STANDARD LECTURE NOTES

ADVOCACY AND LOBBYING
FOR DIPLOMA IN
SOCIAL WORK
&
COMMUNITY DEVELOPMENT

ADVOCACY AND LOBBYING
INTRODUCTION
This course unit is designed to equip the trainee with knowledge, skills and attitudes that will enable him/her to participate in advocacy and lobbying in appropriate social change.

GENERAL OBJECTIVES
By the end of this module unit, the trainee should be able to;
   a) Appreciate the importance of advocacy and lobbying for social change
   b) Understand the process of advocacy and lobbying
   c) Appreciate the role of mass media in advocacy and lobbying for resources and in attitude change
   d) Participate in advocacy and lobbying activities for social change

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CHAPTER ONE
INTRODUCTION TO ADVOCACY

Specific Objectives
By the end of this topic the trainee should be able to;
  a) Explain the meaning of advocacy
  b) Discuss the importance of advocacy in the society
  c) Discuss the role of advocacy in social change

MEANING OF ADVOCACY
Advocacy it involves wide range of activities concerning government and non-governmental organization as well as preserve groups that entail mass sensitization of people who are vulnerable to social injustice.

It’s the process of influencing policies, legislation and decision to create favorable climate/condition for the vulnerable groups. it involve wide range of activities that concern government and non government organization to sensitize people who are vulnerable to social injustice.

Adv- stand
It involve influencing policies that are geared towards improving plight of marginalize who face social injustice due to inequality.
Advocacy= process
Advocate- person

Importance / significance
It help in quest for the right and freedom of vulnerable group in society such as children, women, disabled and poor. They try to advocate for realization of freedom of expression, association, access to resources for those who have been deprived.
- It gives people the power to decide for themselves and to give solution to the social injustice they face.
- It allows protection of minority groups against exploitation and poverty. This group includes children, women and the sick.
- It protects these through affirmative action, abolition to the child labour, equal access to the medical science to the sick and implementation of programmes that increase capacity of disabled people in decision making.
- It promotes equitable access to distribution of resource through welfare program e.g. Subsidized education.
- It helps in checking and controlling corruption.
- It provides solidarity and competition for resources by minority group.
- It forms the basis for the establishment and implementation of law that govern the plight of minority.
- Environmental conservation
- Challenges defective laws that and policies e.g. Media bill etc.
- It’s a mode through which awareness is enhanced as well as campaign conducted on the issue which are for the numbering of the community.

Aims of advocacy
To eradicate social injustice

Advocacy can be done/undertaken through;
- Personal representation
- Proposal waiting
- Political representation
- Civil education
- Mass awareness.
- Public protest.
- Demonstration.

Types of advocacy/modes of advocacy
a) **Self advocacy**
   It’s where individuals who feel denied/deprived of social injustice. This advocacy is always carried out by well informed individuals.

b) **Child advocacy**
Its concerned with advocating the plight of children in the form of protest against child labour, access to education, child battering, sexual harassment, child trafficking, corporal punishment, access to health std, better nutrition etc.

c) Youth advocacy
It involves promotion of youth friendliness and awareness programme by involving youth in policy making and participatory developments.

d) Social justice advocacy
It involves advocating for social justice for all the group of people of society in achieving social development. It takes form of equal employment opportunity, equal payment by similar qualification and equal access to resources / equitable distribution of resources, social welfare etc. this type entails provision of a level plain field as a result ensuring no single individual is discriminated against race, ethnicity, gender and education etc.

e) Consumer protection and advocacy
Evidence promotion of just prices for goods and services and prevent exploitation of consumers by manufacturers and middlemen. They also advocate for quality production.

f) Animal right
This involves protection of animals against poaching or overworking of animals like camel or cows.

g) Abortion right
This occurs when expectant mother is in danger. This may force abortion to be done.

h) Environmentally advocacy
Involves cleaning and planting of trees

i) Community practice and social advocacy

j) Education reform advocacy
This provide accessibility to education to all people especially children

k) Community and social work advocacy

LOBBYING
Lobbying is the concentrated effort designed for some result especially from influential people such as politicians and law makers.

The function of lobbyists is to achieve implementation of advocacy issued by elected by seeking to influence policies that are needed by the minority groups.

Lobbying is thus deliberate attempt to influence political decision through makers such as politicians, provincial administration on behalf of another person, organization or groups. Lobbyist are employed by the government in public relation department to develop various methods and strategies e.g. designing of lobbying companies so as to ensure vulnerable groups get access are informed and implement their needs.

Types of lobbying

1. **Direct lobbying**
   This is where the organization is changed with the plight of minority group such as children, women, disabled, the poor to influence registration for their clients. It is where an organization pressures the government to implement the policies that will improve plight of client.

2. **Grassroots lobbying**
   This done at community level by a gifted community members and is directed to the general public with an aim of influencing policy implemented by the government. It expresses the concern of local people on the injustice they face.

**Advocacy issue in society**
Its concern with improving standard of vulnerable groups, this includes:
Protect against;
- Rape
- Oppression by leaders
- Drug abuse
- Discrimination
- Social injustice
- Promote political right
- Promote child right
- Protect against domestic violence
- Promote equal access to education
- Protection of the disabled
- Gender inequality
- Unequal distribution
- Lack of access to information.

Factors influencing the process of advocacy
The process and failure of advocacy issues depends on the following factors;

a) Cooperation
It depends on cooperation between minority groups the lobbyists and the legislature. When these groups cooperate and discuss their satisfaction on policies affecting them. Chances of implementation are high by government agency. This will help to achieve plight of vulnerable group.

b) Communication channel
Appropriate channel of communication and understandable to the client, undesirable language, technology

c) Leadership structure
The management of advocacy process should be flexible, transparent, competent and credible leader to promote success.

d) Government policy
Advocacy process relies on satisfaction tribulation in the constitution i.e. Advocacy rally may be denied by administration if it threatens national security.

e) Time duration
Advocacy is not a day work or short term process but long term process that need more time allocation.

f) availability of resources
Advocacy needs sufficient financial resource material and human resource for greater success.

g) Membership characteristic
Advocacy should be trusted and adopted by the client.
Aim of advocacy
Is to empower people to improve their living standard

Role of advocacy in social development of Kenya;
- To promote social justice.
- To promote equality
- Promote equity
- Promote environmental conservation
- Discourage discrimination
- Promote social development
- Promote observation of human rights.
- Discourage corruption
- Promote unity
- Encourage partnership and networking.

REVISION QUESTION
1. Explain the meaning of advocacy
2. Discuss the importance of advocacy in the society
3. Discuss the role of advocacy in social change

CHAPTER TWO
PROCESS OF ADVOCACY

Specific Objective
By the end of this topic, the trainee should be able to;
   a) Discuss various advocacy issues in the society
   b) Discuss the factors that may influence the advocacy issues
   c) Discuss the process of advocacy
   d) Discuss the impact of advocacy on social change

INTRODUCTION
THE MEANING OF ADVOCACY PROCESS

The effectiveness and success of any advocacy process depends, amongst other factors, on how well the following steps are implemented:

- Identifying and stating the issue
- Collecting the relevant information
- Mobilizing interested people
- Raising and managing the necessary resources
- Networking
- Forming alliances
- Forming and sustaining coalitions
- Involving media
- Establishing contacts with government

In summary, Advocacy begins with a problem or with a perception that there is a better alternative to a current condition and seeks to solve that problem and/or implement the selected alternative.

Advocacy is both an art and a science. There are no strict rules for advocacy work. Its approaches must be culturally, socially and politically specific. Widespread participation in an advocacy campaign is generally a precondition for success.

Planning an advocacy campaign is a dynamic process. It involves identifying the issue, developing solutions, building support, and bringing issues, solutions, and political will together to ensure that the desired change takes place. Finally, it involves monitoring and evaluating the entire process.

The steps in planning for advocacy work are:

- Know your issue
- Establish your objective(s)
- Conduct a stakeholder analysis
• Develop a strategy
• Plan the activities
• Identify and mobilize the required resources
• Monitor and evaluate the campaign’s progress

It may well be necessary to revisit and revise several of these steps throughout the implementation of your advocacy campaign. Successful advocacy does not proceed in a straight line and rarely unfolds exactly according to plan. Be prepared for unforeseen events and consequences. Be flexible.

ADVOCACY ISSUES IN THE SOCIETY

Children and youth

Advocacy initiatives related to children, youth and families encompass a wide range of issues that include child abuse, child care, family medical leave, child and adolescent mental health, school mental health, juvenile justice, early intervention and prevention, and violence prevention.

Government Relations efforts within these areas use the science and practice of psychology to advance programs and interventions that have proven effectiveness with these populations.

Disability issues

Individuals with disabilities face stigma and significant challenges in the areas of access to health care, employment and education. Government Relations efforts within these areas are based on what the science and practice of psychology demonstrate to be effective to address the needs of this population.

Community health issues

Community health centers provide critical primary health care services to individuals in medically underserved urban and rural areas, regardless of their ability to pay. APA promotes the goal of integrated health care services that include mental and behavioral health and the use of psychologists and psychology trainees.
Ageing

Government Relations efforts utilize the science and practice of psychology to inform federal policy efforts related to older adults and their caregivers. Policy initiatives have focused on a range of issues impacting the aging population, including mental and behavioral health, integrated care, suicide, care giving, elder abuse and trauma, emergency and disaster preparedness and response, long-term care, aging veterans and the health care workforce.

Women issues

Advocates of social change advocates for policies to ensure psychological and physical health and quality of life for women. Issues include postpartum and maternal depression, reproductive health, preventing violence against women and promoting gender equity in employment and education.

Advocacy initiatives are based on the research, practice and public concerns relevant to women’s lives.

Ethnic minority

Advocacy initiatives related to ethnic minorities encompass health and health care disparities, foster care, cultural and linguistic competence, American Indian/Alaska Native health services, diversity in the mental health profession, immigration and the use of genetic information.

Government relations efforts within these areas are based on what the science and practice of psychology demonstrates to be effective with these populations.

Substance abuse

Perhaps more than for any other set of medical problems, psychological research has formed the foundation for our understanding of the prevention, etiology and treatment of substance use disorders. Two NIH Institutes support large programs of behavioral research targeting the enormous set of public health problems related directly to substance use disorders or the long term health consequences of dependence and addiction.
Advocacy in the United States and the European Union
The strategic decisions those lobbyists make throughout the advocacy process, how institutional structures, issue-specific characteristics and interest-group factors blend to determine decisions about: how to approach a political fight, what arguments to use and how to frame an issue, what direct or inside lobbying tactics to employ, what public relations or outside lobbying strategies to use, and finally, in what networking and coalition activity to engage.

It is not only what lobbyists do in these two political systems that is interesting of course, but also to what effect. The last substantive chapter looks at how the same set of factors - institutions, issues and interests - affect lobbying success. Drawing on in-depth interviews with 150 advocates in Washington D.C. and Brussels, Belgium, as well as a massive store of case information on the random sample of 47 policy issues, the book uses rigorous empirical analysis to investigate the determinants of lobbying decisions and policy outcomes. Using publicly available information, each case was followed for more than a year after initial interviews to assess the outcome from the perspective of each advocate, allowing a systematic assessment of who got what they wanted, who did not, and who fell somewhere in between. The analysis blends qualitative evidence with quantitative statistical analysis to demonstrate that advocacy can be better understood when we study the lobbying of interest groups in their institutional and issue contexts.

Transnational Advocacy: Fighting for the displaced locally, nationally and globally worldwide, over 30 million people have been displaced by violent conflict. The majority are trapped in protracted displacement crises; languishing for decades as endless cycles of violence prohibit them from returning home and resuming normal lives (Loescher 2007). The perpetuation of refugee and internal displacement camps further fuels the violence as humanitarian aid is misappropriated, armed elements take refugee among the displaced, and displaced populations are marginalized (Terry 2002). The powers of the Global North, particularly the EU and the US, are the major donors to displacement crises, the major players when it comes to peace keeping operations to bring about durable solutions and the primary recipients of refugees. Arguably, the worlds displaced are suffering similar fates, but attention to their plights varies drastically in the policy arenas of Brussels and Washington.
Confined to camps, the displaced are denied the right to work, to move freely, and importantly the right to political participation -- to have a say in their own self determination. How can they fight to reclaim these rights through policymaking processes at the local, national and international level? Who must they rely on in their struggle? This project studies advocacy at three levels of governance to understand: who is advocating for displaced rights; how organizations are fighting for displaced rights; and what factors explain if they are successful in achieving their aims.

Displacement is one of the many transnational issues facing the international community today. I argue, first, that effective advocacy on transnational issues must be truly transnational advocacy – simultaneously being carried out at multiple levels of governance; and second, that effective transnational advocacy requires a careful global division of labor among different types of groups, focusing on different goals, at different levels of governance.

Agenda setting research has shown how critical information flows are to getting issues on the crowded political agenda - an issue without an advocate is not an issue (Kingdon 1995, Jones & Baumgartner 1993; 2005). I argue that strong advocacy on behalf of the displaced by CBOs, NGOs, Diaspora groups and policymakers, is a key explanatory factor in understanding which displacement crises get attention and see improved access to rights and which do not; but other contextual factors are critical as well including the hostility of host governments.

I test this theory through a study of rights-focused advocacy at three levels of governance. I conducted fieldwork in a representative sample of 7 of the largest protracted displacement crises (Bhutan, Burma, Colombia, Croatia, Sri Lanka, Somalia, and Uganda) to collect data on the first two levels - local and national - including in-depth interviews with NGO and UN agency staff and displaced representatives. I constructed a database of attention to all of the 41 current protracted refugee crises on the public and political agendas of the global North - the US and the EU, as well as information on the number of groups advocating on each issue in Washington D.C. and Brussels Belgium and contextual factors including the history of the conflict; the history of international interventions, sanctions or other type of action; and the active role of any economic interests or multi-national corporate interests.
Argumentation Tipping Points: Individual and Collective Framing in the European Union

How an issue is understood fundamentally influences the outcome of a policy debate. If one idea of an issue takes hold it can determine what interests mobilize, how many mobilize, whether the governing party supports or opposes, and if there is an all-out battle or a quiet compromise. Getting everyone to debate an issue “on your terms” can dramatically improve your chances of getting what you want. So a goal of any skillful advocate is to get your idea to catch on, to reach the tipping point that your way of thinking isn’t just one way of thinking, it is the way of thinking.

So how is it that one dimension or frame, or a few, come to dominate on any given issue, even though most issues have many dimensions and could be discussed in countless ways? What is the process by which individual level framing attempts aggregate and a single dimension and frame dominate? Is the macro-frame simply determined by the sum of its individual parts, or are their other factors at play? How long do reframing processes take; can an issue be re-defined during the debate on a single policy proposal or is it something that takes decades.

Until now, it has been terribly difficult empirically to investigate these questions but the accessibility of large stores of issue and position documentation and the development of new computer assisted text analysis allows us to map the process by which hundreds of individual discussions of an issue aggregate to produce collectively dominant frames. This project lays out a strategy for theorizing, and collecting, coding and mapping the process by which ideas tip.

The Power of Institutions: State and Interest-Group Activity in the European Union

This project investigates the ways in which government activity, or demand-side forces, influence interest mobilization and formal inclusion in the policy-making process in the European Union. Drawing on an original dataset of nearly 700 civil society groups active in the European Union, the analysis provides empirical evidence of three routes by which the EU institutions influence interest group activity:

- direct interest group subsidy;
- manipulation of the establishment and composition of formal arenas of political debate; and
• Broader, system-wide expansion of competencies and selective development of chosen policy areas.

