

Bridging the Gap project

Third meeting of
network
Barcelona,
11-13 May 2006

Bridging the Gap project

Advocacy course

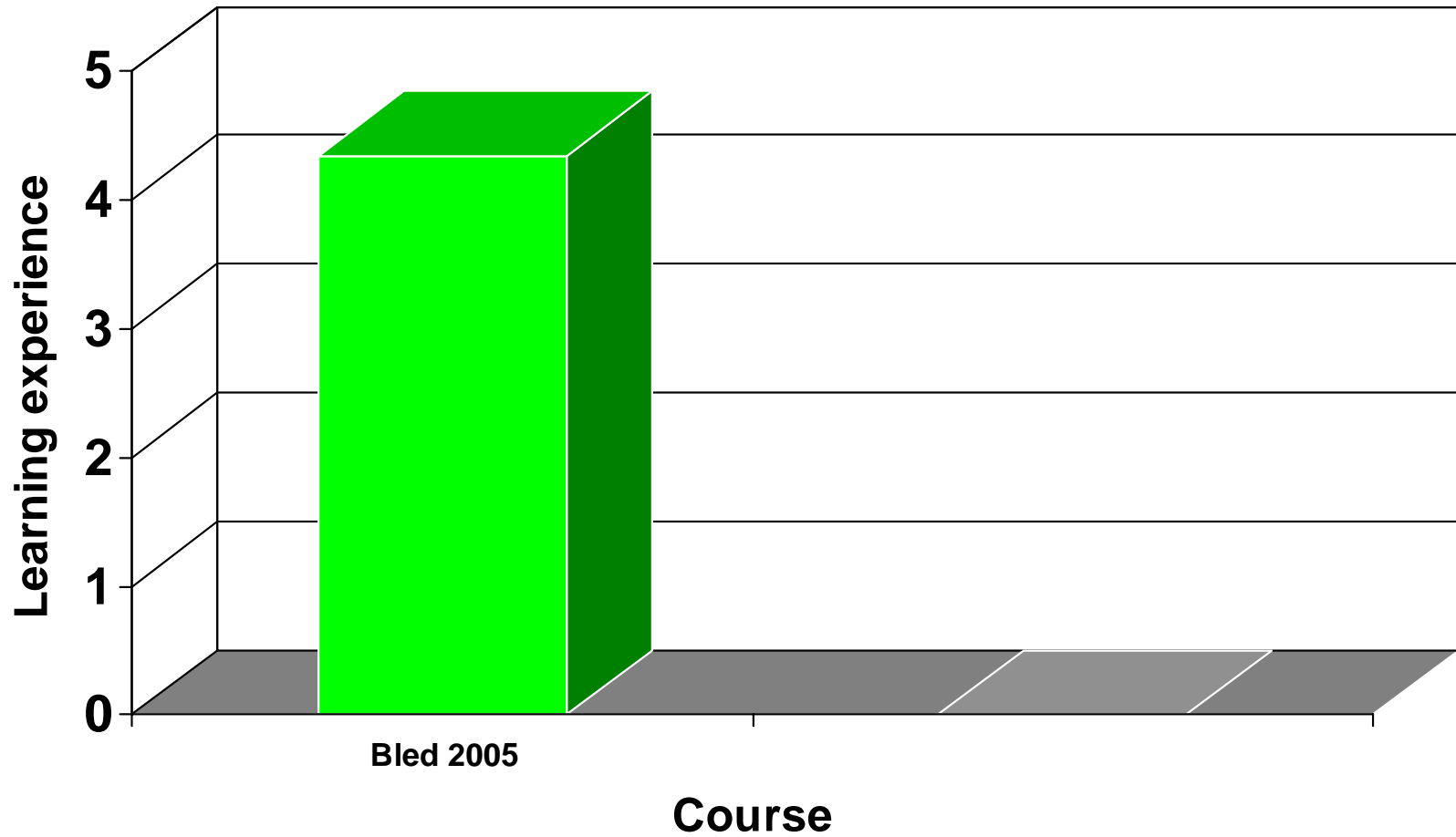
Advocacy School

