

# Bridging the Gap project

Third meeting of  
network

Barcelona,  
11-13 May 2006

# Bridging the Gap project

## Advocacy course

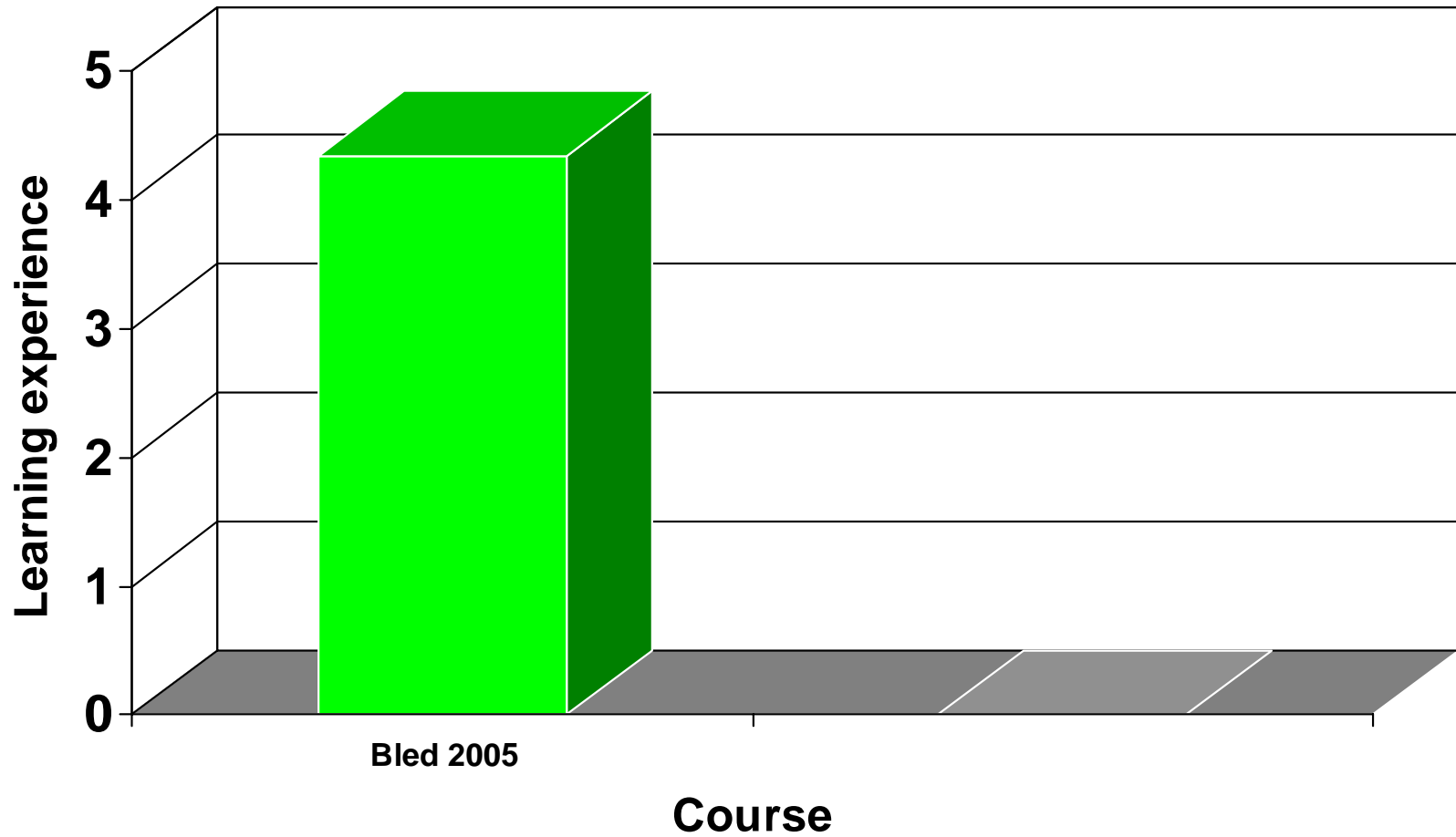
# Advocacy School

1. Provide technical knowledge
2. Develop skills for advocacy
3. Participatory teaching style
4. For 'new' people in the field