PROCESS OF ADVOCACY
Advocacy by an individual or by an advocacy group normally aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions; it may be motivated from moral, ethical or faith principles or simply to protect an asset of interest. Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research or poll or the ‘filing of friend of the court briefs’. Lobbying (often by lobby groups) is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in modern politics. Advocacy process involves the following;

a) Agenda setting
The first stage of advocacy whereby the issue or problems passed by relevant agency the community or the government

b) Formulation and enactment
Developing of a policy that respond to the issue or problems passed by relevant agency, the community or the government.

c) Implementation and enforcement
Involves putting things into action, the policy that has been recommended by the agitators and ensuring that the policy is abided by.

d) Monitoring and evaluation
It involves assessing the impact of the policy which has been enforced to see whether the objective is being realized.

Monitoring - having a keen work of activities which / that have been enforced.
Evaluation - is working at the extend to which the achievement of activities is realized or not realized.
Social change- transformation from undesirable to desirable
**Advocacy Process Flowchart**

1. **Consumer contacts advocacy service**
2. HDC referral to advocacy
3. Advocate is assigned to assist and contacts the consumer + complainant directly
4. Advocate listens to consumer's story, clarifies rights and outlines options in recognition that some consumers just need information to advocate for themselves
5. Consumer selects the option they feel would work best for them
6. If the consumer wants the support of the advocate to resolve the matter, the advocate will assist the consumer to identify the key issues, and what the goals for resolution are
The advocate also assists the consumer to focus on their own strengths and supports for dealing with the complaint as well as any barriers that are getting in the way.

Advocate assists consumer to identify the action steps towards resolution.

If the option selected is a face-to-face resolution meeting, the advocate will discuss with the consumer how to advise the provider/s including outlining what the issues are, setting the meeting up including the date, venue and support people attending.

The advocate will have a simple resolution agreement form at the meeting in the event there is agreement to ongoing actions beyond the meeting.

Once the matter is resolved to the satisfaction of the consumer the case is closed at advocacy.

A case study

Accommodating the needs of people with disabilities

A woman who had been bedridden since an accident many years ago sought the assistance of an advocate. In this time, she had managed to remain independent in her own home with support provided by ACC. This required the assistance of care on a 24-hour around-the-clock basis.

The woman wanted the advocate to assist her with various issues arising from problems with care, and to support her in making decisions for the future. She had used a local rest home for respite care and appreciated always being able to have a particular room that she liked. She wondered whether it was time to look at rest-home care on a permanent basis, and whether she would be able to go to the same rest home and have her favorite room.
At her request, the advocate arranged for the manager of the rest home to come to talk to her. The manager was able to assure the woman that she could have "her room", and a trial period was agreed to, with weekly meetings to discuss any issues. The manager worked with the woman to develop a plan to assist her to adjust to the change in staff as well as to her new living arrangements. Her general practitioner was also supportive of the steps to be taken.

All went well for a while, but the woman gradually lost confidence in the rest home following several incidents, and she became increasingly unhappy. The advocate kept in contact with her to ensure each issue was sorted out as it arose.

Eventually the woman decided to discharge herself back to her own flat, which she had kept on for a period in case things did not work out.

The staff of the rest home is happy to have her back if she changes her mind. The woman found it helpful to discuss with the advocate how important it was to have tried the rest home, but that she had discovered from the trial that that care option was not for her. She preferred to have her own care and for things to be done exactly as she wanted.

**Impact of advocacy process on social change:**
- It encourages social change by being a catalyst of empowering people to critically think about social injustice forced in society (mechanism for capacity building)
- It brings partnership and collaboration because of networking, fighting for similar injustice that face people.
- Advocate for people ambition - advocacy.
- Helps in changing government perception on different issues.
- Acts as watchdog in streamlining the way in which the government is working.
- Encourage re-socialization and rehabilitation of deviant fellows in society.
- Help to enhance change of government perception on certain issue e.g. taxation.
- Acts as a mechanism for sieving government policies to be inclined with the real situation on ground.
REVISION QUESTION
1. Discuss various advocacy issues in the society
2. Discuss the factors that may influence the advocacy issues
3. Discuss the process of advocacy
4. Discuss the impact of advocacy on social change

CHAPTER THREE
MASS MEDIA AND ADVOCACY

Specific Objectives
By the end of this topic, the trainee should be able to;
   a) Explain the role of mass media in advocacy
   b) Discuss the factors that may influence media advocacy
   c) Discuss various may influence the choice of mass media various social issues
   d) Discuss impact of mass media in advocacy
INTRODUCTION

Mass media is a strategic use of print and electronic media to promote public debate and promote community support to change in generating common norms, values, beliefs and policies.

It involves advocacy for better and improved health care, education, human rights, etc. The mass media do sensitize the general public on the implication of certain government policies (media bill, taxation, free education).

ROLE OF MEDIA IN ADVOCACY

Importance of Mass Media in Education Programmes

Without good access to national and community media all public education programmes may be disadvantaged. It is possible to consider programmes that rely entirely on face-to-face education, but even these can be hindered if there is not a supplementary programme of advertising for events and news coverage to increase motivation as well as printed material to "leave behind." As such, assessment of available media options should be conducted.

Media Directories

In some countries, media registration may have resulted in a publicly-available directory. In others, NGOs and government media agencies may have collected such information. Or advertising agencies may keep books that give details on media outlets, including their market share and target audiences.

Early on, educators may want to develop a "brainstorm" list and subsequently their own directory that analyzes available media outlets in terms appropriate to voter education programming. Criteria they may want to use include:

- Is the media owned or controlled by the government?
- If controlled by the government, is it obligated under election law to provide free space or airtime for voter education messages?
- If privately owned, is the management amenable to running public service announcements, such as voter education messages either free of charge or at a discounted rate?
- What are the published advertising rates of the outlet?
- Is the media national or community-based?
- Is the particular medium capable of preparing its own copy or producing its own spots?
- What are the policy and the protocol of the particular medium for taking spots or copy prepared by the education programme?
- In what format must spots or copy prepared by the education programme be presented to the media outlet in question?
- What is the outlet's market share, i.e. what is the size of its viewing or listening audience or readership?
- What are the characteristics of its audience?
- How is the size or characteristics of the audience affected by date and time and by programming, i.e. what are the most popular shows or are papers read more during the week or at week-ends?
- How many hours does the outlet broadcast per day?

An adequate database will need to be prepared for this information. Because of its importance, educators will also want to cultivate expertise within their own teams in this field and, in addition, develop appropriate contacts amongst outside practitioners.

**Power Supply and Other Commodities**

Particularly in transitional settings, educators will want to take note of any shortages or disruptions in the supply of valuable commodates such as electricity, gas, paper or ink. If power is in short supply, it may not make much sense to invest in pricey television commercials. Radio may still be an option, however, as radios can be operated on battery power. In such circumstances, print and direct contact may take on an increasingly important role. Educators will also need to take into consideration how power shortages or interruptions may affect production processes: if service providers do not have an independent and reliable power source very often this will extend the amount of time required for production. If paper or ink is difficult to obtain, then print activities may need to be de-emphasized. Even where these supplies exist, fuel shortages might hinder the ability to deliver and distribute print
materials. Thus, educators must assess the availability of key commodities and the impact that these will have on the types and mix of media used.

Careful Planning and Assessment

Countries with vibrant media infrastructures are essential to the development of democracy. To the extent that voter education can enhance this by careful selection and promotion of media, it will have long-term impact for future programmes.

INFORMATION

"Mass media" is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes "mass" communication. There are also no constraints on the type of information being presented. A car advertisement and a U.N. resolution are both examples of mass media.

Because "media" is such a broad term, it will be helpful in this discussion to focus on a limited definition. In general usage, the term has been taken to refer to only "the group of corporate entities, publishers, journalists, and others who constitute the communications industry and profession." This definition includes both the entertainment and news industries. Another common term, especially in talking about conflict, is "news media." News media include only the news industry. It is often used interchangeably with "the press" or the group of people who write and report the news.

The distinction between news and entertainment can at times be fuzzy, but news is technically facts and interpretation of facts, including editorial opinions, expressed by journalism professionals. Which facts are included, how they are reported, how much interpretation is given, and how much space or time is devoted to a news event is determined by journalists and management and will depend on a variety of factors ranging from the editorial judgment of the reporters and editors, to other news events competing for the same time or space, to corporate policies that reflect management's biases.
Importance

Mass communicated media saturate the industrialized world. The television in the living room, the newspaper on the doorstep, the radio in the car, the computer at work, and the fliers in the mailbox are just a few of the media channels daily delivering advertisements, news, opinion, music, and other forms of mass communication.

Because the media are so prevalent in industrialized countries, they have a powerful impact on how those populations view the world. Nearly all of the news in the United States comes from a major network or newspaper. It is only the most local and personal events that are experienced first-hand. Events in the larger community, the state, the country, and the rest of the world are experienced through the eyes of a journalist.

Not only do the media report the news, they create the news by deciding what to report. The "top story" of the day has to be picked from the millions of things that happened that particular day. After something is deemed newsworthy, there are decisions on how much time or space to give it, whom to interview, what pictures to use, and how to frame it. Often considered by editors, but seldom discussed, is how the biases and interests of management will impact these determinations. All of these decisions add up to the audience's view of the world, and those who influence the decisions influence the audience.

The media, therefore, have enormous importance to conflict resolution because they are the primary and frequently only source of information regarding conflicts. If a situation doesn’t make the news, it simply does not exist for most people. When peaceful options such as negotiation and other collaborative problem-solving techniques are not covered, or their successes are not reported, they become invisible and are not likely to be considered or even understood as possible options in the management of a conflict.

Negatives

The news media thrive on conflict. The lead story for most news programs is typically the most recent and extreme crime or disaster. Conflict attracts viewers, listeners, and readers to the media; the greater the conflict the greater the audience, and large
audiences are imperative to the financial success of media outlets. Therefore, it is often in the media's interest to not only report conflict, but to play it up, making it seem more intense than it really is. Long-term, on-going conflict-resolution processes such as mediation are not dramatic and are often difficult to understand and report, especially since the proceedings are almost always closed to the media. Thus conflict resolution stories are easily pushed aside in favor of the most recent, the most colorful, and the most shocking aspects of a conflict. Groups that understand this dynamic can cater to it in order to gain media attention. Common criteria for terrorist attacks include timing them to coincide with significant dates, targeting elites, choosing sites with easy media access, and aiming for large numbers of casualties. Protesters will hoist their placards and start chanting when the television cameras come into view. It is not unusual for camera crews or reporters to encourage demonstrators into these actions so they can return to their studios with exciting footage. The resulting media coverage can bestow status and even legitimacy on marginal opposition groups, so television coverage naturally becomes one of their planned strategies and top priorities. The "30-second sound bite" has become a familiar phrase in television and radio news and alert public figures strategize to use it to their advantage.

In most parts of the industrialized world, the news has to "sell," because the handfuls of giant media conglomerates that control most of the press (media outlets) place a high priority on profitable operations. Their CEOs are under relentless pressure to generate high returns on their shareholders' investments. Media companies face tight budgets and fierce competition, which often translate into fewer foreign correspondents, heavy reliance on sensationalism, space and time constraints, and a constant need for new stories. Reporters with pressing deadlines may not have time to find and verify new sources. Instead they tend to rely on government reports, press releases, and a stable of vetted sources, which are usually drawn from "reliable" companies and organizations. Most overseas bureaus have been replaced by "parachute journalism," where a small news crew spends a few days or less in the latest hotspot. These same media outlets are also dependent upon advertisement revenue, and that dependence can compromise their impartiality. Many newspapers and television stations think twice before reporting a story that might be damaging to their advertisers, and will choose to avoid the story, if possible. According to a survey taken in 2000, "...about one in five (20 percent) of local and (17 percent) (of) national reporters say they have faced criticism or pressure from their bosses after producing
or writing a piece that was seen as damaging to their company's financial interests. “[2] The drive to increase advertising revenue has led many local news shows to measure out world news in seconds to accommodate longer weather and sports reports.

The news that is reported in the West comes from an increasingly concentrated group of corporate- and individually-owned conglomerates. Currently, the majority of all media outlets in the United States and a large share of those internationally are owned by a handful of corporations: Vivendi/Universal, AOL/Time Warner (CNN), The Walt Disney Co. (ABC), News Corporation (FOX), Viacom (CBS), General Electric (NBC), and Bertelsmann. These companies' holdings include international news outlets, magazines, television, books, music, and movies as well as large commercial subsidiaries that are not part of the media. Many of these companies are the result of recent mergers and acquisitions. The U.S. Federal Communications Commission (FCC) is currently considering revising media-ownership rules that would encourage even further consolidation in the future.

In addition to the control exercised by owners, there are also government controls and self-censorship. The United States, governed by a constitution where the First Amendment guarantees freedom of the press, has arguably one of the freest presses in the world, and is one of the few countries where the right to free speech is expressly written into the constitution. Yet even the U.S. government exerts control over the media, particularly during times of war or crisis. In many other countries around the world, especially emerging nations and dictatorships, governments impose tight restrictions on journalists, including penalties ranging from fines to imprisonment and execution. In these environments, rigorous self-censorship is necessary for survival. In a major survey of 287 U.S. journalists, "about a quarter of those polled have personally avoided pursuing newsworthy stories."

Positives

Without the media, most people would know little of events beyond their immediate neighborhood. The further one goes outside of one's circle of friends and family, the more time-consuming and expensive it becomes to get information. Very few, if any, individuals have the resources to stay independently informed of world events. With the news, however, all one has to do is turn on a television or turn to the Internet.
Even when it is biased or limited, it is a picture of what is happening around the world.

The more sources one compares, the more accurate the picture that can be put together. In addition to the media conglomerates, there are also a range of independent news outlets, though they have a much smaller audience. Some of these provide an alternative view of events and often strive to publish stories that cannot be found in the mainstream media. Technological advances in many industrialized (primarily Western) countries make it possible to read papers and watch broadcasts from around the globe. While language skills can be a barrier, it is possible to live in the United States and watch Arab-language broadcasts from the Middle East, or to get on the Internet and read scores of Chinese newspapers. Having access to these alternative voices limits the power of monopolies over information.

Another important benefit of a functioning mass news media is that information can be relayed quickly in times of crisis. Tornado and hurricane announcement can give large populations advance warning and allow them to take precautions and move out of harm's way. In a country suffering war, a radio broadcast outlining where the latest fighting is can alert people to areas to avoid. In quieter times, the media can publish other useful announcements, from traffic reports to how to avoid getting HIV. It is a stabilizing and civilizing force.

Along the same lines, the news media allow elected and other officials to communicate with their constituents. Frequently, the delegates at a negotiation will find they understand each other much better over the course of their discussions, but that understanding will not reach the larger populations they represent without a concerted communications effort. If constituents are not aware of these new understandings (and subsequent compromises) during the course of negotiations, they will almost certainly feel cheated when a final agreement falls far short of their expectations. To achieve ratification, delegates must justify the agreement by discussing it with and explaining it to their constituents throughout the entire process and the media is often used for this purpose;

1. Democratic discussion - used in enhancing democratic principle through sound principle s debates as a result , act as a mechanic which set public agenda. Mass media particularly news media helps in democratic discussion and
around policy debate. The media set agenda for discussing of an issue and establish boundaries at discussion.

