what will be different following the completion of the advocacy campaign?
- How will the group know that the situation has changed?



Homework

- Develop a simple Advocacy Plan for your organization and let us discuss the challenging areas in tomorrow's class.



An aerial photograph of a multi-lane highway with several vehicles, including trucks and cars, traveling across a body of water. The image is overlaid with a large, abstract geometric graphic on the left side, consisting of several overlapping, semi-transparent bands in shades of blue and light purple. The text 'Thank You' is positioned in the lower right quadrant of the image.

Thank You