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



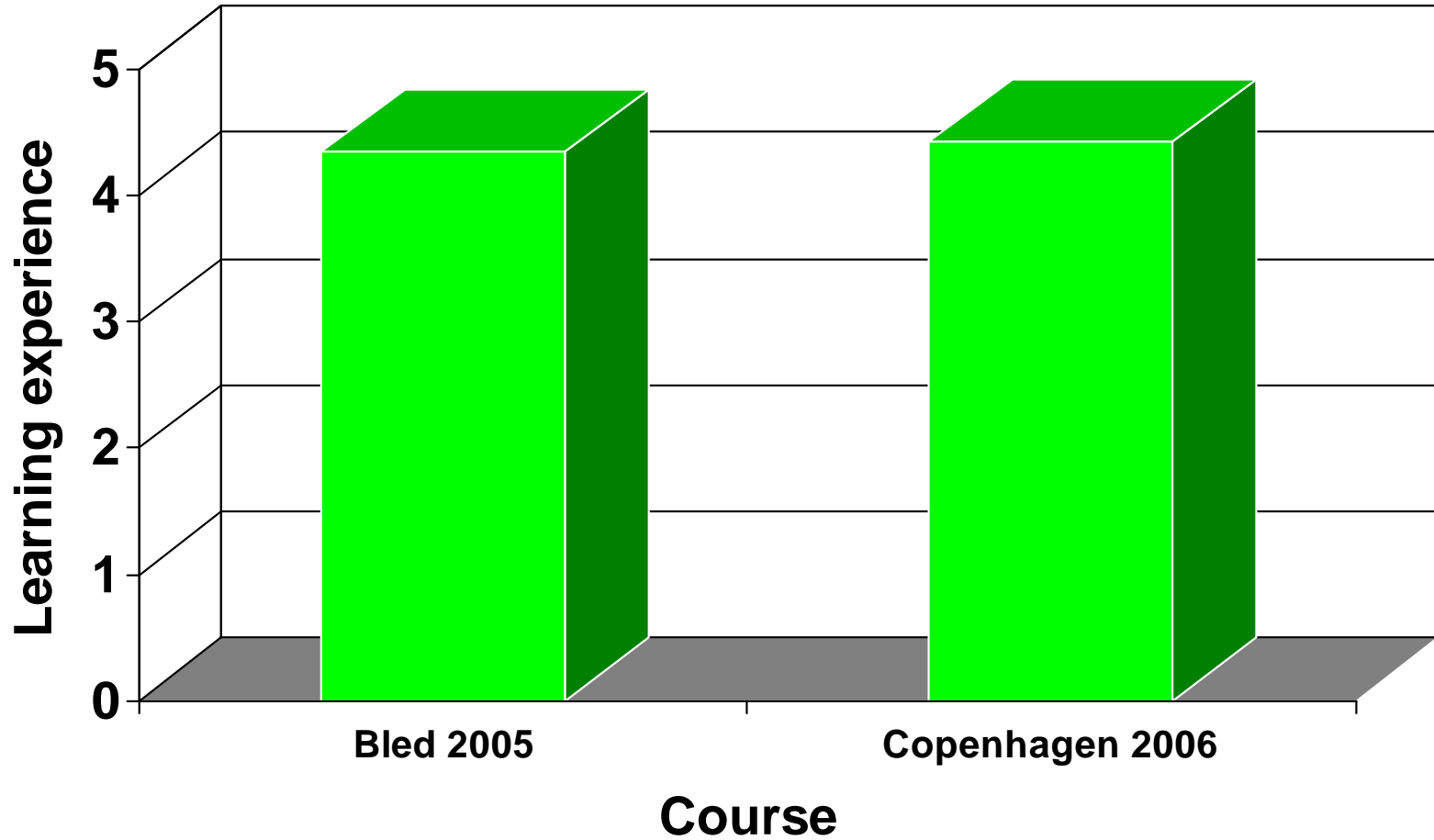
Advocacy School

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