2. Ability to communicate- it provide a forum through which comm. Members are heard as well as their views regarding certain policies. The media advocacy is desired product is the ability of community member to be heard and to exercise influence over the policy environment by gaining access to news media and farming problems from policy perspective. Common group can apply pressure to key decision makers to change the undesirable element in society. This intern influence policies e.g. the outcry of the general public media led to the instructing of the bill.

3. Empowering people with knowledge and skills. Media advocacy help to create a trained group media advocate and thus build the capacity of community for further change.

4. Documenting social injustice. Acts as a mechanism of pointing out infringement of human right by the then ruling parties e.g. Nyayo house torture, Tom Mboya assassination. Mass media help in documenting previous social justice in society and relating with the way concerned institution are doing to improve the situation. Example of injustice include misuse of public office, misappropriation of public funds, child abuse, child labour, prostitution, tribalism in civil service.

5. Accessibility. Mass media is the suitable form of advocacy because of its media accessibility. This help people to get news media and express their ideas.

6. Create awareness. Mass media helps people to be aware of their problems, these awareness has changed people attitude toward change.

7. Promote on going campaign. Media advocacy may be used for ongoing campaign to ensure the need of policy change is kept on the polite agenda e.g. campaign on burnt tobacco, discrimination whether gender or tribal.

8. Media advocacy is opportunistic to use media to convey information to special targets / interest groups.

FACTORS THAT INFLUENCE CHOICE OF MEDIA FOR ADVOCACY

Audience

Some formats are more effective and more appropriate for specific audiences. For example, high-level policy-makers have little time and many constituents. The message needs to give them the facts and move them to action quickly; also, always leave information for them or their advisors to read later. Effective media for policy-
makers include briefing packets or fact sheets, delivered via face-to-face meetings or policy forums. A PowerPoint presentation can be an effective means to open discussion at such a forum.

Cost

Some media require significant resources. Whereas a fact sheet or briefing note can be made using desktop publishing, tapping into mass media such as radio or television can be extremely costly. The Coalition may seek out free or reduced-cost opportunities if the mass media is the medium of choice.

Risk

When going public with an advocacy issue, especially a controversial one related to family planning, risk is always involved. Certain advocacy tactics entail more risk than others. Face-to-face meetings with a known audience may not entail risk, whereas public debates and live forums can turn into "heated" events.

Nevertheless, risk can be minimized through careful planning, selection of speakers, rehearsals, and so forth. Whether you or a surrogate will be delivering the message, a ready list of talking points is always helpful.

Visibility

Your choice of medium can also maximize the ability to make use of a contact or connection to raise the visibility of an event. Perhaps a celebrity or high-ranking public official is willing to pay a site visit to a project or make the opening speech at a meeting. Such an event may provide an excellent opportunity to recruit other decision-makers and promote a particular advocacy objective.

Impact of mass media on advocacy

Media advocacy is the process of disseminating policy-related information through the communications media, especially where the aim is to effect action, a change of policy, or to alter the public's view of issues. While a strict definition of "media" advocacy is limited to the strategic use of mass media in regard to a policy initiative, public health views the term more broadly. Almost identical techniques are often
used to encourage people to change health behaviors as those directed towards changing policy; and media advocacy may be a single element of a specific campaign as well as an ongoing process. Media advocacy is practiced at all levels, from national to community based campaigns. The ultimate targets of most media advocacy are politicians and other decision makers.

Media advocacy activities may be proactive and initiated by public health workers, or they may be reactive. Reactive media advocacy involves taking action when required, especially when opponents of health policy actively seek to mislead, change the agenda, or divert attention to other issues.

Media advocacy may be used for an ongoing campaign, perhaps to ensure that the need for a new health screening service is kept on the political agenda. Similarly, a health organization may use media advocacy over a short period—to launch a campaign to increase the uptake of a new screening service, for example, or to publicize a new report on health inequalities.

An example of media advocacy with several different interim goals is an ongoing campaign against tobacco. Certain information is directed towards politicians and other opinion leaders whose support is needed for ant tobacco measures, while different but related information is aimed at current or potential smokers. While the first is aimed at changing policy, the second seeks a behavior change. Both, however, share the overall goal of reducing tobacco-induced disease. In addition, an ongoing media advocacy program on tobacco will also involve monitoring the media for misleading information put out by those with vested interests in selling tobacco, and offering a prompt rebuttal.

Media advocacy is opportunistic. It exploits opportunities to use the media to convey information to large numbers of people, including special target groups. Those who work in media advocacy have a good understanding of the way the press and broadcasting organizations work; and they maintain good relationships with journalists, so as to be readily accessible to supply information and comment, and work with suitable experts who can give interviews and assist journalists whenever necessary.

It is important to differentiate between media advocacy, an essential part of what is often termed “public information” work, and paid media campaigns, such as television
spots or informational advertisements in newspapers, which are a common feature of "public education" programs. In contrast to the opportunistic and ongoing nature of media advocacy, paid media campaigns involve a more programmed delivery of education-oriented information, based on prior research, to specific target audiences. A public-education program may sometimes be supported by media advocacy, and vice-versa, but more often media advocacy is practiced on its own.

How Media Advocacy Works

Media advocacy for public health assumes that public health advocates and journalists have something to offer each other, that there is a convenient symbiosis between their professions. Those on the health side have potential stories, and they want to get coverage for them as part of a campaign to bring about change, and journalists want new stories to fill time or editorial (i.e., no advertising) space in their media. Journalists often rely on specialists to help them gather, analyze, and comment on the material they use, and sometimes to suggest stories in the first place. Public health advocates either are such specialists, or they can provide access to them. They also provide ideas for new stories, new angles on old topics, and substantive information to help the journalist to produce an article or story.

Furthermore, health is a popular topic. Most people have a personal interest in anything affecting what is, as many see it, their most cherished gift—their health. Public health leaders, therefore, by the very nature of their subject, have a head start when competing for the attention of journalists and for space in their media.

Anyone can do media advocacy—from an individual or members of a small, community-based health organization to the largest state or federal government health agency. Few tools are needed other than a telephone and, preferably, personal computing equipment. In larger organizations, a press and public affairs department will usually carry out much of the work, involving others as required. In a smaller organization the functions may be part of an information officer's duties, or, in a very small unit, they may be performed by one person, perhaps the chief executive.

Among the most common activities of media advocacy are the following:
monitoring media for coverage of relevant topics; this service is often contracted to specialist agencies, or may be achieved via internet-based services.

- Identifying and disseminating interesting news stories that support public health policies.
- Responding to journalists’ inquiries and information requests.
- Supplying access to experts who can assist journalists.
- Preparing press releases and background papers.
- Arranging press conferences.
- Planning a media diary, including identification of special dates and opportunities.
- Responding to misleading or erroneous items in the media.
- Listing and training individuals to act as experts and spokespersons on particular health issues.
- Searching for new angles on existing stories, and new spokespersons and organizations to back and to speak publicly for the policy—a wide variety of professionals and organizations may be recruited to support public health policy.

To maximize the effectiveness of media advocacy, journalists should be treated with a certain priority; and everyone who can help with a story, such as the chief executive, key experts, and other contacts should observe this policy. It is easier to contact journalists than many other professionals—most are dependent on keeping in touch with their sources and other key contacts, so they tend to be readily accessible.

Where a coalition of health agencies and individuals is working in pursuit of the same goal, it is essential to coordinate activities and information. Disparities in facts and figures provided by different coalition partners may be seized upon by opponents of the policy being proposed, not only damaging the public credibility of those supporting the policy, but discouraging journalists from trusting, or even approaching them again in the future.

For most public health topics, special opportunities will arise for attracting the attention of journalists, and thus getting coverage. In particular, special occasions such as key meetings, publication dates of new statistics or reports, and other important dates (such as anniversaries) should be examined in advance to see whether they can serve as pegs on which news stories can be hung.
Among the pegs and material that can attract media coverage is:

- Publication of a new government policy affecting a health issue.
- New research, such as a study of a disease or of a health care procedure.
- Changes in trends of a disease, or of a factor causing ill health.
- Official action on a health issue.
- Special considerations of women, children, and ethnic groups with regards to a health issue.
- Latest trends in health status or health behaviors among exemplar groups, such as doctors, teachers, or athletes.
- Schools activities about certain health problems.
- Civil-rights issues associated with health.
- Special days or weeks designated as a focus for health issues.

Public health advocates can also make good use of physicians and other health professionals as experts to provide journalists with comments, information, and analysis. In the age of mass communications, with opinions constantly being heard from people described as "experts" on many topical issues, public cynicism may devalue what experts say, as few may be perceived as neutral. However, physicians and other health professionals tend to be perceived as primarily interested in people's health, especially when opposing those with obvious vested interests.

Medical and health publications offer special opportunities for coverage of public health stories. Apart from their potential subject interest, journalists on health publications will tend to have more relevant background knowledge and contacts than those in other media. In addition, some of these journals, especially the leading medical scientific publications, are themselves highly influential with the general media. Most health correspondents on newspapers and in broadcast media scan the leading medical journals, which often serve as the source or inspiration for their own stories.

**Benefits of Media Advocacy in Public Health**

There are many benefits of the creative and energetic use of media advocacy in public health. Many public health issues are closely integrated with other aspects of public policy, and therefore part of public debate. It is thus appropriate for public
health leaders to inform the debate and ensure that appropriate issues are raised and that accurate information is published.

Among the advantages of media advocacy is that it can reach a wide audience, including key decision makers, and that issues and information presented within news items in the media tend to carry more credibility than those presented in paid media advertisements or in public relations material. It is also inexpensive: apart from the participants' time, there are relatively few costs. In addition, media advocacy on one issue can develop a closer rapport with journalists, which in turn may later benefit coverage of a separate, unrelated health issue. Similarly, it can build the capacity of public health agencies to treat strategic media initiatives as an integral component of health campaigns.

Media advocacy on any area of policy, including public health, can face certain problems, some being a function of success. For example, journalists may feel that coverage of a particular issue has reached saturation. Among other common problems are individual events (and people) are often more attractive as elements in a story than the policy issues underlying the story; health may be seen as a personal responsibility, with public health policy viewed as irrelevant, superfluous, unwanted, or costly to the taxpayer; in libertarian terms, public health policy involving the regulation of certain commercial activities may be seen as politically undesirable; and mass media can trivialize serious issues. As with all aspects of media advocacy, creative thinking and constant reevaluation of strategy are likely to offer the best solutions to these problems.

Challenges of mass media for advocacy
- It is expensive.
- Language barrier. All people may not be accessible for media used.
- Accessibility of media. Target population may not be accessible for media used.
- Level of illiteracy. This will affect target population level of understanding the message.

REVISION QUESTIONS
1. Explain the role of mass media in advocacy
2. Discuss the factors that may influence media advocacy
3. Discuss various may influence the choice of mass media various social issues
4. Discuss impact of mass media in advocacy

CHAPTER FOUR
POLICY RESEARCH AND ADVOCACY

Specific Objectives
By the end of this unit, the trainee should be able to;
1. Explain the meaning of policy research
2. Discuss the role of research in advocacy
3. Discuss the challenges in adapting research findings by policy markers
4. Discuss the impact of research on advocacy

INTRODUCTION
Policy advocacy is defined as the deliberate process of influencing policy decision makers through targeted actions. Policy advocacy is the essential link that ensures research results enter the policy domain. Policy engagement is concerned with how research can make an impact on and change existing policy. Successful engagement with policy makers relies on understanding the policy environment. This involves understanding the roles and responsibilities of decision making at local, national, regional and international levels; identifying the available mechanisms for creating policy change at the different levels; comprehending the processes by which policy shapers inform and influence policy makers; and becoming familiar with current relevant policy debates and the opportunities for engagement. Working alongside policy shapers and makers during the lifetime of a research project provides the opportunity to establish effective relationships with decision makers and identify key moments for engagement in the policy process.

Role of research in advocacy
- It increases amount of research in advocacy issue and make progress possible as it promote development.
- It provides a basis for all advocacy policies in the society of social justice and human right. It highlights areas where social policies are needed e.g. social injustices.
- It helps in solving operational problems in monitoring and evaluating of issues. Operational research. This is the application of mathematical and analytical technique to the solution of the problem.
- It provides the intellectual satisfaction of knowing for the sake of knowledge and practical utility of knowing to carry out activities effectively.
- It assists practitioners to develop a body of principles that make it possible to understand and predict issues of human interaction.
- It facilitates decision making through research and advocacy. Practitioners are able to choose strategies that are effective and efficient with clients.
- Motivation research enables practitioners to understand the behaviour of human beings in society thus helping practitioners to develop appropriate tools that are compatible with people’s culture, norms, and values.
- Research skills are an integral or important requirement of advocacy practitioners.
- It provides a mechanism for the formulation of good policy i.e. all exclusive i.e. the one that incorporates the view of the affected.

**CHALLENGES OF ADOPTING RESEARCH ON ADVOCACY**

Policy makers face many challenges in trying to put into practice research in advocacy. This includes;

1. **Use of improper methodology**
   Research should be equipped with an aspect of methodology in order to handle information collected. A good research using research methodology is out where the sampling frame is represented and all inclusive.

2. **Duplication of research finding**
   Researcher undertaken regular tend to overlap one another in their quest for research (the outcome tend to be since due to overlapping therefore hindering their adoption.)

3. **Insufficient interaction**
   Insufficient interaction useful finding in academic research end up gathering dust on shelves due to the lack of utilization of the concerned ministry.

4. **Confidence on information**
   Most of government and private cooperation don’t have confidence on information supplied by researcher to them.
5. **lack of equipment**
Most researchers face problems of researching due to lack of equipment and support staff. This lead to some researcher not being completed.

6. Most government department does not publish their information for public utility. This makes it difficult for interested researcher identifying their gaps.

**What motivates people to undertake research?**
- Desire to get research degree, diploma, masters, and PhD.
- Desire to face challenges of solving existing problem.
- Desire to get intellectual satisfaction by doing creative work in society.
- Desire for recognition and respect.
- Government directive
- Desire to verify facts.

Interests that motivate people to undertake research are:
- People interest.
- Mode of research findings
- People state.

**Rules followed in research findings**
Factors affecting the adoption of research findings;
- Purpose of research should be clearly defined and use common concept.
- Research procedures should be sufficiently described.
- The procedural design of the research should be carefully planed to yield good findings.
- The researcher should report complete frankness flows in procedural design and method of analysis used should be sufficient.
- The validity of reliability of the data should be checked carefully.
- Conclusion should be confirmed to those justified by the data and limited to those for which data provided enough basis.
- Greater confidence in research finding is given by the researcher credibility and experience integrity and competition.

**Quality of a good researcher**
- A good research should be systematic. it should be structured with specific steps to be undertaken in accordance to well defined set of rules.
- Research should be logical. It should be guided with rules of logical reasoning.
- Research should be empirical. Research should be related to one or two aspects of real situation.
- Should be replicable (can be re-produced) research finding should be verified through the conduct of similar study.

Mode of presenting data
Presentation of data is thus considered a basis component of policy research because of the following:
- Through presentation a researcher can understand the principle that operates behind the finding.
- It leads to establishment of explanatory concept thus can serve as a guide for future research.
- A researcher can appreciate his work through its presentation to other interested party.
- Prevention of the finding of explanatory research often results in formulation of new hypothesis that set the ground for new study.

Technique in presenting advocacy finding
Steps in presenting data;
1. The researcher must give reasonable explanation of the relation which he has find and must interpreter the like or relationship interims of underline process and try to find out the trend of uniform that use the need to the various finding for the research.
2. Information collected during the study must be considered because they may prove to be the key factor in understanding the research problem.
3. Consult someone with an insight about the study who is honest and frank to give out good opinion.

