

GUIDE FOR FACILITATORS

MODULE 4



ADVOCACY FOR CHANGE



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Module 4: ADVOCACY FOR CHANGE

INTRODUCTION

Welcome to the facilitator's guide for the Advocacy for Change Module. This comprehensive resource is designed to equip you with the necessary tools, strategies, and insights to effectively lead participants through the module's objectives. As facilitators, you play a pivotal role in creating an inclusive and engaging learning environment where participants can critically analyze advocacy frameworks and develop essential skills for driving meaningful social change.

Within this guide, you will find a detailed overview of the session structure, key content areas, and a variety of interactive methods aimed at enhancing participant engagement. Each section is thoughtfully organized to facilitate the flow of the module, ensuring that essential topics are addressed while fostering meaningful discussions and practical applications.

We encourage you to familiarize yourself with the content and methodologies presented in this guide so that you can adapt them effectively to the unique needs of your participants. Your experience and expertise are invaluable assets in this learning journey. By leveraging your skills alongside the resources provided in this guide, you will empower participants to understand and implement effective advocacy strategies that can drive actionable change in their communities.

Throughout this facilitator's guide, participants will benefit greatly from additional insights and resources found in the ***Handbook for Improving Organizational and Programming Capacities of Youth-Led Civil Society Organizations in Lesotho***. This handbook serves as a vital companion in enhancing the understanding and skills required for effective organizational and programmatic efforts.

Together, let us create an enriching experience that inspires our participants to embrace advocacy as a powerful tool for social transformation. Thank you for your dedication to this important work and for being an integral part of this journey.

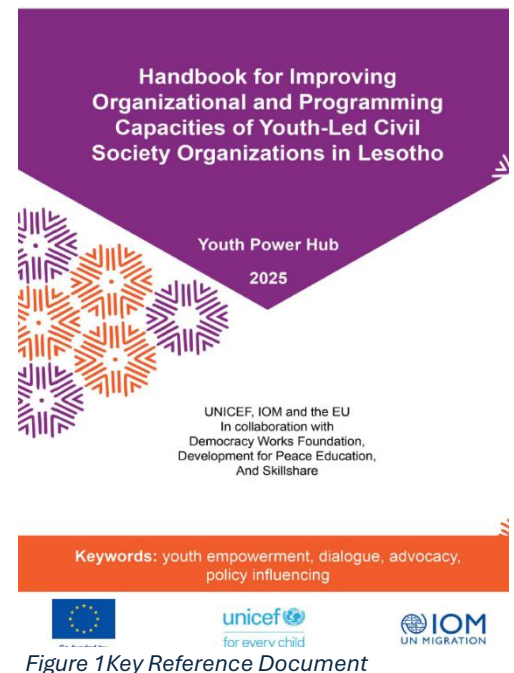


Figure 1 Key Reference Document

WHO SHOULD FACILITATE THIS MODULE

- a) An advocacy for change trainer or facilitator should possess a strong background in leadership and management within civil society organizations (CSOs), ideally having served as a senior staff member or as part of a board or executive committee. Individuals who have experience as consultants, auditors, or those who have worked closely with CSO boards and management are also well-suited to this role.
- b) Given the target audience, it is essential that the trainer is proficient in Sesotho to ensure effective communication and engagement. Additionally, the trainer must exhibit strong facilitation skills to create an inclusive and interactive learning environment, empowering participants to express their views and contribute meaningfully to discussions on advocacy and change.

c) Guiding Principles

- Successful training should be based on prior needs assessment.
- Each training session should be conducted by a minimum of two facilitators. One of the facilitators will serve as a rapporteur, responsible for recording issues that arise during the workshop. These notes can then be synthesized into a brief addendum to this training manual to support future capacity building.
 - Training workshop should be participatory ensuring that each participant is involved and given a chance to speak or raise questions.
 - The number of participants should not exceed 30 to maximize interaction and enhance the learning potential of the initial face-to-face training and feedback

d) Training Methods

As mentioned above, a participatory methodology is encouraged, utilizing adult learning methodologies.

