# ACTIVATING INFORMATION FOR ADVOCACY

## SO YOU HAVE A PROBLEM?



#### **ABOUT THE PROBLEM**

How do you know what the CAUSES and EFFECTS of the problem are?



MORE INFORMATION ABOUT THE PROBLEM

What are the KNOWN facts?

# THINK about CAUSES of the problem:

- WHO?
- WHAT?
- HOW?
- WHERE?
- WHY?

# THINK about EFFECTS of the problem:

- WHO affected?
- HOW?
- WHERE?

TO ADVOCATE

FOR SOLUTION(S)

TO THE PROBLEM



# and organisations that can help you with the problem include:

- Individuals affected by the problem or a similar problem
  - NGOs Networks of NGOs Experts
    - Business Community
    - Researchers Educators

#### What is UNKNOWN?

### HOW can you find out more information?

PLACES

• WAYS



ABOUT THE PROBLEM

#### USE THE MEDIA

#### TAKE LEGAL ACTION

#### **LOBBY PARLIAMENT**

#### **INVOLVE THE COMMUNITY**

#### **1** Write up the KNOWN facts

#### 2 TEST possible solutions:

- cost of each solution? good changes? bad changes?
- how will this solution work in the long-term?

### 3 Draft a CALL TO ACTION for the best solution:

- known facts
- key messages
- proposed solution
- key audiences
- what you want to happen next



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