Precaution in presenting research finding
1. One should know that even if data is properly collected and analyzed wrong presentation may lead to inaccurate conclusion. A lot of patience is needed.
To obtain this researcher must consider the following
- Data due to be adequate and credible for conclusion.
- Data reflect a good representation of the population.
- Proper analysis and interpretation has been done.
2. A researcher must remain alert about error that can arise in the process of interpreting the result.
3. The tendency to firm that definite relationship exist on the basis of confirmation of particular hypothesis which must be presented in accordance with research finding to confirm the validity of results.
4. The researcher must always give in views that the task of presenting and entertaining with analysis and cannot be separated.
5. The researcher must remember that in the course of research process there should be a constant interaction between initial hypothesis, empirical observation and theoretical consideration guiding the study.

Impact of research on advocacy
Research has been a great tool / asset in advocacy process. This can be best explained by the following
a) Help came up with policies which are all inclusive i.e policies that put into consideration all the views of the people.
b) It provide a good base for addressing societal problems i.e. through research, pertinent issue affecting society are identified and remedial measures given out.
c) Policy research provide a holistic approach to advocacy issues in society create a basis for doing away with bias in government policies.
d) Through policy research, continuous assessment and evaluation of policies is done and as a result enable change, re-drafting or over whole of existing policies so as to be online with existing trends.
e) Research creates cooperation and collaboration between various agencies e.g. The government and the private sector.

REVISION QUESTION
1. Explain the meaning of policy research
2. Discuss the role of research in advocacy
3. Discuss the challenges in adapting research findings by policy markers
4. Discuss the impact of research on advocacy

CHAPTER FIVE

PARTNERSHIP BUILDING IN ADVOCACY
Specific Objectives
By the end of this topic, the trainee should be able;
   a) Discuss the various for building partnership for advocacy
   b) Discuss the role of partnership in advocacy
   c) Describe the strategies of forming partnership
   d) Discuss the impact of partnership in advocacy

INTRODUCTION
Meaning of Partnership
Partnership between two or more individual for individual or group benefit. Individual that is characterized by mutual commitment and responsibility toward achieving specific goals and objectives.

Ways of building partnership in advocacy
- Common goal. Set goals enable partners to work in achieving the targeted goals.
- Compatibility. In advocacy partners advocate for the plight of the disadvantage in society group should share similar interest and goals. Compatibility discourages conflict of interest.
- Commitment. This provide basis of attaining partnership and objective goals. Partners and stakeholders should be committed in attainment of goals. Through commitment, attainment or success of the partnership is enhanced. Commitment also acts as a motivator factor to the stakeholder in a partnership.
- Mutual cooperation. Cooperation promotes sustainability in partnership and a sense of belonging among stakeholders. This involve concerted effort by stakeholder in planning, decision making and implementation of advocacy
- Recognition of partnership effort in fulfillment of objectives.
- Transparency and accountability
- Avoid duplication to avoid stiff competition while building partnership.
- Active participation.

Ways of determining partnership in advocacy
Common goals
- Trust
- Acceptance of conflict
- Equality and consensus
- Mutual respect
- Partnership processes

Role of partnership in advocacy
1. It enhances equitable sharing of resources among stakeholders as it facilitate working through specialization as the side of the worker.
2. It increases efficiency and effectiveness of initiatives and project. It promotes complementing while avoiding competition.
3. It promotes shared responsibility among stakeholders.
4. It promotes active perception of the partners which lead to realization of a sense of belonging.
5. It promote cooperation, collaboration i.e. exchange of ideas and effective decision making through its bringing of a diverse stakeholders.
6. It provides the base of social and economic development through effective coordination of activities and utilization of resources.

Strategies of forming partnership

Effective collaborative partnerships promote actions that both improve personal outcomes for those receiving services and foster positive change in the systems that influence these services. The Institute for Community Inclusion at the University of Massachusetts Boston completed a research study on interagency partnerships (Butterworth, Foley, & Metzel, 2001). This study identified a series of quality indicators for effective strategies in forming effective interagency partnerships. For each of these quality indicators, there are a series of self-evaluation questions a partnership can use to identify its areas of strength and needed improvement. The questions focus on determining the extent to which each indicator is fully or partially in-place. For those indicators that are not fully in-place, follow-up actions can be identified and initiated. This self-evaluation can be used as a planning tool during the development of partnership and for periodic reviews in monitoring the partnerships role and effectiveness. The following presents let’s review examples of self-evaluation review questions for each of the indicators;
Indicator 1 - The partnership has a clearly defined purpose: Purpose is operationally defined by having clearly identified outcomes and a data collection system in place to measure the intended outcomes. The outcome measures should emphasize quality of services and outcomes.

Indicator 2 - Allies to the partnership are identified and involved with the collaborative effort: Allies to a partnership are both internal and external. Internal allies within the partnership must be identified. These internal allies are the stakeholders involved in the planning and implementation of the partnership. Support is also needed from external allies who need to ensure political support for the partnership. Allies to the partnership have a common interest in its purpose and a commitment to its success. Successful partnerships frequently have champions among their external allies who serve as key sponsors and advocates.

Indicator 3 - The collaborators are committed to the partnership and exercise ownership in carrying out its activities: Ownership comes in part from identifying an individual from each partnering agency or program who is responsible for the implementation and success of the partnership. Inconsistent and/or rotating participation from partnering agencies will destroy the development of any real sense of ownership.

Indicator 4 - The partnership leads to actions and outcomes consistent with the defined purpose: Having specific action plans in place where tasks are well-defined drives action-oriented partnerships. Action-oriented partnerships also have needed resources committed. These resources are both the time of the partners, particularly among the designated representatives, and in kind or monetary or monetary support.

Indicator 5 - Mechanisms are in place to communicate values and resolve differences: Effective partnerships have organizational values that are identified and incorporated into action plans focused on meeting the interests and support needs of consumers. For example, an organizational value for a partnership focused on employment outcomes for individuals with significant disabilities could be a zero-reject approach to the consumer population, meaning that any person who expresses any interest in employment is given an opportunity. Effective partnerships also have mechanisms in place to resolve disagreements.
These five quality indicators can be extremely useful both in forming a partnership and in monitoring and continually improving an existing partnership. Conscientious use of these indicators helps keep a partnership goal and action oriented.

**Impact of partnership on advocacy**

To be effective, collaborative community partnerships must result in improved employment related outcomes for individuals with significant disabilities. There are a variety of employment outcome benefits. The first benefit is improvement in the timeliness and quality of the services provided. The second benefit is improved employment outcomes. How do collaborators know whether these potential benefits are being realized? The answer is to set up an information system that allows the partners on a regular basis to accurately assess the outcomes being achieved. Successful partnerships lead to action and outcomes. Without dependable and timely information on service and employment outcomes, the partners will not be able to accurately identify either the strengths of the collaborative effort or the continuing issues that need to be addressed.

1. **Time waiting for services:** A consumer stuck on a waiting list or given delayed appointments for services will quickly lose interest. Waiting lists are sometimes used because of funding and/or staff shortfalls. Reducing waiting lists and time delays in accessing services are critical initial focal points of a partnership targeting improved employment outcomes.

2. **Time between intake and job placement:** Rapid movement to employment is a key to improved employment outcomes for individuals with significant disabilities. Movement to employment can be delayed by a variety of factors, such as overemphasis on temporary work experiences or staff difficulties in helping consumers match to an appropriate job. Just like time delays in initiating services, time delays between intake and job placement can cause frustration for the consumer and lead to high dropout rates. Partners need to regularly measure the time between intake and placement and take action if that time is regularly exceeding 30-45 days.

3. **Number of persons assessed but not placed:** Programs can sometimes find themselves providing assessment services to a much higher number of people that those who actually start working. Assessments are important, but assessments without job outcomes are a waste of resource and symptomatic of a problem the partners need to address. Maybe there are staff development
issues where staff is unsure about approaching employers; maybe the job placement service is understaffed. Tracking the number of persons who are assessed but not placed is critically important in assessing the quality of employment-focused partnership.

4. Number of persons achieving employment outcomes and wages earned: An increase in the number of persons achieving the targeted employment outcomes is the primary indicator of a successful partnership. It is the most critical outcome measure and must be tracked closely if the partnership is truly committed to measuring its success. It is also important that wages earned by consumers are tracked. If high employment outcome rates are dependent on frequent use of low paying job opportunities, the partnership needs to concentrate attention on improving wage outcomes.

5. Number of persons successful in first job placement and number moving to subsequent employment opportunities: Movement from a first to subsequent job placements is not a sign of failure in the first job. For many individuals who are either new to the job market or who are working on reentering the job market, the first job experience can be a trial work experience. The lessons learned from that first placement can help in improve subsequent job matches and support plans. However, a constant turn over in first jobs can also be a sign that staff is struggling with the job development process. It is important for partners to know the success rate in first job placements so that fact-based decisions can be made about staff development activities and allotment of staff resources.

CONCLUSION
A final comment on effective collaborative community partnerships: Successful partnerships have a clear mission, focus on actions that produce intended outcomes, and consistently track and evaluate their impact. Partnerships with an employment mission for individuals with significant disabilities must focus their attention on the timeliness and quality of both services delivered and job outcomes achieved. Employment service and outcome data are critical to the partnership in determining the extent that it is successfully fulfilling its mission.

REVISION QUESTIONS

1. Discuss the various for building partnership for advocacy
2. Discuss the role of partnership in advocacy
3. Describe the strategies of forming partnership
4. Discuss the impact of partnership in advocacy

CHAPTER SIX

LOBBYING

Specific Objective
By the end of this topic, the trainee should be able to;
   a) Explain the meaning of lobbying
   b) Discuss why lobbying is necessary
   c) Distinguish between advocacy and lobbying
   d) Discuss the basis and types of lobbying approach
   e) Discuss the dos and don’ts of lobbying
   f) Discuss the role of lobbying in social change
   g) Discuss how to make a case to supporters lobbying

INTRODUCTION

Meaning of lobbying
It’s the practice of private advocacy with the aim of influencing a governing body in order to ensure that an individual or organization point of being placed on its practice so as to avoid political manipulation. Lobbying is an organized attempt by an individual, an organization or groups of individuals and/or organizations to influence on behalf of a particular interest all the stakeholders involved in preparing and passing legislation. Such stakeholders include ministerial advisers and staff, legislative drafters, policy makers, members of Parliament, portfolio committee members, select committees, the staff of various committees, experts and consultants serving those committees, etc. It also means seeking the support of an influential person or persons and providing accurate information which legislators can use in their decision-making. Lobbying is give-and-take process that also involves gathering new information and analysis, which enables lobbyists to strengthen their own strategies.
Lobbying means persuading individuals or groups with decision-making power to support a position you believe is right. When you do your organizational planning it is important to identify other stakeholders whose co-operation or influence you need. So you lobby people with power to act in support of the needs and interests of those who do not have direct power and influence. Lobbying can be used to influence anyone with power for example:

- Parents can lobby the school governing body to provide after care at school
- Shoppers can lobby the manager of the local supermarket to stay open for longer hours
- Civics can lobby the council to write off arrears
- Conservatives can lobby the President to bring back the death penalty

Lobbying is mostly used by organizations to persuade politicians or others with power and influence to support the organization’s position. There are many ways of lobbying. You can:

- phone
- make submissions
- write to individuals
- go to meet decision-makers or invite them to meet people in your area
- Get other powerful people to influence them informally, etc.

Important things to know about lobbying

It is important to understand some basic principles of effective lobbying before we look at methods.

Some basic rules for lobbying:

- Be clear about your issue, your facts and your position
- Use lobbying only for important issues that will improve life in the community and make very sure that your position is the right one before you start lobbying
- Be careful not to speak "on behalf of people" unless you have consulted them and involved them in developing your lobbying strategy (See section on Planning for guidance on analyzing the problem or issue)
Target the right people - analyze who has the power to make a decision on your issue and target your lobbying at these people

Build a lobby group - analyze who [individuals and organizations] can influence the decision-makers and try to mobilize them to support your issue - never try to lobby alone. People with political power are often most sensitive to grassroots mobilization that represents their voters.

Prepare for opposition - analyze the opposition’s position and develop counter arguments to that since they may also be lobbying the same person

Think about your target audience - how the decision-maker can benefit from agreeing with you and include this in your arguments - most decision-makers will agree more easily if they can see how your proposals link to their concerns

Never use blackmail or bribery or even gifts and favors to persuade someone. That is corruption, not lobbying.

How to lobby

In this section we cover the most common lobbying methods. Read through the whole section and then choose the methods that best suit your organizations’ goals. The lobbying exercise at the end of this section will help you to plan which methods to use.

Support base

You should never, never lobby alone. Try to get organizations or individuals who support your cause to also use the methods discussed below. Whilst politicians are always sensitive to organizations, they also respond well to lots of appeals from individuals.

Letters

Letters are the easiest method to use to lobby but they are not always the most effective. Many people in positions of power have administrative staff who read their mail and summaries it for them. Make letters as personal as possible and avoid getting different organizations and individuals to all send exactly the same letter. See the format under submissions for the issues that should be covered in a letter.

Submissions
Submissions are usually made to committees, or chairpersons of committees in government, and it is important to structure them in such a way that you get your points across powerfully. Here is a recipe you can follow. State clearly:

1. The group or organization you represent, and contact details.
2. The topic or issue that you want to make a submission about.
3. Why your group is making the submission e.g. your concern, how you are connected to the issue and your expertise or experience on the issue.
4. The specific actions you would like the committee to take.
5. The reasons why you would like them to take this action - this is where you give the facts and make your main points. Be as brief and accurate as possible.
6. The reasons why the actions you recommend will be good for the interests of the committee - e.g. how it will improve the quality of service, make a contribution to the welfare of the community, save money or generally please their constituents.
7. It is sometimes useful to outline briefly what would happen if no action is taken. Be careful not to sound as if you are threatening the decision-maker.
8. Offer further information or face-to-face meetings on request.

Aides, Pass and secretaries

Most decision-makers have staff that deal with documents, do research, and prepare briefings and programmes. Sometimes it as important to influence these people as their bosses. Make sure that you get to know them and spend time explaining your issues to them and building relationships. If they take you seriously it will be easier to get access to, and attention from, the decision-maker.

Meetings

Ask if you can have face-to-face meetings to present your case. Visit the person in their office or invite them to attend a meeting in the community. Always state the importance of the meeting clearly and provide an agenda and a list of possible outcomes from the meeting. Remember to stress what is in it for the decision-maker e.g. “This meeting will provide you with the opportunity to make direct contact with more than 100 people from the community and to hear their concerns on the issue.”

Inspections
Invite decision-makers to come and make on-site inspections if it is appropriate, e.g. to come and look at the bad condition that the school is in. It sometimes helps to get publicity for inspections and you can then say in your invitation that you have also invited the press to witness the inspection.

Phone calls

Get as many people as possible to phone the decision-maker. Also use faxes and e-mail if possible. Try to get some influential and well-known people to also phone. It will not always be possible to speak to the decision-maker and everyone who phones should leave a clear message e.g. "We are phoning to object to the council closing the local clinic."

Publicity

Media attention is a powerful persuader and the more publicity you can get for your issue the better. It always helps to make individual contact with a reporter who is prepared to follow the issue through.

Petitions

Petitions are a useful way of showing popular support for your issue. You can use a petition to get as many signatures as possible from people in the community who are affected by the issue or you can get a smaller number of key individuals or organizations to sign a petition in support of your submission.

Types of Lobbying

Direct lobbying

A communication with a legislator, legislative staff, or other government official that refers to and takes a position on specific legislation or a specific legislative proposal.

