GBV Emergency Response & Preparedness

Part 5: Advocacy

WELCOME!

BIENVENUE!

KARIBU!

BYENVENI!

KOPANGO!

BIENVENUTI!

MAUYA!

مرحبا

¡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?

**Local Level**
- Service Providers (i.e., MSF)
- Community Leaders
- Military

**National Level**
- Intersectoral Working Group
- Ministries of Gender, Child and Social Welfare
- Ministry of Health
- Protection Cluster

**State Level**
- Ministries of Gender, Child and Social Welfare
- GBV Working Group
- Military

Clusters:
- Ministry of Health
- Intersectoral Working Group
-GBV Working Group
- Military
- Protection Cluster
- Community Leaders
- Service Providers (i.e., MSF)