

GBV Emergency Response & Preparedness

Part 5: Advocacy

WELCOME!

ยินดีต้อนรับ

BIENVENUE!

KARIBU!

BYENVENI!

KOPANGO!

مرحبا

MAUYA!

BEN VENUTI!

¡BIEN VENIDOS!



Advocating in Emergencies

Session Objective

Understand how to **advocate effectively** and quickly in emergencies, and how to **leverage resources and support**.

BRAINSTORM:

WHAT IS ADVOCACY?

What is Advocacy?

A process or a strategy used to influence...

IDEAS

ACTIONS

DECISIONS

POLICY

GBV Advocacy:

A process or a strategy adopted to influence ideas, decisions or policy. You can undertake advocacy to improve the well being of women and girls. This might mean increasing GBV-related services, improving protection for women and girls, or advocating for a change in policy or law at the national or international level.

Case Study Questions

Who would you target for advocacy? **Be specific.** Why? Where is this person/group?

What would your **key message** be in order to influence this person/group?

Would you do advocacy on behalf of your own agency? Or would you **work with others**?

Media

Anderson Cooper is here!

George Clooney is around and the cameras followed!

How will you adapt your message for the media?

DISCUSSION

What are the risks of advocacy?

REMEMBER!

Be clear on *who* can make the decision you are trying to influence and focus on *them*.

Have a **clear, convincing, and short** key message you can use to influence, convince, your audience.

Do not get caught up in having to “prove” GBV is a problem. Use the IASC guidelines and other sources that humanitarian actors should **assume GBV is happening and act**.

At What Levels Do We Advocate?