Example: Contact an Elected Official-Introduce your organization to elected officials before requesting anything from them by calling or sending a letter inviting them to visit your organization or an event your organization is hosting. Send a letter to your elected official about pending legislation or an issue of concern to your organization.

Grassroots lobbying
Any communication with the general public that refers to and takes a position on specific legislation or a specific legislative proposal and includes a "call to action" encouraging recipients to do something about the legislation. Informational campaigns designed to educate the public about public policy issues do not constitute lobbying if they do not include calls to action.

Example: Mass Communication to Constituents—sending out a communication to your constituents, alerting them to pending legislation and asking for their action in opposing or supporting it.

**Example:** Write to Your Local Newspaper—Writing to your local newspaper is a simple and powerful way to make your voice heard on issues affecting charitable giving, nonprofits and foundations. Look in your newspaper for the postal address, fax number, or e-mail address for letters to the editor, and note any additional instructions or guidelines. Any issue that is of concern to you, your family or your community is a valid topic for a letter to the editor. Click here to find newspapers in Illinois.

**Example:** Paid Mass Media Advertisements—Lobbying communication includes paid mass media advertisements reflecting a view on “highly publicized” legislation that appears within two weeks of a legislative vote even if it does not report a “call to action”.

**Difference between lobbying and advocacy**

**Lobbying**
- advocacy effort to influence legislation.
- Lobbying specifically refer to advocacy realization of a
  Effort geared toward influencing legislation.

**advocacy**
- Activism on behalf of an issue entails Empowerment
- advocacy entails working toward Specific thing

Through advocacy cbo and ngo tries to affect some aspect of the society e.g. education, sanitation, health care etc as a result they are not allowed to lobby. Community health worker, social worker advocate, mps are not allowed advocate.

**Basis of lobbying**
For any meaningful lobbying to be undertaken, a lobbyist should have the following:
1. A good lobbyist must be familiar with legislative process i.e. he/she should know about the piece of legislation existing as well as the outcome of that legislation to the general public. Lobbyist must know appropriate committee time table for action and legislation concern of members. This is because different pieces of legislation have their own specific area of application.

2. Policy makers rely on lobbyist for information. Such information should be enough, accurate reliable and quick in usage form. He reason being lobbying need to have a good understanding of back ground of a piece of legislation and the specific clauses that affect the specific group.

3. Lobbyist should have a good understanding of the opposition / resistance. It is important to understand the segment presented by the opposing group since it might not necessary be the argument of the lobbyist.

4. Lobbyist should be able to access as many policy makers as possible. This is because lobbyist is in a better position of convincing legislators to come up with good legislation which is reprehensive as well as exhaustive.

The dos

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<tr>
<th>The dos</th>
<th>don’ts</th>
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<tr>
<td>1. Phone call. Offer to call</td>
<td>- don’t talk more than ten minutes. do not call at dinner back at a home. Use your calling time.</td>
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<td>Calling time as well</td>
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<tr>
<td>2. In person. Speak only about</td>
<td>- don’t think that your issue is the only one. Do not yor issue at an unrelated function insult as well as making your view the only one issue.</td>
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<td>Offer to make an appointment.</td>
<td>Do not push when you don’t have undivided.</td>
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<td>Remember that the door to door</td>
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<td>Approach is not good.</td>
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<tr>
<td>3. Mail. You can send a letter</td>
<td>- don’t send petition.</td>
</tr>
<tr>
<td>4. Making your case. Be gracious, have Interpersonal relationship with other Clients. Relate it to you and others on A personal level. Make up a Appreciated time offered by the Legislators. Smile. Give them a reason to get back you. Provide for feed</td>
<td>- do not monopolies, do not dictate do not be polite do not threaten do not tell them they owe your time. do not forget to follow up. do not forget to give out your</td>
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Role of lobbying in social change
1. It provides those in authority with information that can assist in policy process. Through lobbying policy makers are able to communicate effectively. As a result do away with pieces of legislation which can negatively impact on the development of a nation.
2. It is a conduct through which the advocate can present their views most effectively to the legislator. This lobbyist can communicate this information directly to its members. This can be through phone, letter, and mail.
3. Lobbying allow policy makers to communicate effectively to the group member.
4. By carefully monitoring the status of legislation and the content of bills passed into law, lobbyist allows the client to be fully compliant with the law. Of the land. As a result making them aware of the implication or given piece of legislation.
5. Lobbyist have taken over the task where social welfare institution as failed developing position on issues and raising campaign fund provide those in authority with information which is useful in the policy process and can affect the outcome of policy decision.

HOW TO MAKE A CASE TO SUPPORTERS OF LOBBYING
Regardless of addressing specific issues in lobbying, most successful lobbyist use similar technique and strategies and tactics.

- Tell the truth. This is because lobbyist are good as their words, legislators relies upon the lobbyist for information. Due to this provision of inaccurate information. May deny / destroy reputation of the lobbying.
- Never promise more than you can deliver.
- Know how to listen so that you can accurately understand what you are having the situation at the ground. Knowing your legislation and staff first hand and being able to know their interest is important to success in the legislature arena.
- Always remember that staff is here to be worked with and not to be exploited. Staff is important policy makers as they are the one who prepare the final briefing for the legislsous prior to effort of drafting the legislation.
- Spring no surprise. Legislation. Legislators and their staff needs to know and understand then sources and degree of opposition as well as support they have for any given piece of legislation. The reason for this is an informed decision which is not a surprise to the rest.

Factors to consider in lobbying plan
There are five initial steps that need to be taken if one is to lobby effectively;
- Identify the concerned legislators.
- Identify the legislators who are official’s i.e. principles of area concerned.
- Recruit a number of people (who are registered voters) as your activities based.
- Educate the activist on important issue and on government measures that you will be advocating. It is mandatory that you make them understand their position on the issue for them or against them.
- Let each of the activist recruit more members and to participate in this process.

REVISION QUESTIONS
1. Explain the meaning of lobbying
2. Discuss why lobbying is necessary
3. Distinguish between advocacy and lobbying
4. Discuss the basis and types of lobbying approach
5. Discuss the dos and don’ts of lobbying
6. Discuss the role of lobbying in social change
7. Discuss how to make a case to supporters lobbying

CHAPTER SEVEN
LOBBYING TECHNIQUES

Specific Objectives
By the end of this unit, the trainee should be able to;
   a) Discuss the factors to consider in lobbying plan
   b) Discuss the techniques used in lobbying
   c) Discuss the procedures of lobbying
   d) Explain the importance of consensus building lobbying

INTRODUCTION
Factors to Consider In Lobbying Plan
   a) Get to know the key players
   b) Get to know the policy-makers
   c) Get to know the key committees and how they work
   d) Learn the art of good timing
   e) Create a political issue
   f) Observe the five commandments of lobbying:
      • Always tell the truth
      • Never promise more than you can deliver
      • Listen, so that you can understand what is going on
      • Co-opt, don’t bypass staff and advisers
      • Do not spring surprises when creating alliances
   g) Prepare properly
   h) Use the media strategically
   i) Develop your expertise
   j) Anticipate what the opposition will do
TECHNIQUES USED IN LOBBYING

Lobbying is action people take to influence those in the government to pass certain bills. While there are specific rules on lobbying, a lobbyist can have a direct influence on whether a bill passes or not. The two types of lobbying;

- Grassroots lobbying and
- Direct lobbying

Grassroots lobbying

Grassroots lobbying (also indirect lobbying) is about raising awareness of a particular cause at the local level, with the intention of reaching the legislature and making a difference in the decision-making process. Grassroots lobbying is an approach that separates itself from direct lobbying through the act of asking the general public to contact legislators and government officials concerning the issue at hand, as opposed to directing the message at the legislation themselves. Its goal is to influence legislation through the general public. Companies, associations and citizens are increasingly partaking in grassroots lobbying as an attempt to influence a change in legislation.

The unique characteristic of grassroots lobbying compared to other forms of lobbying is that it involves stimulating the politics of specific communities. This type of lobbying is different from the usual type as it is naturally brought upon by the organization unlike the structural lobbying seen elsewhere.

Tactics

There are several tactics used by groups in order to promote advocacy of different issues among the legislature, but the main two tactics used in Grassroots or "outside" advocacy are holding press conferences or organizing press releases, and mobilizing the mass membership to create a movement. By mobilizing the group that the lobby has built, this puts pressure on the legislature to listen and take notice of what concerns they may have. These tactics are used after the lobbying group gains a portion of the publics trust and support through speaking out in crowded areas,
passing out flyers and even campaigning through web and television outlets. More recently, due to the potential of other modern communication devices, grassroots lobbying is expected to only increase as a form of shaping public opinion. Lobbying

Media lobbying as a type of grassroots lobbying can come in a variety of forms. Their attempt is to create campaigns that support the legislation being objected. These campaigns are published in all forms of media ranging from television to magazines and internet. Because grassroots lobbying is geared toward local organizations and communities, these types of media outlets are used mainly by large associations that can afford them. Smaller organizations tend to use free media on public television, radio and other smaller outlets. Other forms of free media that make a large impact are things like boycotting, protesting and demonstrations.

**Large Company Campaigns**

Large companies take advantage of grassroots lobbying as a means of impacting change in legislation. There are certain steps that need to be implemented before the outcome of the lobbying can take place.

- The first step is a 'legislative action program'. This is the role of the management to make the action important in the eyes of the rest of the organization. Not only must they identify specific legislation concerns to the rest of the company, the lobbyists must also a type of study identifying the sectors of the public that are being affected.
- The second step is to sensitize the members of the organization to writing, calling or visiting officials and the Member of Congress as soon as an 'alert' is given. This will bring about internal communication with levels of authority.
- Finally, the third step is media planning. There must be use of advertising, posting articles, commercials and TV programming that feature people impacted by the specific cause. These will be geared to those representatives of a Congressional district.

**Trends**

Trends from the past decade in grassroots lobbying have been the increase in aggressive recruiting of volunteers and starting campaigns early on, way before the legislature must make a decision. Also, with increasing technology and modern communication techniques, lobbying groups have been able to create interactive web pages to email, recruit volunteers, assign them to tasks and keep the goal of the
lobbying group on the right track. With the added devices of today such as Facebook and Twitter, Grassroots lobbyists have an even easier, cheaper, and faster way to reach the masses and develop a strong base for their issues to be heard.

**Hot Topics for Lobbyists**

Not surprisingly, the major concerns of the general public do not reflect those of the lobbying groups. This is why the lobbying groups feel that they must use the aforementioned tactics to sway the public a certain way on an issue that they may never knew existed. To the general public, crime is the number one problem in nation, followed by the state of the economy and international affairs. However, the main concern for lobbying groups in the past has been on health concerns. A study done in 2009 shows that over 20 percent of lobbying groups put health concerns such as disease prevention, Medicare, or prescription drugs as a top priority. This interest in health is followed closely by environmental concerns as well. Although Grassroots lobbying has changed the stage of such advocacy, it is still concerning the same issues as other more traditional or direct lobbying.

**Regulations**

Lobbying and the stimulation of grassroots lobbying, is protected by the First Amendment rights of speech, association, and petition. Federal law does not mandate grassroots lobbying disclosure, yet, 36 states regulate grassroots lobbying. 22 states define lobbying as direct or indirect communication to public officials, and 14 additional states define lobbying as any attempt to influence public officials. A group or individual classified as a lobbyist must submit regular disclosure reports. Reports accurately disclose activities and all financial support; however, reporting requirements vary from state to state. Some states disclosures are minimal and require only registration, while some states disclosure requirements are extensive, including but not limited to: filing of monthly to quarterly expense reports, including all legislative activity relevant to the individual or groups activities, amounts of contributions and donations, as well as the names and addresses of contributors and specified expenses. The grassroots lobbying disclosure law in Washington requires that any person or group that spends more than $500 per month or $1000 in three months from grassroots lobbying expenditures is required to file with the states Public Disclosure Commission and disclose his or hers name/ groups name, business, occupation, and address. Also the names and addresses of anyone or any group the
grassroots lobbyists are working with, as well as anyone who contributes more than $25 towards lobbying efforts. Part-time employment or expenses of $500 per month on communications efforts is a common onset for disclosure reports, varying from states. Penalties range from civil fines to criminal penalties if regulations are not complied.

**Direct lobbying**

Direct lobbying refers to attempts to influence a legislative body through direct communication with a member or employee of a legislative body, or with a government official who participates in formulating U.S. legislation. In order for an action to be considered direct lobbying, the party must directly communicate the specific piece of legislature they want to influence, whether it be in-person or through some other type of information exchange. They must also propose the new position and request that their position be taken into account during the legislation process. This is different than grassroots lobbying, because, instead of using the public to enforce an opinion, direct lobbyists exploit personal ties with the legislative body they wish to impact in order to spread their influence. Most lobby firms reside in Washington, D.C., and there are currently 12,986 lobbyists in the Washington area recorded by the Center for Responsive Politics. The total amount spent on lobbying in the United States in 2010 was $3.49 billion.

1. **Direct Influence**
   - This type of lobbying involves a person telling his views to someone directly involved with developing legislation. A government employee, staff member or legislator is those with whom you should communicate your views.

**Characteristics of a Lobbyist**

- Direct lobbyists are more direct than indirect or grassroots lobbyists. Those who are involved with direct lobbying must have certain personality characteristics. The person should be persuasive, well-informed and self-confident.
Specific Legislature Proposal

- You must have a "specific legislature proposal" for it to be considered direct lobbying. Even if a bill isn't in the legislation process, you could still be lobbying if what you're lobbying for needs legislation. So, if you want to fund an agency, this is considered a cause to lobby. This involves providing government officials with information about a specific bill. The lobbyist will use a myriad of resources and materials such as charts and graphs to influence the legislator to vote in the lobbyist's favor.

Interacting

- In some instances the lobbyist will sit with the legislator to help draft up the specific bill for which he's campaigning. A direct lobbyist might also host parties to speak with legislators in a more informal setting.

Money

- People who spend and contribute money and time to the campaign to lobby for a specific bill are also considered direct lobbyists. While giving money directly to the legislator to influence the signing of a specific bill isn't allowed, the lobbyist and other members can raise money for re-election campaigns of certain legislators.

The Public

- You might also try direct lobbying by influencing the public with ballot initiatives. By trying to influence the public, more people will be informed about the bill and more attention will be drawn to it.

There are four major methods that can make grass not lobbyist more effective. This include

1. **E.MAIL**
   
   This entails the use of internet in conveying information into the legislators.

Advantage
-it’s excellent at any time.
- it is very convenient
- it is institutors

2. LETTER
Involve presentation of legislators inform of a letter.

Advantage
- able to explain new or difficult issues
- more effective

Disadvantages
- needs long time to be delivered

3. PHONECALL
- it is best when time is short

Disadvantage
- likely to be distorted e.g. incase of high / low volume.
- best only for short term and simple issues

4. MEETING
This is where one establishes and maintains interpersonal relationship with the legislators.

Lobbying Procedure
A lobbying process may be initiated in two ways: actively and passively:

• Active initiation means that the interest organization decides on its own to persuade, or press, an authority, i.e. the decision maker, to make a decision that lies in the interests of its members.

• Passively means that information has been received about a new decision planned, under discussion, or already taken. The decision might affect the interests of the members positively, or negatively, thus the interest organization will support or
oppose the initiative. Independently of active or passive initiation, a decision that the interest organization wants to influence should be analyzed from several perspectives:

- Level of decision: international, national, municipality, company
- Type of decision-maker
- The area to which the decision in question is related: level of rent, housing availability, etc.
- The status of the decision-making: planned, under discussion, made, implemented, etc.

