


Policy Advocacy for Rural Advisory Services



WORKBOOK

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Policy Advocacy for Rural Advisory Services

Pre-assessment

Answer the following questions without going through the learning content. This is to determine how much you already know about the subject. You will also be asked to complete a post-assessment after you have worked through the learning content. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

| | Question | Self-assessment | | | | |
|---|--|-----------------|---|------|---|---|
| | | Low | | High | | |
| 1 | Can you define advocacy and give examples of advocacy activities? | 1 | 2 | 3 | 4 | 5 |
| 2 | How confident are you in your ability to explain the difference and relationship between advocacy and awareness raising and lobbying approaches? | 1 | 2 | 3 | 4 | 5 |
| 3 | Can you identify and describe basic elements of an advocacy strategy? | 1 | 2 | 3 | 4 | 5 |
| 4 | How confident are you in your ability to identify policy issues? | 1 | 2 | 3 | 4 | 5 |
| 5 | Can you describe the problem implementation stage of the policymaking process? | 1 | 2 | 3 | 4 | 5 |
| 6 | How confident are you in your ability to identify the policy stakeholders and describe a policy entrepreneur? | 1 | 2 | 3 | 4 | 5 |

| Question | | Self-assessment | | | | |
|----------|--|-----------------|---|---|------|---|
| | | Low | | | High | |
| 7 | Can you give examples of potential funding sources? | 1 | 2 | 3 | 4 | 5 |
| 8 | Can you identify the policy problems, solutions and evidence? | 1 | 2 | 3 | 4 | 5 |
| 9 | Are you able to understand your audience? | 1 | 2 | 3 | 4 | 5 |
| 10 | How confident are you in your ability to define advocacy goals and objectives and develop advocacy messages? | 1 | 2 | 3 | 4 | 5 |
| 11 | Can you identify advocacy campaign messengers and policy champions? | 1 | 2 | 3 | 4 | 5 |
| 12 | Can you describe what a policy dialogue is? | 1 | 2 | 3 | 4 | 5 |
| 13 | How comfortable are you in your ability to know which platform to use to get your message across? | 1 | 2 | 3 | 4 | 5 |
| 14 | Do you know what a milestone is? | 1 | 2 | 3 | 4 | 5 |

Study Unit 1: Introduction to policy advocacy

Session 1.1: Defining advocacy

Activity 1.1 Individual activity

Answer the following questions in your own words. Write your answers in the spaces provided.

1. Name three different approaches to policy advocacy. (3)

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2. What does BBC stand for? (1)

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3. What does IEC stand for? (1)

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Total: 5 marks

Summative assessment

Answer the following questions in your own words. Write your answers in the spaces provided.

1. Describe how BBC can be used as a policy advocacy approach. (5)

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2. Describe the rationale for advocacy. (10)

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Study Unit 2: The policy development process

Session 2.1: Understanding RAS policy environment

Activity 2.1 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Define the term "policy". (1)

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2. Identify the key actors and institutions in the advocacy environment. (4)

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Total: 5 marks

Session 2.3: Shareholder mapping

Activity 2.3 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Describe what is meant by the “key moments” and “mechanisms”. (1)

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2. Define a “policy stakeholder”. (1)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 2 marks

Session 2.4: Identifying opportunities and barriers

Activity 2.4 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. How many types of policy entrepreneurs are there? (1)

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2. Name two types of policy entrepreneurs. (2)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 3 marks

Session 2.5: Fundraising: Mobilising resources

Activity 2.5 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. How many potential sources of fundraising are there? (1)

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2. Name three fundraising suggestions. (3)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 4 marks

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5. Give five examples of potential funding sources. (5)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 35 marks

Study unit 3: Mobilising for action: The policy advocacy strategy

Session 3.1: Identifying policy problems, solutions and evidence

Activity 3.1 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Name the three most helpful resources you can use to collect evidence. (3)

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2. List the seven characteristics you would use to ensure the evidence is useful and appropriate. (7)

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Session 3.2: Understanding your audience

Activity 3.2 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Name the two types of channels of influence. (2)

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2. Define "audience for advocacy". (5)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 7 marks

Session 3.3: Defining advocacy goals and objectives

Activity 3.3 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Why are alliances important in the advocacy process? (2)

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2. What is a SMART goal? (5)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 7 marks

Session 3.5: The face of the advocacy campaign/messenger/policy champions

Activity 3.5 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

- 1. Name the things that need to be evaluated so that you can better equip your policy champions. (3)

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- 2. Name two UN ambassadors for advocacy. (2)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 5 marks

Session 4.2: Using the media for policy advocacy

Activity 4.2 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Describe what a webinar is. (3)

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2. Name three types of broadcast media. (3)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 6 marks

Session 4.3: Plan to measure success

Activity 4.3 Individual activity

Answer the following in your own words. Write your answers in the spaces provided.

1. Describe the difference between a milestone and a timeline. (2)

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2. Why would you want to receive feedback in order to sustain momentum? (1)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 3 marks

Summative assessment

Answer the following questions in your own words. Write your answers in the spaces provided.

1. All policy dialogues have the same objectives and aims. What are they? (4)

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2. Name the things that a press release will include. (5)

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3. Name the five main things to remember when thinking of clear and measurable goals. (5)

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Self-assessment: Mark your answers according to the given answer sheet.

Total: 14 marks

Post-assessment

The Post-assessment is to be done once you have read through the module and completed all the activities. Compare your answers to those in the pre-assessment to identify where knowledge has been gained and where improvements can be made. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

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| 14 | Do you know what a milestone is? | 1 | 2 | 3 | 4 | 5 |