- Be participatory – avoid too many presentations / monologue
- Be supportive to each participant.
- Vary training methods including case studies, group discussions, videos and exercises e.g. mentimeter.
- Create spaces for participants to share experiences to inspire each other.
- Be relevant by speaking to the context and realities faced by each organization.
- While English will be the medium of communication, utilize Sesotho when necessary

Examples of participatory training methods

It is recommended that trainers employ interactive methods to encourage active participation and ensure that learning objectives are met. Recommended methods include:

- Plenary group discussions
- Small group work
- Role plays
- Games
- Brainstorming sessions
- Practical sessions

TRAINING MATERIALS/TOOLS

The following materials will be needed throughout the training:

- ❖ Flipcharts for note-taking, Projector/screen, prestik
- ❖ Laptop
- ❖ Adhesive paper
- ❖ Markers in different colors
- ❖ Writing materials, including note pads and pens/pencils
- ❖ Electrical connection points (if classroom-based)

e) Managing Time

Time management is always a challenge in training workshops. Each trainer should allocate time for each specific sub-section to ensure that the key concepts of each module are addressed, tailoring the program to meet the participants' needs.

Identify a timekeeper, and ensure the agenda is followed.

Avoid eating into breakfast and lunch time.

f) Preparations

- Preparations is key in successful workshops. Arrive early each day to set up materials and equipment and arrange furniture and audio-visual equipment in a manner that fosters learning and teamwork.
- A more informal arrangement is generally more comfortable than a traditional auditorium setup.
- Ensure that the physical environment is comfortable, well-lit, and adequately equipped. Create an atmosphere where participants feel accepted, respected, and supported.
- Given that training employs a combination of didactic, and interactive techniques, the workshop room should be equipped with tables and chairs that can be easily rearranged. For interactive activities, more informal arrangements are preferable. In either case, it may be necessary to arrive early to properly organize the room.
- Print agenda, corporate governance checklist and case study in advance
- Prepare facilitation materials especially markers and flip chart paper.
- Plan an energizer in between the session.

(f) Resources required to facilitate learning

- Organizational constitution.
- Organization’s strategic plan.

(h) Proposed agenda and run of show

This course typically require a full day, however, given time constraints the session can be delivered in about 2 hours.

Content	Time Allocated	Key Content	Method and Resources Needed
Introduction of the module & learning outcomes	10 minutes	<ul style="list-style-type: none">• INTRODUCE the session, emphasizing the focus on advocacy for change.• Indicate the length of the module.• ENCOURAGE participants to ask questions anytime.• STATE the main aim related to understanding advocacy.	PowerPoint presentation/ Flip chart
Understanding Advocacy	15 minutes	<ul style="list-style-type: none">• Facilitate discussion on the meaning of advocacy, its forms, and its importance.	Plenary followed by presentation

		<ul style="list-style-type: none"> Outline key components of effective advocacy. 	
Data-Driven Advocacy	20 minutes	<ul style="list-style-type: none"> Discuss the significance of using reliable data in advocacy efforts. Highlight strategies for gathering, analyzing, and presenting evidence. 	Buzz groups
The Advocacy Cycle	25 minutes	<ul style="list-style-type: none"> Explain the steps in the advocacy cycle: problem analysis, stakeholder analysis, advocacy planning, engagement, and follow-up. Use visual aids to illustrate the cycle. 	Advocacy cycle infographic; group discussion
Enhancing Persuasiveness of Advocacy Efforts	20 minutes	<ul style="list-style-type: none"> Highlight techniques for crafting persuasive advocacy messages supported by data. Present real-world examples of successful advocacy efforts. 	Group work and presentations

Political Economy Analysis	20 minutes	<ul style="list-style-type: none"> • Discuss the socio-political factors influencing advocacy. • Provide insights on power distribution and key players involved in advocacy issues. 	PowerPoint presentation; group discussion
Monitoring Advocacy Efforts	20 minutes	<ul style="list-style-type: none"> • Explain methods for monitoring progress and evaluating advocacy initiatives. • Introduce tools for data collection and analysis. 	Handouts with monitoring tools; discussion session
Countering Misinformation and Disinformation	15 minutes	<ul style="list-style-type: none"> • Discuss strategies for combating misinformation with data-driven messaging. • Share examples of how data can provide clarity and debunk false narratives. 	Case studies for discussion
Group Exercise: Designing an Advocacy Plan	30 minutes	<ul style="list-style-type: none"> • Work in teams to create an advocacy plan for establishing a National Youth Council. • Include stakeholder 	Printed guidelines for the advocacy plan; group worksheets

		analysis and action plans.	
Tips for Effective Advocacy	15 minutes	<ul style="list-style-type: none"> Summarize key takeaways and strategies for effective advocacy. Discuss coalition-building and the role of media in advocacy. 	PowerPoint presentation
Conclusion	15 minutes	<ul style="list-style-type: none"> Summarize key learnings and encourage ongoing advocacy efforts. Distribute resources for further reading. 	Presentation and resource handouts