After this analysis, the main course of action, e.g., to promote the decision, to oppose it, or to search for a compromise, could be determined. It is impossible to choose a main course of action without completing the consequence analysis. The decision should be analyzed from the view-point of how it would affect the members of the interest organization. A number of parameters should be chosen for this end. These parameters depend on the nature of the organization. In the case of HGF, the parameters are: level of rents, housing availability, housing standard, etc. For each parameter, an evaluation should be made of how this parameter will be affected by the decision; whether its value would go up or down. The evaluation should be supported by past experience, theoretical studies, etc. This kind of information can be very useful when trying to influence the decision in the chosen direction, create public opinion, etc.

When the main course of actions is chosen, e.g. to oppose the decision, support from the organization’s members should be secured. An opinion poll might help for this end. Following, a strategy and tactics need to be designed.

The strategy prescribes what channels to use when influencing the decision-maker(s), and in what order. The tactics describes how to use each channel.

The channels for influence are chosen according to the type of the decision-maker. Roughly, all channels to the decision-maker(s) can be divided into two groups; direct channels and indirect channels. By a direct channel, we mean a person or a group at the decision-making organization, e.g. a member of the parliament, a high-level employee of the local authority, etc. By communicating with such a person/group in a certain way (tactics), the decision can be affected directly. Examples of tactics for
Direct channels are: inform about consequences, ensure support, threaten, or search for a compromise.

Indirect channels should lead to organizations that are not involved in making the decision, but have some influence on the decision-maker(s). The most important indirect channels are the ones that lead to mass media, e.g., daily press, weekly magazines, TV, and radio programs, etc. Examples of tactics for mass media channels are: inform the public about the decision, initiate a debate, build up public opinion, and provoke the decision maker(s) to answer difficult questions. Other indirect channels may lead to local, national, or international authorities that have some power to stop or promote the decision. Examples of tactics for such channels are: inform about the decision and its consequences, get support, and pursue to take actions.

Following the chosen tactics for a given channel means completing one or more acts of communication with the person(s) who represent this channel. Communication may be oral, e.g. meeting, press conference, phone conversation, etc., or written, e.g. fax, mail, email, etc. After all communication activities via the channel have been completed, the result achieved should be understood: whether the tactical goal has been reached or not. By constant evaluation of the results, the overall strategy may be revised, new channels may be tried, or tactics may be changed for some of the channels.

During the communication through the channels, various messages are sent and received.

It is important to keep track of these messages, and have operational procedures in place for reviewing them. This can help when writing the answers, and revising the strategy. If the bookkeeping works properly, the documents can also be reused. For example, a document prepared for communication via one channel may be resent via other channels.

The operational goal of the lobbying process can be defined by a number of propositions on the state of the world we want to achieve:

- The decision is classified according to the type of decision-maker.
- Consequences are calculated according to the set of parameters that represents the interests of the members.
Consequence analysis is supported by arguments based on past experience, and theories.

- The chosen main course of actions is based on the results of consequence analysis.
- The support of majority of the organization’s members has been acquired.
- The channels for influence were chosen according to the type of the decision-making organization.
- The tactics for each channel corresponds to the nature of the channel.
- The massages sent through each channel correspond to the tactics chosen for the channel, the nature of the channel, arguments gathered during the consequence analysis, and information received back through this channel (or maybe other channels).

REVISION QUESTIONS
1. Discuss the factors to consider in lobbying plan
2. Discuss the techniques used in lobbying
3. Discuss the procedures of lobbying
4. Explain the importance of consensus building lobbying

CHAPTER SEVEN
HUMAN RIGHTS AND ADVOCACY

Specific Objectives
By the end of this unit, the trainee should be able to;
   a) Explain the universal human rights
b) Discuss human rights violation

c) Describe advocacy and lobbying in human rights

INTRODUCTION

Universal human right
Whereas recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world,

Whereas disregard and contempt for human rights have resulted in barbarous acts which have outraged the conscience of mankind, and the advent of a world in which human beings shall enjoy freedom of speech and belief and freedom from fear and want has been proclaimed as the highest aspiration of the common people,

Whereas it is essential, if man is not to be compelled to have recourse, as a last resort, to rebellion against tyranny and oppression, that human rights should be protected by the rule of law,

Whereas it is essential to promote the development of friendly relations between nations,

Whereas the peoples of the United Nations have in the Charter reaffirmed their faith in fundamental human rights, in the dignity and worth of the human person and in the equal rights of men and women and have determined to promote social progress and better standards of life in larger freedom,

Whereas Member States have pledged themselves to achieve, in co-operation with the United Nations, the promotion of universal respect for and observance of human rights and fundamental freedoms,

Whereas a common understanding of these rights and freedoms is of the greatest importance for the full realization of this pledge, Now, Therefore THE GENERAL ASSEMBLY proclaims THIS UNIVERSAL DECLARATION OF HUMAN RIGHTS as a common standard of achievement for all peoples and all nations, to the end that every individual and every organ of society, keeping this Declaration constantly in mind, shall strive by teaching and education to promote respect for these rights and freedoms and by progressive measures, national and international, to secure their universal and effective recognition and observance, both among the peoples of Member States themselves and among the peoples of territories under their jurisdiction.

Article 1
All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

Article 2

Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status. Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, trust, non-self-governing or under any other limitation of sovereignty.

Article 3

Everyone has the right to life, liberty and security of person.

Article 4

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

Article 5

No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment.

Article 6

Everyone has the right to recognition everywhere as a person before the law.

Article 7

All are equal before the law and are entitled without any discrimination to equal protection of the law. All are entitled to equal protection against any discrimination in violation of this Declaration and against any incitement to such discrimination.

Article 8

Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted him by the constitution or by law.

Article 9

No one shall be subjected to arbitrary arrest, detention or exile.
Article 10

Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.

Article 11

(1) Everyone charged with a penal offence has the right to be presumed innocent until proved guilty according to law in a public trial at which he has had all the guarantees necessary for his defence.

(2) No one shall be held guilty of any penal offence on account of any act or omission which did not constitute a penal offence, under national or international law, at the time when it was committed. Nor shall a heavier penalty be imposed than the one that was applicable at the time the penal offence was committed.

Article 12

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Article 13

(1) Everyone has the right to freedom of movement and residence within the borders of each state.

(2) Everyone has the right to leave any country, including his own, and to return to his country.

Article 14

(1) Everyone has the right to seek and to enjoy in other countries asylum from persecution.

(2) This right may not be invoked in the case of prosecutions genuinely arising from non-political crimes or from acts contrary to the purposes and principles of the United Nations.

Article 15

(1) Everyone has the right to a nationality.

(2) No one shall be arbitrarily deprived of his nationality nor denied the right to change his nationality.
Article 16

(1) Men and women of full age, without any limitation due to race, nationality or religion, have the right to marry and to found a family. They are entitled to equal rights as to marriage, during marriage and at its dissolution.

(2) Marriage shall be entered into only with the free and full consent of the intending spouses.

(3) The family is the natural and fundamental group unit of society and is entitled to protection by society and the State.

Article 17

(1) Everyone has the right to own property alone as well as in association with others.

(2) No one shall be arbitrarily deprived of his property.

Article 18

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance.

Article 19

Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

Article 20

(1) Everyone has the right to freedom of peaceful assembly and association.

(2) No one may be compelled to belong to an association.

Article 21

(1) Everyone has the right to take part in the government of his country, directly or through freely chosen representatives.

(2) Everyone has the right of equal access to public service in his country.
(3) The will of the people shall be the basis of the authority of government; this will shall be expressed in periodic and genuine elections which shall be by universal and equal suffrage and shall be held by secret vote or by equivalent free voting procedures.

Article 22

Everyone, as a member of society, has the right to social security and is entitled to realization, through national effort and international co-operation and in accordance with the organization and resources of each State, of the economic, social and cultural rights indispensable for his dignity and the free development of his personality.

Article 23

(1) Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment.

(2) Everyone, without any discrimination, has the right to equal pay for equal work.

(3) Everyone who works has the right to just and favourable remuneration ensuring for himself and his family an existence worthy of human dignity, and supplemented, if necessary, by other means of social protection.

(4) Everyone has the right to form and to join trade unions for the protection of his interests.

Article 24

Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Article 25

(1) Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control.

(2) Motherhood and childhood are entitled to special care and assistance. All children, whether born in or out of wedlock, shall enjoy the same social protection.

Article 26

(1) Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory. Technical and
professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit.

(2) Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.

(3) Parents have a prior right to choose the kind of education that shall be given to their children.

Article 27

(1) Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

(2) Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Article 28

Everyone is entitled to a social and international order in which the rights and freedoms set forth in this Declaration can be fully realized.

Article 29

(1) Everyone has duties to the community in which alone the free and full development of his personality is possible.

(2) In the exercise of his rights and freedoms, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights and freedoms of others and of meeting the just requirements of morality, public order and the general welfare in a democratic society.

(3) These rights and freedoms may in no case be exercised contrary to the purposes and principles of the United Nations.

Article 30

Nothing in this Declaration may be interpreted as implying for any State, group or person any right to engage in any activity or to perform any act aimed at the destruction of any of the rights and freedoms set forth herein.

HUMAN RIGHT VIOLATION
Trafficking in Persons

The law does not explicitly prohibit all forms of trafficking in persons, although it criminalizes trafficking of children and trafficking in persons for the purpose of sexual exploitation. Persons were trafficked to, from, and within the country.

The country was a source, transit, and destination country for men, women, and children trafficked for forced labor and commercial sexual exploitation. Children were trafficked within the country for domestic servitude, street vending, agricultural labor, and commercial sexual exploitation, including in the coastal sex tourism industry. During the year there were reports that ethnic-based militia were recruiting youth, including those in IDP camps (see section 1.g.). Men, women, and girls were trafficked to the Middle East, other African nations, Europe, and North America for domestic servitude, enslavement in massage parlors and brothels, and forced manual labor. Foreign employment agencies facilitated and profited from the trafficking of Kenyan nationals to Middle Eastern nations, notably Saudi Arabia, the United Arab Emirates, and Lebanon, as well as to Germany. Chinese, Indian, and Pakistani women reportedly transited Nairobi en route to exploitation in Europe’s commercial sex trade. Brothels and massage parlors in Nairobi employed foreign women, some of whom were likely trafficked. Asian nationals were trafficked into the country and coerced into bonded labor. According to the 2006 UNICEF/Ministry of Home Affairs research report, 10,000 to 15,000 girls living in four main coastal resort areas were involved in prostitution, representing up to 30 percent of all 12- to 18-year-olds living in these areas.

Police reportedly investigated trafficking cases in the coastal and Rift Valley regions; however, the government was unable to provide statistics on trafficking-related investigations, arrests, and prosecutions during the year.

Victims trafficked abroad generally were recruited through employment agencies under false pretenses. Domestic trafficking victims were often lured by friends and relatives, who offered them false promises of marriage, good employment, or access to education. Poor families were misled into believing that their child was gaining the opportunity for a better life. The NGO Behavioural Change Plus Care of Humanity reported that traffickers targeted poor and illiterate girls in slum areas to work for little or no pay. For example, during the year a local NGO rescued six girls from
Western and Nyanza provinces who had been lured to Nairobi to work as domestic servants.

Trafficking of Asians generally occurred through recognized border crossing points, using both legitimate and forged travel documents. However, nationals of neighboring countries were often trafficked using forged travel documents and entered the country through unmonitored border crossing points. In May The Standard newspaper reported that police arrested 15 Indian nationals who had been trafficked to the country. They were subsequently deported. In November the newspaper The Nation quoted an immigration officer saying that approximately 80 trafficked foreigners were repatriated monthly.

The minimum penalty for trafficking for sexual exploitation is 15 years' imprisonment, a fine of up to two million shillings ($27,400), or both. The minimum sentence for child trafficking is 10 years in prison and a fine of approximately two million shillings ($27,400). However, fines in practice were limited, and jail time was rarely imposed. Laws prohibiting the forcible detention of women for prostitution, child labor, transportation of children for sale, and the commercial sexual exploitation of children can also be used to prosecute trafficking-related offenses. In 2007 the National Steering Committee to Combat Human Trafficking, chaired by the vice president's office and the Ministry of Home Affairs permanent secretary, selected a task force of government agencies, NGOs, and UN agencies to draft a national plan of action and a smaller group to serve as a secretariat.

During the year, police assisted with international trafficking in persons investigations in other countries. There were no reports that the government had received any requests to extradite citizens accused of trafficking in persons offenses in other countries.

The police antitrafficking unit, in conjunction with other police formations, has primary responsibility for combating trafficking. In 2007, 14 community policing and child protection police units were established. However, police had limited capacity to track data on trafficking arrests, and no year-end statistics were available.

In April police arrested a Congolese national for running a trafficking ring based in Nairobi. In May Nairobi police arrested two persons for running an international trafficking ring. These cases were ongoing at year's end. In May the media reported
that police closed a children’s home in Kajiado for trafficking a child to the United Kingdom.

Government collaboration with NGOs to combat human trafficking increased. Awareness among government departments continued to grow during the year, largely due to NGO efforts to study the issue, educate the media, and inform the public about the problem. The media, especially the government-owned Kenya Broadcasting Corporation, reported cases of suspected human trafficking.

At year’s end six people were on trial for trafficking 14 children--aged six months to 12 years--in Bomet and Nandi districts.

**Persons with Disabilities**

The law prohibits discrimination against persons with physical or mental disabilities in employment, education, access to health care, or the provision of other state services; however, the government did not effectively enforce these provisions. The Ministry of Health is the lead ministry responsible for implementing the law, but implementation has been slow. The government has equipped some public buildings with wheelchair ramps, and wheelchair-accessible elevators and sanitary facilities. The government assigned each region a sign-language interpreter for court proceedings.

NGOs reported that persons with disabilities were disproportionately affected by postelection violence, especially in IDP camps. However, NGOs reported that camp administrators often failed to recognize those with mental disabilities.

A 2007 study conducted by KNCHR revealed that many students with disabilities were denied admission to regular schools, while in some cases the government declined to fund special schools. The Education Ministry permanent secretary stated that only 35,000 of the 147,000 children with special needs were enrolled in school, while the KNCHR commissioner contended that fewer than 10 percent of children with special needs were enrolled in school. However, the number of special education teachers who have graduated from the Kenya Institute of Special Education increased to 9,000 in 2007.
The KNCHR also stated that the Kenya National Examination Council (KNEC) failed to provide adequate testing facilities and resources for students with disabilities. KNEC claimed that it provided special accommodations, such as exams in Braille and in large print for visually impaired candidates and extra time to complete exams. The government was developing disability-specific curricula, but the process was slow because the government failed to allocate sufficient resources and staff.

National/Racial/Ethnic Minorities

The population is divided into more than 40 ethnic groups, among whom discrimination and occasional violence were frequent. The 1999 census indicated that Bantu ethnic groups constituted approximately 67 percent of the population, of which the Kikuyu and closely related Embu and Meru accounted for 32 percent, the Luhya 16 percent, and the Kamba 10 percent; Nilotic groups constituted 30 percent, of which the Kalenjin accounted for 12 percent and the Luo 11 percent; and Cushitic groups--mainly Somalis--constituted 3 percent of the population. The Kikuyu and related groups dominated much of private commerce and industry and often purchased land outside their traditional home areas, which sometimes resulted in fierce resentment from other ethnic groups. The numerically small and shrinking South Asian community controlled a disproportionate share of commerce.

