

STEP 3: EXPLORE POTENTIAL TACTICS AND ACTIVITIES

Now it's time to start getting more specific about the kinds of activities or tactics that you could use to help you achieve your objectives, moving you toward your goal.

A) Explore your options: across this page and the next, you can find a snapshot of some key advocacy activities and tactics that you might choose to use in your advocacy project. Think about whether any of them could be impactful, effective or right for your next steps.

B) Add your own: this is not an exhaustive list, so be creative and add more to this resource!

Hold a public panel discussion

Invite young people and organizations with knowledge of post-2015, SRHR and HIV to a panel discussion. If possible, invite your targets and local decision-makers to participate, too.

Potential questions for the panel:

- What are youth priorities?
- What is the role of young people in ensuring HIV and SRHR remain priorities in post-2015?
- How can we work together to implement the new framework?

Put together a briefing paper for your targets and hold a launch event

Bring together your targets in a public space to share your messages and draw attention to your important recommendations. This could be used to rally civil society on post-2015, target decision-makers, and/or invite young people to strategize together on next steps.

For support with writing a briefing paper, please visit www.foodsec.org/fileadmin/user_upload/eufao-fsi4dm/docs/1_policy_paper_guide.pdf.

Arrange lobbying meetings

Meeting with decision-makers at the local, national and global levels means that you are directly lobbying those who have strong influence. It's important to have a clear request ahead of your meeting—what can this person do to help? You might want to take a small group or even the signatures from your petition.

You can also arrange for decision-makers to make exposure visits to a community that is deeply affected by your issue. For more on lobbying, visit www.cpj.ca/content/how-meet-your-mp.

Organize a phone bank

Sometimes it can take a while for decision-makers to get the message that the issue you are fighting for is urgent and strongly supported by the public.

A great way to send a strong message is to have all of your supporters phone your decision makers and share your top three messages. Campaigners have used this in the past to shut down the switchboard of parliamentary offices because there were simply too many phone calls!

Write letters and emails to decision-makers

You could write to your targets on the post-2015 agenda, using your key messages and thinking about the specific action that you'd like them to take. Is it a public meeting, or is it a statement? And remember: if a politician receives one letter, they are unlikely to take action, but if several hundred letters arrive on their desk, they are more likely to take action!

For guidance and an example letter, visit https://wiki.openrightsgroup.org/wiki/Letter_writing.

Mobilize others via petitioning

Use your key advocacy messages to create a petition. This petition should have a clear recipient (a specific decision-maker), and it must make a clear call to the public that explains why they should sign the petition. This could be done both online and offline. Remember that a petition should be short and to the point, with a clear action you are asking the recipient to take.

For guidance on how to put together an effective petition, visit www.change.org.

Distribute information

Put together a flier or a poster about ACT!2015 for your targets or the public. Be sure to include information about how to get involved. Remember to:

- use your local language;
- avoid jargon and technical terms;
- think about why this should matter to young people in your community; and
- make sure you have a clear call to action.

Use community radio

Community radio is a powerful platform to influence public opinion and potentially reach your advocacy targets. Arrange with your local radio for some of your group to talk about ACT!2015, why it is important and how other young people can get involved. You could host a phone-in segment to collect public opinion and answer questions.

WaterAid have some helpful hints online at www.wateraid.org/~media/Publications/community-radio-broadcasting-promote-accountability.pdf.

C) **Assign activities to the five communications approaches:** use coloured pens or stickers to match different activities to the five communication approaches explored in Module 5. There is no wrong answer—this will be entirely dependent on what kind of activity you think is most appropriate and effective for sending your message!

GREEN:
ENGAGE

YELLOW:
PERSUADE

BLUE:
CONVINCE

ORANGE:
MONITOR

PURPLE:
NEUTRALISE

Use social media

Social media is a great way of communicating to a large number of people about what you're trying to do, and it is really useful for reaching those who might not otherwise hear the voices of youth on post-2015. You could use Facebook and Twitter to speak about your key messages, making use of popular hashtags (#)! And what about organizing a so-called thunderclap on Twitter to get hundreds of users tweeting at your advocacy target simultaneously during a key moment in your timeline?

See the "Get involved" links on the back cover of the toolkit, and for guidance on maximising social media, visit www.nptechforgood.com.

Get creative

Photography and film are particularly good at sending messages in a quick and memorable way. And if you're feeling really creative, then why not devise a short performance to tell the story of SRHR, HIV and the obstacles for the future? Perhaps you could turn this into a song or a film for sharing online, or you could partner with an artist in your community and paint a mural to share the vision for the future that young people are working towards—there is no limit to the creativity that you can employ.

This inspiring online resource has been put together by experienced campaigners, and it is full of wonderful ideas: <http://beautifultrouble.org>. Enjoy!

Write a letter to the editor

To raise the profile of your issue and increase awareness about it in your community, why not write a press release for your local or national newspaper? This can help to nurture public debate, and it is particularly helpful if you write to the newspaper that your advocacy target reads.

For more ideas on using media, visit <http://is.gd/qgc5BJ>.

Write a blog post

Write a blog post on your issue within post-2015 from the perspective of your perspective and/or that of your country. You could use your own blog or get in touch with an organization that might be able to post it for you. Try to identify a blog in your country that is read by your secondary or primary target. For an example web story, see <http://restlessdevelopment.org/news/2013/03/21/youth-voices-results>.

How would you make this personal to you and your community? The ACT!2015 blog also might provide you with some ideas on using blogs to share your work. Visit it at www.crowdoutaids.org/wordpress/blog.

Organize a media stunt or public protest

Protesting or creative publicity stunts (like flash mobs and performance art) can do a fantastic job of winning media coverage and public attention. This in turn can be used to direct pressure towards your advocacy targets, so don't underestimate the power of even the smallest of ideas.

Remember to put safety first when organizing something like this. Not all countries allow citizens to carry out peaceful protests or run public actions, so make sure you are acting within the law and don't provoke a strong police response. For more ideas, read back through your answers to Step 1 and check out www.civilresistance.info/bibliography/l.

Write a press release

To raise the profile of youth involvement in post-2015 and increase awareness in your community, why not write a press release for your local or national newspaper about involving youth in the post-2015 discussions, or about the importance of your advocacy issue? This is usually most effective if you can connect your issue to something current, topical and relevant to the media audience. You could even stage a publicity stunt to create your own topical or current story!

Pact Tanzania has created a wonderful resource containing tips on working with the press—visit it at <http://is.gd/qgc5BJ>. Also, for more on publicity stunts, see the box below.



Check out Appendix 2 and Prezi Module 6 for a quick guide to lobbying and more ideas and advice for advocacy activities.