Annex 1 Agenda

TIME	SESSION TITLE	ITEM
9:00 AM - 9:10 AM	Session 1: Welcome and Introductions	<ul style="list-style-type: none"> Icebreaker activity Overview of the agenda and objectives
9:10 AM - 9:30 AM	Session 2: Understanding Advocacy	<ul style="list-style-type: none"> Definition of advocacy Discussion on its importance

9:30 AM - 9:50 AM	Session 3: Data-Driven Advocacy	<ul style="list-style-type: none"> - Significance of data in advocacy - Overview of data collection methods
9:50 AM - 10:10 AM	Session 4: The Advocacy Cycle	<ul style="list-style-type: none"> - Overview of the steps in the advocacy cycle - Illustrated framework
10:10 AM - 10:30 AM	Session 5: Enhancing Persuasiveness	<ul style="list-style-type: none"> - Techniques for crafting persuasive messages - Real-world examples
10:30 AM - 10:50 AM	Session 6: Political Economy Analysis	<ul style="list-style-type: none"> - Discussion of socio-political factors - Identifying key players
10:50 AM - 11:10 AM	Session 7: Monitoring Advocacy Efforts	<ul style="list-style-type: none"> - Methods for tracking progress - Tools for evaluation
11:10 AM - 11:30 AM	Session 8: Countering Misinformation	<ul style="list-style-type: none"> - Strategies to combat misinformation - Discussion of case studies
11:30 AM - 11:50 AM	Session 9: Group Exercise: Designing an Advocacy Plan	<ul style="list-style-type: none"> - Team activity to create an advocacy plan - Incorporate stakeholder analysis
11:50 AM - 12:10 PM	Session 10: Tips for Effective Advocacy	<ul style="list-style-type: none"> - Summary of key strategies - Discussion on coalition building and media engagement
12:10 PM - 12:30 PM	Session 11: Wrap-Up and Closing	<ul style="list-style-type: none"> - Summary of key takeaways - Reflection activity - Q&A and feedback

Annex 2: SESSION EVALUATION FORM

Training Title: Advocacy for Change

Date: _____

Location: _____

Facilitator(s): _____

Please take a few moments to complete this evaluation form. Your feedback is valuable in improving future training sessions.

1. Content Evaluation	1 (Poor)	2 (Fair)	3 (Good)	5 (Excellent)
Clarity of objectives				
Relevance of the topics discussed				
Depth of information provided				
Engagement of participants				
Practical application of concepts				
Overall quality of the training				
2. Delivery Evaluation	1 (Poor)	2 (Fair)	3 (Good)	5 (Excellent)
Knowledge of the facilitator(s)				
Clarity of presentation				
Ability to engage participants				
Responsiveness to questions				
Overall delivery style				

3. Application of Learning

How do you plan to apply what you learned in your organization?

4. Additional Comments

Please share any additional feedback you may have:

CONCLUSION

As we conclude the Advocacy for Change Module, take a moment to reflect on the insights gained and the collaborative discussions fostered throughout the session. Your role as a facilitator is vital in guiding participants toward a deeper understanding of effective advocacy practices and their significance in driving social change.

The objective of this module is to empower participants to embrace advocacy strategies and implement initiatives that contribute to positive societal transformation. By utilizing the interactive methods outlined in this guide, you have the opportunity to create an engaging learning environment that promotes meaningful dialogue and practical application of advocacy concepts.

As you lead future sessions, continue to encourage participants to share their experiences and challenges. This open dialogue not only enriches the learning process but also cultivates a sense of community and shared purpose among the organizations represented.

Thank you for your commitment to this important work. Your dedication to empowering civil society organizations through effective advocacy is commendable, and the positive impacts of your efforts will be felt throughout the communities you serve. We look forward to hearing about the successes and positive changes that result from your facilitation of this module. Best wishes

as you continue on this journey, and may your efforts lead to lasting improvements in advocacy practices and social impact.