The conflict between two Cushitic groups in the far northeast continued, with each group accusing the other of maintaining militias and receiving armed support from their ethnic kinsmen across the border in Ethiopia and Somalia to harass, intimidate, and kill members of the other group. In October the government sent a joint force of police and military personnel to interdict illegal weapons fueling the conflict. During the operation, security forces forcibly detained males in El Wak, Garri, and Mandera town. KNCHR accused police personnel of engaging in torture by whipping men with electrical cables and subjecting them to beatings while demanding that they surrender illegal weapons.

During the year postelection violence often had an ethnic component. Interethnic violence increased during the year after the December 2007 announcement of the presidential election results. In January mobs in opposition strongholds, such as the Rift Valley and the western provinces, violently targeted ethnic Kikuyu and others suspected of supporting the incumbent president. In retaliation, Kikuyu mobs perpetrated vigilante attacks on nonKikuyu residents in Central Province, Nakuru,
Naivasha, and areas of Nairobi. The violence continued until the signing of a political power-sharing agreement in late February.

For example, in early January, a mob set fire to a church where Kikuyu residents sought sanctuary, killing 35 people, mostly women and children. On January 4, a Kikuyu mob stopped and burned a bus traveling to the western region of the country, killing all the passengers. The passengers were members of a tribe that supported the opposition. In late January Kikuyu mobs in Nakuru and Naivasha attacked non-Kikuyu residents of the town, killing 90 persons. NGOs and the media estimated that a total of 1,500 persons were killed, and the UN estimated that 500,000 persons were displaced during the postelection violence. In September KNCHR issued a report which concluded that much of the violence was organized and financed by politicians.

Through the provincial administrations, the government held public meetings to promote reconciliation in communities affected by the postelection violence and to establish a forum for dialogue and peaceful resolution of conflicts. NGOs reported that implementation of reconciliation efforts was not uniform. During the year NGOs and church organizations were also involved in attempts to reconcile communities affected by postelection violence. Land conflicts during the year took place between the Maasai and Kipsigis in southern Rift Valley Province in June and between Maasai and Kikuyu in Naivasha in September.

Many factors contributed to interethnic conflicts: longstanding grievances over land tenure policies and competition for scarce agricultural land, the proliferation of guns, the commercialization of traditional cattle rustling, the growth of a modern warrior/bandit culture (distinct from traditional culture), ineffective local political leadership, diminished economic prospects for groups affected by a severe regional drought, political rivalries, and the inability of security forces to adequately quell violence. Conflict between land owners and squatters was particularly severe in Rift Valley and Coast provinces, while competition for water and pasturage was especially serious in the northern districts of Rift Valley and Eastern Provinces and in North Eastern Province.

In private business and in the public sector, members of nearly all ethnic groups commonly discriminated in favor of other members of the same group. Some neighborhoods, particularly in slum areas of the capital, tended to be segregated ethnically, although interethnic marriage had become fairly common in urban areas.
Other Societal Abuses and Discrimination

There was societal discrimination based on sexual orientation. In 2007 the Council of Imams and Preachers of Kenya and other civic leaders condemned homosexuality and argued against legalizing gay marriages. A group in Mombasa created the Muslim Youth Pressure Group to oppose homosexuality in 2007.

There was societal discrimination against homosexuals and persons with HIV/AIDS during the year. The common view of HIV/AIDS as a stigma made it difficult for many families to acknowledge that a member was HIV-positive, and to date no socially or politically prominent individual has admitted being HIV-positive. However, there were fewer reports of violence against persons with HIV/AIDS. During the year courts awarded legal judgments which recognized discrimination against persons with HIV. For example, in July a Nairobi high court awarded 2.2 million shillings ($28,000) to a woman who had been wrongfully discharged from her job due to her HIV-positive status.

The Ministry of Defense arranged for uniformed personnel, their families, and some local persons to have access to HIV counseling and testing, prevention programs, and antiretroviral treatment during the year.

The government worked in cooperation with international donors on programs for HIV/AIDS prevention and treatment. This cooperation enabled a continued expansion of counseling and testing as well as care and treatment. During the year, the number of people with knowledge of their HIV status and those able to achieve improved health if found to be infected more than doubled. These developments were seen as key to reducing stigma and discrimination.

Organizations representing persons with albinism claimed that they suffered widespread discrimination. On December 25, a child with albinism was killed in Namangan because the perpetrators believed that the death of a person with albinism would bring wealth and fortune. By year's end the investigation was still ongoing.

Worker Rights
The Right of Association
The law provides that all workers, including those in the export processing zones (EPZs), are free to form and join unions of their choice, and workers exercised this right in practice. Workers numbering seven or more in an enterprise have the right to form a union by registering with the trade union registrar. If the registrar denies registration, a union may appeal to the courts. The armed forces, police, prisons service, and the administration police are explicitly prohibited from forming or joining unions. There were 42 unions representing an estimated 500,000 workers, approximately one-third of the formal sector workforce. The law allows unions to conduct their activities without government inference, including the right to strike, but this right was not always protected.

The law permits workers to strike, but requires formal conciliation procedures to have been exhausted and seven days notice to both the government and the employer. The law permits the government to deny workers the right to strike under certain conditions. For example, members of the military, police, prison guards, and the National Youth Service are prohibited from striking. Other civil servants are allowed to strike following the seven day notice period.

The Ministry of Labor typically referred disputes to mediation, fact-finding, or binding arbitration at the Industrial Court; during mediation any strike is illegal, thus removing legal prohibitions on employer retaliation against strikers. In practice, a Ministry of Labor referral to dispute resolution nullifies the right to strike. For example, in 2006 the Universities Academic Staff Union (UASU) sought wage rises varying from 298 to 520 percent. In 2006 the government referred the dispute to the Industrial Court, which awarded UASU a 30 percent pay rise in September 2008.

The Right to Organize and Bargain Collectively
While not having the force of law, the Industrial Relations Charter (IRC), implemented by the government, Central Organization of Trade Unions (COTU), and the Federation of Kenya Employers, gives workers the right to engage in legitimate trade union organizational activities, and the government protected these rights. Both the Trade Disputes Act and the IRC authorize collective bargaining between unions and employers, and unions and management establish negotiated wages and conditions of employment.

Security forces cannot bargain collectively but have an internal board which reviews salaries. Other groups that cannot bargain collectively, such as health sector workers
have associations, not unions, which negotiate wages and conditions that match the government's minimum wage guidelines; however, these agreements were not legally enforceable. Workers in the military, prisons, the National Youth Service and teachers under the Teachers' Service Commission do not have the right to bargain collectively.

Except for the Factories Act, all labor laws apply in the EPZs; however, the EPZ Authority and the government granted many exemptions to applicable laws. For example, the government waived a provision of the law that prevents women from working in industrial activities at night. The Tailors and Textiles Workers Union claimed that a number of garment producers in the EPZs have refused to recognize the union and resisted its efforts to organize their workers. The law prohibits employers from intimidating workers; however, some antiunion discrimination occurred, including in garment plants in the EPZs. The Industrial Court, a body of up to five judges appointed by the president, can order reinstatement and damages in the form of back pay for employees wrongfully dismissed for union activities. The government voiced its support for union rights but did not protect them fully. Some unions complained that employers resisted efforts to establish unions in their factories, even where most workers indicated a desire for union membership, and that the Industrial Court and Ministry of Labor and Human Resource Development were ineffective in compelling employers to comply with the law.

During the year the government strengthened the labor dispute system by giving the Industrial Court the ability to enforce its decisions. However, union leaders reported that employers often did not comply with reinstatement orders, and workers often accepted payment in lieu of reinstatement.

Prohibition of Forced or Compulsory Labor
The law prohibits slavery, indentured servitude, and forced and bonded labor, including by children, but such practices reportedly occurred. Women, children, and men were trafficked for commercial sexual exploitation and labor (see section 5.).

**Forced child labor occurred.**

d. Prohibition of Child Labor and Minimum Age for Employment
The law prohibits all forms of child labor that are exploitative, hazardous, or would prevent children under age 16 from attending school. However, child labor was widespread, particularly in the informal sector, and children were trafficked for
commercial sexual exploitation and labor. The Ministry of Labor and Human Resources Development nominally enforced the minimum age statute.

The law defines child labor, and the worst forms of child labor can be prosecuted, both under the Children's Act, which prohibits child sexual exploitation, and under the penal code. The Employment Act of 2007 also prohibits the employment of a child (defined as a person under the age of 18) in any activity that constitutes a worst form of child labor, includes fines of up to 200,000 shillings ($25,000) and/or imprisonment for up to 12 months. The penal code prohibits procurement of a girl under 21 for unlawful sexual relations and criminalizes child commercial sexual exploitation, child labor, and the transport of children for sale. Persons under 18 may not be employed in any industrial undertaking at night, employment should not cause children to reside away from parents without their approval, and permission to work in a bar, hotel, or restaurant requires annually-renewed consent from the labor commissioner. Children under 13 are prohibited from working; also, children between 13 and 16 years of age may only perform "light work" which is not harmful to their health or development and does not interfere with their schooling. However, the law does not apply minimum age restrictions to children serving as apprentices under the terms of the Industrial Training Act.

An estimated one million children between five and 17 years of age—most between 13 and 17 years old—worked; approximately 773,000 of those children were classified as child laborers. The employment of children in the formal industrial wage sector in violation of the Employment Act was rare. Children worked primarily in the informal sector, which was difficult to monitor and control. Many children worked on family plots or in family units on tea, coffee, sugar, and rice plantations. Children also worked in mining, including abandoned gold mines, and small quarries, breaking rocks and sifting through tailings. Children often worked long hours as domestic servants in private homes for little or no pay, and there were reports of physical and sexual abuse of child domestics. In addition thousands of children were exploited in the sex industry. Forced or compulsory labor by children, such as agricultural labor, prostitution, and domestic servitude sometimes were initiated by their parents. During the year there were reports that ethnic-based militia recruited children.

The government worked closely with COTU and the International Labor Organization to eliminate child labor. In 2004 the government prepared a practical guide to labor inspection and trained labor inspectors and occupational health and safety officers to
report on child labor. In 2006 the government renewed the three-year mandate for the National Steering Committee on the Elimination of Child Labor, which includes the attorney general, eight ministries, representatives of child welfare organizations, other NGOs, unions, and employers. An Interministerial Coordination Committee on Child Labor, chaired by the minister for gender and children’s affairs, was responsible for setting general policy.

Many NGOs were active on child labor issues and assisted in the return to school of child laborers. During the year the government continued to implement 73 programs for the elimination of child labor with 25 partner agencies. The partners placed the children in schools, vocational training institutions, and apprenticeships, and supported income-generating activities for an estimated 10,000 parents. Partners also provided support to schools for income-generating activities to help keep children from poor families in school.

UNICEF, the Ministry of Tourism and Wildlife, the World Tourism Organization, and NGOs continued to work with hotels and tour operators to increase their awareness of child prostitution and sex tourism. They encouraged all hospitality-sector businesses to adopt and implement the code of conduct developed by the NGO End Child Prostitution and Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT). In 2006, 30 hotels on the coast signed the ECPAT code of conduct. The Ministry of Tourism and Wildlife’s campaign to register villas and cottages and impose the same requirements as on hotels resulted in an estimated 1,200 registrations. In 2007, 20 more hotels had signed the code of conduct; by year’s end 10 additional hotels had signed the code of conduct.

During the year the Child Protection Department of the Ministry of Gender and Child Services hired 150 new children’s officers. This followed the hiring of an additional 160 officers in 2007. The government’s cash transfer program for orphans and vulnerable children (partially funded by UNICEF) expanded during the year to reach more than 25,000 children in 17 districts, providing approximately 500-1,000 shillings ($8-$15) per child per month to help fund basic needs, including school costs, so that the children would not have to work.

e. Acceptable Conditions of Work
Labor laws passed in 2007 established two weeks' paternity leave, increased maternity leave with full pay from two to three months, and compensated both public and
private employees for work-related injuries and diseases contracted at work, among other provisions. However, during the year employers challenged these provisions in court. At year's end the case was ongoing.

There is no national minimum wage. However, the government established minimum wages by location, age, and skill level. In many industries the legal minimum wage equaled the maximum wage. The lowest urban minimum wage was approximately 7,578 shillings ($105) per month, and the lowest agricultural minimum wage for unskilled employees was 2,536 shillings ($35) per month, excluding housing allowance. In 2007 the Productivity Center of Kenya, a tripartite institution including the Ministry of Labor, the Federation of Kenyan Employers, and COTU, set wage guidelines for various sectors based on productivity, inflation, and cost of living indices. The minimum wage did not provide a decent standard of living for a worker and his or her family. Most workers relied on second jobs, subsistence farming, other informal work, or the extended family for additional support. A large percent of the labor force worked in the informal sector and were not covered by these provisions.

The law limits the normal workweek to 52 hours (60 hours for night workers); some categories of workers had lower limits. The law specifically excludes agricultural workers. An employee in the nonagricultural sector is entitled to one rest day per week, and there are provisions for 21 days of combined annual and sick leave. The law also requires that total hours worked (regular time plus overtime) in any two-week period not exceed 120 hours (144 hours for night workers). The Ministry of Labor and Human Resources Development was responsible for enforcing these regulations. Violations were reported during the year. Workers in some enterprises, particularly in the EPZs and road construction, claimed that employers forced them to work extra hours without overtime pay to meet production targets. In addition employers often did not provide nighttime transport, leaving workers vulnerable to assault, robbery, and sexual harassment.

The law detailed environmental, health, and safety standards; however, the government did not effectively enforce the law. Fines generally were too low to serve as a deterrent to unsafe practices. EPZs are excluded from the Factory Act’s provisions. The Ministry of Labor’s Directorate of Occupational Health and Safety Services (DOHSS) has the authority to inspect factories and work sites, except in the EPZs; it had 75 inspectors, an increase of 25 from the 2006-07 fiscal year, but far short of the 168 reportedly needed to inspect factories adequately and enforce its
safety and health orders. Informal surveys found widespread hazards such as lack of basic safety equipment and emergency escape routes. DOHSS occupational safety and health advisers made 405 safety audits from July 2007 through June. DOHSS prosecuted 29 firms for violating occupational health and safety regulations during the same period. Labor unions and NGOs continued to criticize health and safety conditions in the EPZs and other sectors, such as small horticultural producers.

DOHSS health and safety inspectors can issue notices against employers for practices or activities that involve a risk of serious personal injury. Such notices can be appealed to the Factories Appeals Court, a body of four members, one of whom must be a high court judge. The law stipulates that factories employing 20 or more persons should have an internal health and safety committee with representation from workers. DOHSS developed a program to help factories establish the committees and trained them to conduct safety audits and submit compliance reports to DOHSS. However, according to the government, fewer than half of the largest factories had instituted health and safety committees.

Workers, including foreigners and immigrants, theoretically have the right to remove themselves from situations that endanger health or safety without jeopardy to their employment; however, this right was not effectively enforced, and workers were reluctant to risk losing their jobs.

Stateless Persons

UNHCR estimated that 100,000 stateless Sudanese Nubians, reportedly the descendants of Sudanese forcibly conscripted by the British in the early 1900s, lived in the country. UNHCR also reported that the Nubians should have been granted citizenship under prevailing nationality law. In 2003 the Nubians sought judicial relief from the Constitutional Court to be declared citizens by birth. Citizenship is determined by jus sanguinis (based on parentage), but the law also provides citizenship for Africans brought to the country by colonial authorities. In 2005 they filed a memorandum of admissibility with the African Commission on Human and Peoples’ Rights (ACHPR) under the African Charter on Human Rights. In 2007 the ACHPR heard arguments on the admissibility of the case. The government presented its arguments and filed a brief on the merits of the case. No further information on the case was available at year's end.
According to the UNHCR, an unknown number of descendants of mixed Eritrean-Ethiopian marriages also were stateless. They were unable to obtain citizenship in either of those countries due to strong nationalist prejudices. The lack of proper documentation resulted in difficulties finding employment.