# Advocacy School

1. Piloted with APN network in Slovenia summer 2005 over 2.5 days

# Advocacy course



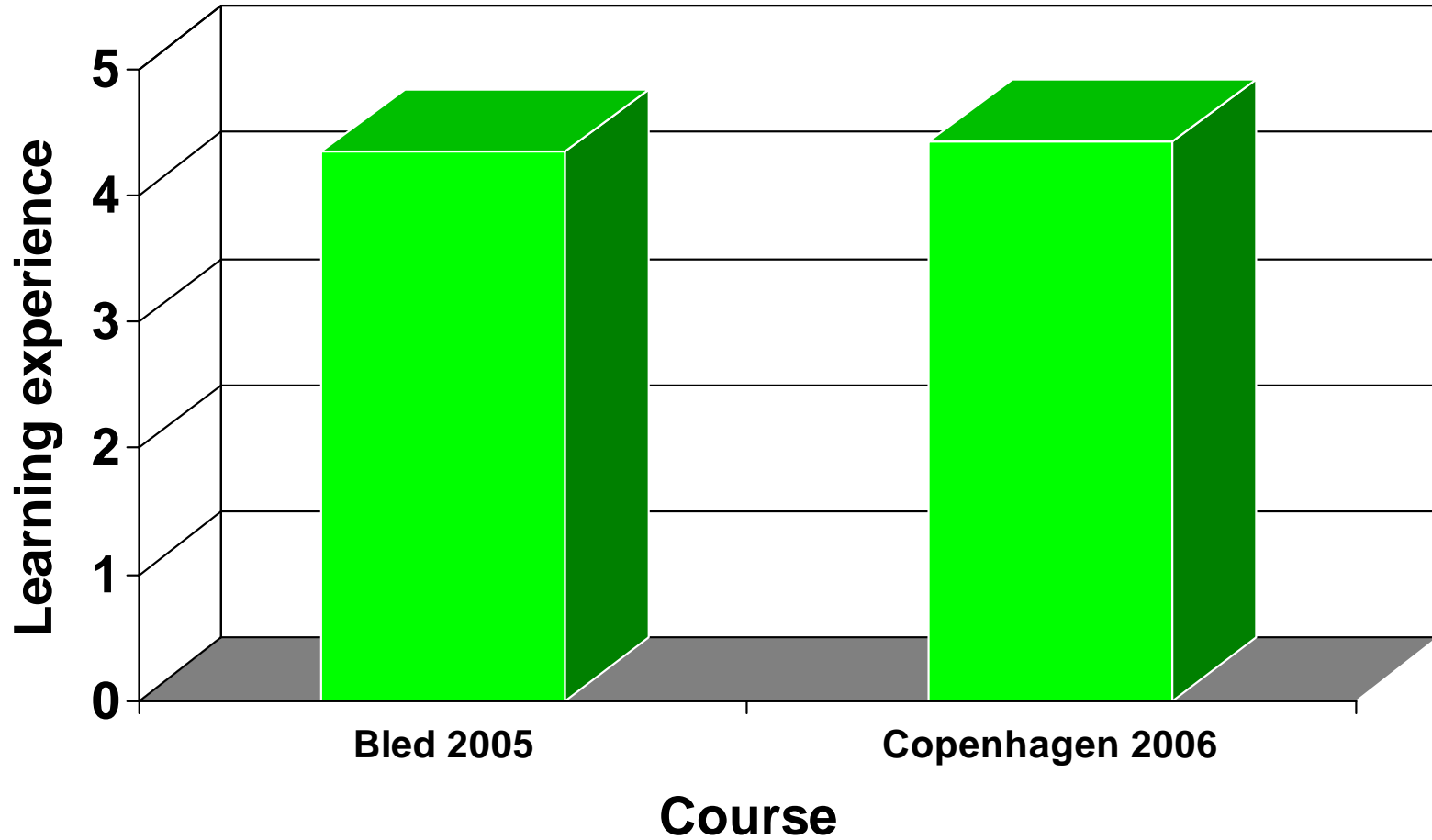
# Advocacy School

1. Positive evaluation, but majority felt too intense
2. Advised to take one campaign to work through during course
3. Extended to 3.5 days

# Advocacy School

1. Second course, Copenhagen, February 2006
2. Tender report as background reading
3. During course, work through a campaign or project

# Advocacy course





# Advocacy School

1. Positive evaluation, and pace seemed right
2. Liked teaching style and methods
3. Liked course material

# Advocacy School

1. Third course, Barcelona, 14-17 May

# PROGRAMME ADVOCACY COURSE

## DAY 1

### **SESSION 1**

#### **Introductions**

Introduction of participants

Introduction of course

Quiz 1

### **SESSION 2**

#### **What is advocacy?**

What is advocacy?

Advocacy's strengths

Advocacy's orientation and values

People centred advocacy

Sound bite1

# PROGRAMME ADVOCACY COURSE

## DAY 1

### **SESSION 3**

#### **Policy analysis – what is the problem**

Quiz 2

Defining the problem

Obtaining information to assess the problem

### **SESSION 4**

#### **Policy analysis – what is the solution?**

Opportunities and strengths analysis

Vision of change

Alternatives for solving problem

Sound bite 2

# PROGRAMME ADVOCACY COURSE

## DAY 2

### **SESSION 5**

#### **Developing the strategy**

Quiz 3

Choosing objectives for the strategy

### **SESSION 6**

#### **Analyzing our skills**

Organizational capacity

Individual capacity

Sound bite 3

# PROGRAMME ADVOCACY COURSE

## DAY 2

### **SESSION 7**

#### **Coalition building**

Quiz 4

What do coalitions bring?

What are the problems of coalitions?

Structures of the coalition

### **SESSION 8**

#### **Managing coalition problems**

Importance of open communication

Listening skills

Managing tensions

Working with difficult members

Sound bite 4

# PROGRAMME ADVOCACY COURSE

## DAY 3

### **SESSION 9**

#### **Creating the message**

Quiz 5

Creating the message

### **SESSION 10**

#### **Working with the media (1)**

#### **Website development**

Working with the media

Writing a press release

Developing websites

Sound bite 5

# PROGRAMME ADVOCACY COURSE

## DAY 3

### **SESSION 11**

**The alcohol industry and alcohol policy (1)**

**Working with the media (2)**

Quiz 6

Critique of the alcohol industry

Broadcast interview

Sound bite 6

### **SESSION 12**

**The alcohol industry and alcohol policy (2)**

**Working with the media (3)**

Quiz 7

Critique of alcohol advertisements

Lobbying meeting with member of European Parliament

Sound bite 7



# PROGRAMME ADVOCACY COURSE

## DAY 4

### **SESSION 13**

**Overview**

**Quiz 8**

**Review plan**

**How to begin**

**Sound bite 8**

### **SESSION 14**

**Preventing burnout**

**Course evaluation**

**Preventing burnout**

**Evaluation of course**

# Advocacy School

## 1. Develop manual:

- Trainer's notes
- Visual aids
- Handouts
- Background reading