ADVOCACY AND LOBBYING IN HUMAN RIGHTS

Some key stakeholders and their sources of power are:

**Government**

Election mandate, political authority, access to state resources, access to civil service, access to business, access to donors, access to other governments, membership of international organizations, influence over provincial and local government

**Civil society organizations**

Constituency / membership base, information drawn from development work, expertise, credibility, access to international networks / sector organizations

**Union federation**

Membership, money, access to union media, mobilization skills

**Business**

Money, capacity to buy intellectual power, access to officials, access to media, power as employers

**Religious organizations**

Membership, moral authority, outreach

**Media**

Access to the public, variety of sources of information, communication skills, captive audiences

 WHY IS INFORMATION A SOURCE OF POWER?

- Information can be a source of power in advocacy for several reasons:
• Information drawn from advocacy groups' own work can provide them with credibility and with the basis for alternative analysis to counter positions.

• Information or data, which is only available to government institutions can be used by government to influence arguments in favour of their own positions.

• Information provided by advocacy groups to communities regarding their constitutional rights empowers the people in those communities to assert their rights.

• Information collected by advocacy groups from other advocacy groups in regional, national, or international organizations about experiences and policies elsewhere, and used in an advocacy campaign, can help to influence local or national policy decisions.

ADVOCACY TOOLS

In advocacy, each issue demands different approaches and strategies, partners, tactics, methods, resources, materials, and so on. In embarking upon an advocacy campaign, it is important to have the capacity to consider all available options and to make strategic choices amongst them. We call these options the "tools" of advocacy. Skilled and informed use of these tools results in greater advocacy impact. The most important of these tools include:

• **Information**: Gathering, managing and disseminating information lays the basis for determining the direction of an advocacy campaign. Research is one way of gathering information.

• **Research**: Conducting research and policy analysis uses the information from various sources and develops it into policy options which become the key content of an advocacy campaign.

• **Media**: Various media are used to communicate the campaign’s message(s) to the different stakeholders.

• **Social mobilization**: Mobilizing the broadest possible support from a range of stakeholders, including the public at large, is essential to building the influence of the campaign.

• **Lobbying**: Convincing the decision-makers who have the power to make the desired change involves a set of special knowledge and skills.
• **Litigation:** Sometimes, using the court system to challenge a policy or law can reinforce an advocacy campaign.

• **Networks, alliances and coalitions:** Sharing of information and resources, and strength in unity and commonality of purpose are key to the success of advocacy work.

The choice of tools will vary, even in the context of a single campaign. It will depend on:

• The issue at hand;
• The strategic objectives;
• The message to be communicated;
• The stakeholders targeted;
• The relevant structures and processes involved;
• The time frame available;
• The resources available;
• The capacities of the advocacy organization(s) and their allies;
• The overall cultural, social, political and economic context.

Advocacy is a complex task. Its objectives will not be achieved through the use of only one tool or method, but rather will require a carefully designed mixture of approaches. Groups should be flexible throughout their advocacy campaign so that if one tool does not have the expected results, another can be tried.

**The Media**

The media can be used in various ways to convey a message to different target audiences as part of an advocacy campaign. While stressing the potential impact of the media, we need to first understand issues such as what do the media look for, what actually makes news, how advocacy organizations can interact with different media, and importantly, the type of preparation that is required.
It is essential, for the greatest impact in each case, to be strategic in the choice of media and the formulation of appropriate and clear messages. It is also important for advocacy organizations to develop ongoing relationships with the relevant media organizations and individuals so as to build mutual respect and confidence.

Social Movements

Social movements are mass-based movements of the people which unite the people in a cause which cuts across their traditional barriers. They have played a crucial role in South African history. Mass mobilization remains an important advocacy tool. The advantages noted above may strengthen an advocacy campaign and speed its success. However, mass mobilization may also create situations which the advocacy leadership is unable to control and result in problems which damage the campaign. Therefore, as with all other advocacy tools, careful consideration must be given to the benefits and risks before proceeding with mass mobilization.

Networks, alliances and coalitions

Networks, alliances and coalitions can be potentially powerful tools in advocacy work. However, advocacy groups who are contemplating either forming or joining any one of them must give careful thought to the costs and benefits for their organization as well as for the advocacy campaign itself. Co-operation and co-ordination require planning, time and often money. Different forms of co-operation and co-ordination will suit different situations, and advocacy groups should not feel locked into any one model. However, the key principles underlying such relationships - sharing information, experience and resources; building strength through unity; broadening support on important issues; and so on - should always be a part of CSO advocacy work.

HOW TO MAKE A CASE TO SUPPORTER OF LOBBYING

- Tell the truth. This is because lobbyist is good and their words legislator relief upon.
- Never promise more than you can deliver.
- Know how to listen and understand
- Always remember that stuff is there to be worked with and not to be circumvented.
- Spring no surprise. Legislator and their staff need to know the resource and support.
REVISION QUESTIONS
1. Explain the universal human rights
2. Discuss human rights violation
3. Describe advocacy and lobbying in human rights

CHAPTER EIGHT
EMERGING TRENDS IN ADVOCACY
AND LOBBYING

Specific Objectives
By the end of this topic, the trainee should be able to;
   a) Discuss the emerging trends in advocacy and lobbying

INTRODUCTION

So Many Causes need to be advocated. They range from legal and political issues to environment, women empowerment, child abuse, human rights, social welfare, and economic development and so on.

So Many People long to make their voice heard in various areas and would wish to take an active part in a local or global recovery process. These are doctors, lawyers, psychologists, students, business people, craftspeople, artists, officials etc…They daily witness injustice, oppression, exploitation, discrimination, unequal opportunities and so on. But they all have in common the unshakable Faith that a better world is definitely possible if everyone embraces the idea of Change and if we all unite and co-operate to achieve that change.

GENDER BASED VIOLENCE

In October 2007, OCHA successfully advocated with the Permanent Mission of France to the United Nations to expand a planned Arria Formula meeting on women in situations of armed conflict in Africa. Chaired by France’s Human Rights Minister Rama Yade, the meeting highlighted the testimonies of former President of Ireland and former UN High Commissioner Mary Robinson and Executive Director of Femmes Africa Solidarité (FAS) Bineta Diop, following their visit to the Chad and Darfur. It also included the potent and compelling accounts of Eve Ensler, who had recently returned from DRC.

Robust advocacy around SGBV also came from UN Action and its partners, in particular Peace Women, Oxfam and International Rescue Committee, and from former Emergency Relief Coordinator Jan Egeland, former United Nations High Commissioner for Human Rights Louise Arbour, and Yakin Eturk, UN Special Rapporteur on Violence Against Women, Its Causes and Consequences.
Criticism directed at the Security Council noted that although the Council had recognized that sexual violence continues to manifest itself throughout many conflicts, little had been done to address it as a threat to peace and security, even in post-conflict situations.

Joining Forces

Recently there have been a number of relevant initiatives within the UN. These include Security Council and Arria Formula meetings on Women, Peace and Security, and the 40th session of the UN Committee on the Elimination of Discrimination Against Women (CEDAW), where in February 2008 the Secretary-General launched his UNite Campaign to End Violence against Women. The Campaign, which OCHA is supporting, calls on Governments, civil society, the private sector, the media and the entire UN System to join forces in addressing the global pandemic of violence against women and girls.

On 27 May 2008, ERC John Holmes addressed the issue of sexual violence in his speech to the Security Council on the Protection of Civilians, reiterating his call for improved reporting on sexual violence, and highlighting the need to improve the administration of justice for these crimes. Under-Secretary-General Holmes also underlined the importance of the Secretary-General's recommendation for targeted sanctions in response to sexual violence.

That same day, a conference in the United Kingdom, sponsored jointly by UNIFEM and DPKO, examined the role of military peacekeepers in providing protection to women in conflict situations. The conference, which OCHA also participated in, laid the groundwork for a UK-hosted Arria Formula meeting held in June on the same topic, bringing many of the issues addressed and conclusions formulated at the previous meeting to the attention of Security Council members, and setting the stage for a planned debate on 19 June 2008 on Women, Peace, and Security.

No Amnesty

The 19 June debate on the issue of sexual violence in situations of armed conflict was convened by the United States in their capacity as President of the Security Council for the month of June, and chaired by Secretary of State Condoleezza Rice. Following the debate, the Security Council passed Resolution 1820, a groundbreaking resolution
that rejected the notion that those who perpetrate sexual violence could in any way benefit from amnesty after conflicts die down, and called on warring factions to ensure that civilians are protected from sexual violence.

Most importantly, the Security Council acknowledged through this resolution that sexual violence is not only about individuals - it also impacts seriously on the security and stability of countries and therefore is well within the rubric of matters to be addressed by the Security Council itself, including through sanctions or a more robust response.

SEXUAL OFFENSE AND ADVOCACY

Sexual assault advocacy programs are a critical part of any community response. As is the case in responding to victims of domestic violence, it is critical that advocates responding to victims of sexual assault in a non-judgmental and supportive manner, suggesting options but allowing the victim to decide what course of action to take.

The first rape crisis centers emerged in the United States in the 1970s. Many of the early centers were run by volunteers with no counseling or other professional health services background, out of their own homes. Early centers were non-hierarchal and often had political agendas. During the mid to late 1970s, many centers began to "professionalize"—to hire professionally certified staff, incorporate hierarchal governance structures, adopt apolitical agendas. In part, this process was due to increased reliance on government sources of funding and a corresponding increase in affiliations with larger community organizations, hospitals, or prosecutor's offices. At the time of a study done in the mid-1980s, researchers found that centers could be classified as one of four types: some had remained feminist collectives, while others were more "mainstream" and "traditional in structure," embedded within a social service of mental health agency, or based out of hospital emergency rooms. Rape crisis centers also exist throughout Europe and are coordinated by the Rape Crisis Network Europe.

Rape crisis counselors work directly with victims, explaining their rights and what they can expect from the medical and legal systems. They help victim gain medical care, provide emotional support, and connect victims to other services, and maintain the victim's confidentiality.
In an immediate crisis situation, advocates encourage victims to seek medical attention— the victim may have injuries that need treatment; in addition, it is important that forensic evidence be collected as soon as possible after the incident— ideally within 72 hours after the assault. As explained in the Arizona's Guidelines for a Coordinated Community Response, the role of the advocate in responding to a crisis situation is to evaluate the safety of the victim and address urgent medical needs. After that, advocates should not assume they know what victims want, but should ask victims to identify their primary concern. Advocates can also help victims develop a plan of action, provide the victim with information, options and referrals, and reassure the victim that what happened to her is not her fault. Advocates should also continue to follow-up with victims, to make sure they are aware of all resources available to them, and to see if they have any questions about the legal system or other services.

The immediate assistance and support of a rape crisis advocate can be critical. A recent study indicates that the speed with which survivors of sexual assault receive services is linked to the speed of their recovery. In following the recovery process of thirty rape survivors who received levels different medical and counseling services, Robert Cleary found that rape survivors who received prompt medical and counseling services were much more likely to seek continued medical care, were least likely to blame themselves for the assault, experienced fewer symptoms of post-traumatic stress disorder, had less difficulty trusting others, and were more likely to successfully return to work. From Study Finds Rape Crisis Programs Do Work, Violence Against Women.

Working with the advocate beyond the immediate crisis situation, victims can be instrumental in supporting the victim through a legal process, should the victim decide that seeking relief through the criminal or civil justice systems is the best option for her. Advocates can accompany victims to court, provide the victim with information about the legal process and what they can expect, serve as a liaison between the victim and the prosecutor, and, should the victim not want to be present in court, inform victims about the progress of a trial. Where perpetrators have been arrested, advocates can work with victims to evaluate their safety needs, and, where appropriate, develop safety plans.

In addition, "throughout all aspects of their work, rape victim advocates are trying to prevent 'the second rape'—insensitive, victim-blaming treatment from community
system personnel. . . . The job of rape victim advocates, therefore, is not only to provide direct services to survivors but also to prevent secondary victimization.” Secondary victimization is defined as "negative treatment that mirrors and exacerbates the trauma of the rape." As is explained in more detail in the sections on coordinated responses and legal processes, both the medical and legal systems have historically been sites for the revitalization of the sexual assault survivor—whether this revitalization is accomplished through long waits to see a physician or intense cross-examination about the victim’s prior sexual history.

CORRUPTION AND ADVOCACY

According to a study carried out by Transparency International with a sample of 146 countries worldwide, Kenya is ranked in 17th position. Out of a clean score of 10, Kenya scores only 2.1, not very far from Haiti which is the most corrupt country in the sample at 1.5 and Nigeria which Africa’s most corrupt nation at 1.6.

The church intends to fight against corruption as a way of reducing the amount of poverty in the country. The church has a biblical mandate to criticize those who enrich themselves unjustly and create suffering in the communities.

Corruption in Kenya cuts across all sectors of development thus creating an unjust society in which addressing other pressing social issues is made difficult including HIV/AIDS, Environment, Agriculture, Gender and generally all other issues on Advocacy.

Since one of the best ways of reducing poverty in the country is addressing the issue of corruption, the church will engage in the war against corruption at all levels by creating awareness and advocacy.

The church will not only address the issue of corruption at the national level only but also at the local and family level by facilitating the formation of local initiatives to find solutions to corruption. This is due to the realization that corruption among
the leadership of this nation is a just a reflection of the entire society. DOSS will therefore address the society as a whole and not just the leaders.

Previously, the church through its department of Justice and Peace has created awareness on corruption through drama. In the project, the department facilitated the formation of drama groups in each RCCS that visited all the dioceses within their respective regions creating awareness. With the re-conceptualization of the JPC and its inclusion in DOSS, the war on corruption through awareness in the church will be enhanced and expanded.

In the current government system, a lot of resources have been channeled through the Constituency Development Funds (CDF), Local Authorities Transfer Funds, Bursary funds, funding for HIV/AIDS, Infrastructure etc. the church will monitor the expenditure on the funds and serve as a public watchdog.

The church will also use their magazines, periodicals, monographs and e-newsletters to sensitize its target readers and the church on the issue of corruption.

**Community development and advocacy**

The community development specializing in social justice issues as diverse as, services for older people and people with a disability, Affordable Housing, Youth, Aboriginal Communities, Culturally and Linguistically Diverse Communities, Children and Families, Crime Prevention, Health, Transport and Community Facilities.

It works on identifying the needs and quality of life concerns of older people, people with a disability, people from culturally and linguistically diverse backgrounds, children and families, ATSI and youth with the aim of improving social well being of the community. The Treelands Drive Community Centre in Yamba and the Grafton Community and Function Centre staff also perform an important part of the Unit’s work with local communities.

The Community Development Team also works with other agencies to advocate for and implement strategies to improve health facilities, affordable housing, public transport, community information, crime prevention and community facilities. Community Development and Social Planning work in a coordinated and collaborative
way with various communities and agencies to compile research, funding submissions and to develop new or improved services and facilities.

**REVISION QUESTIONS**

1. Discuss the following emerging trends in advocacy and lobbying;
   a) gender based violence
   b) sexual offences
   c) corruption issues