

CoGrammar

Welcome to this
session:
Lecture:
Advocacy Training

The session will start shortly...

Any Questions?
Drop them in the questions section.



Welcome

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



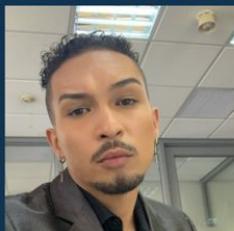
Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

**Scan to report a
safeguarding concern**



or email the Designated
Safeguarding Lead:
Ian Wyles
safeguarding@hyperiondev.com

Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

Housekeeping



Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query:
www.hyperiondev.com/support
- Report a safeguarding incident: **www.hyperiondev.com/safeguardreporting**
- Should you have any further questions or want to provide us with feedback, please feel free to post them **here**.
- **GitHub Link to access L&M Presentation Slides.**

Recap on Introduction to Advocacy Training



Developing an Advocacy Mindset

An advocacy mindset involves adopting a proactive and solutions-oriented approach to support causes you care about. It's about developing the confidence and drive to speak up and create change.

- **How to cultivate it:**
 - Identify values and causes
 - Stay informed
 - Resilience

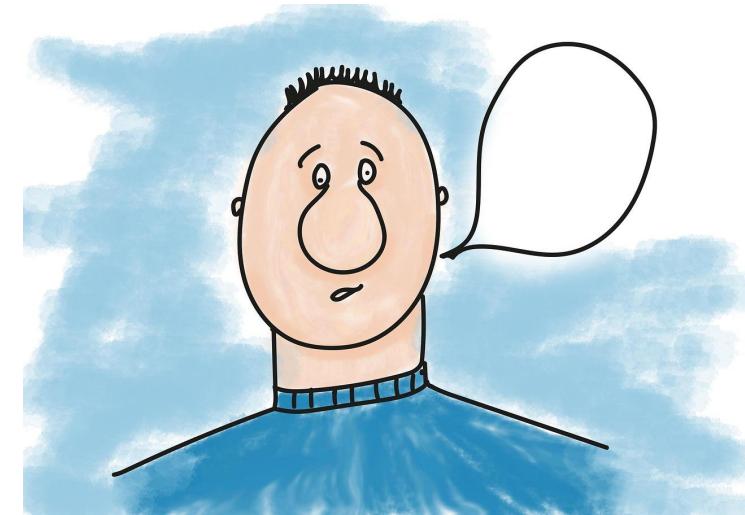


Communicating Effectively for Advocacy

Effective communication in advocacy is about expressing your ideas clearly, compellingly, and persuasively, while also engaging with and listening to your audience.

- **Key skills to develop:**

- Articulate your message
- Know your audience
- Active listening



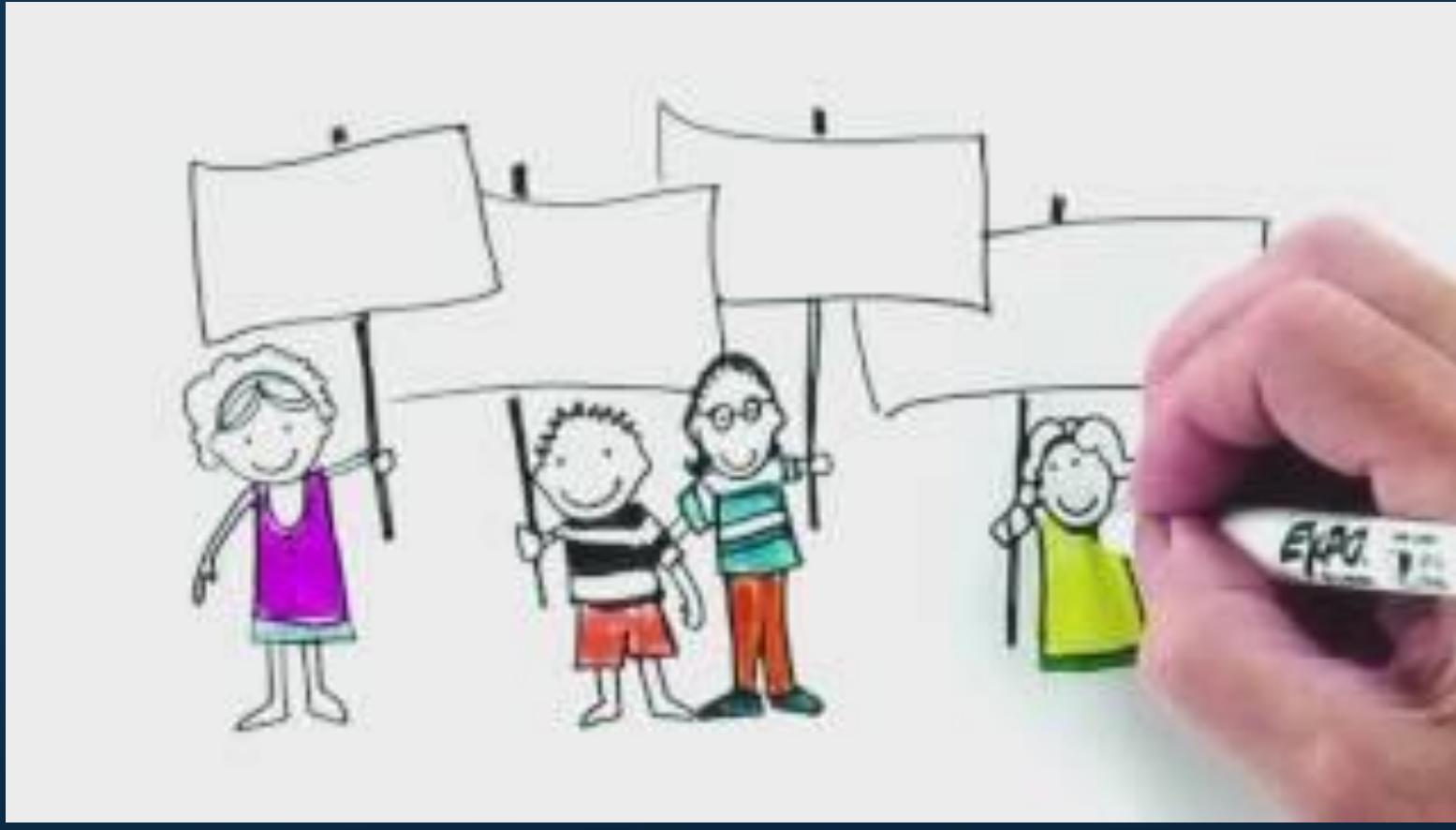
Influencing and Negotiating Skills

Influencing and negotiating involve persuading others to see your point of view or reach a compromise that benefits all parties.

- **Core skills:**

- Build rapport
- Negotiation tactics
- Win-win approach
- Manage conflicts





Open Questions



Question 1

Can you share a situation where you had to advocate for something you believed in?

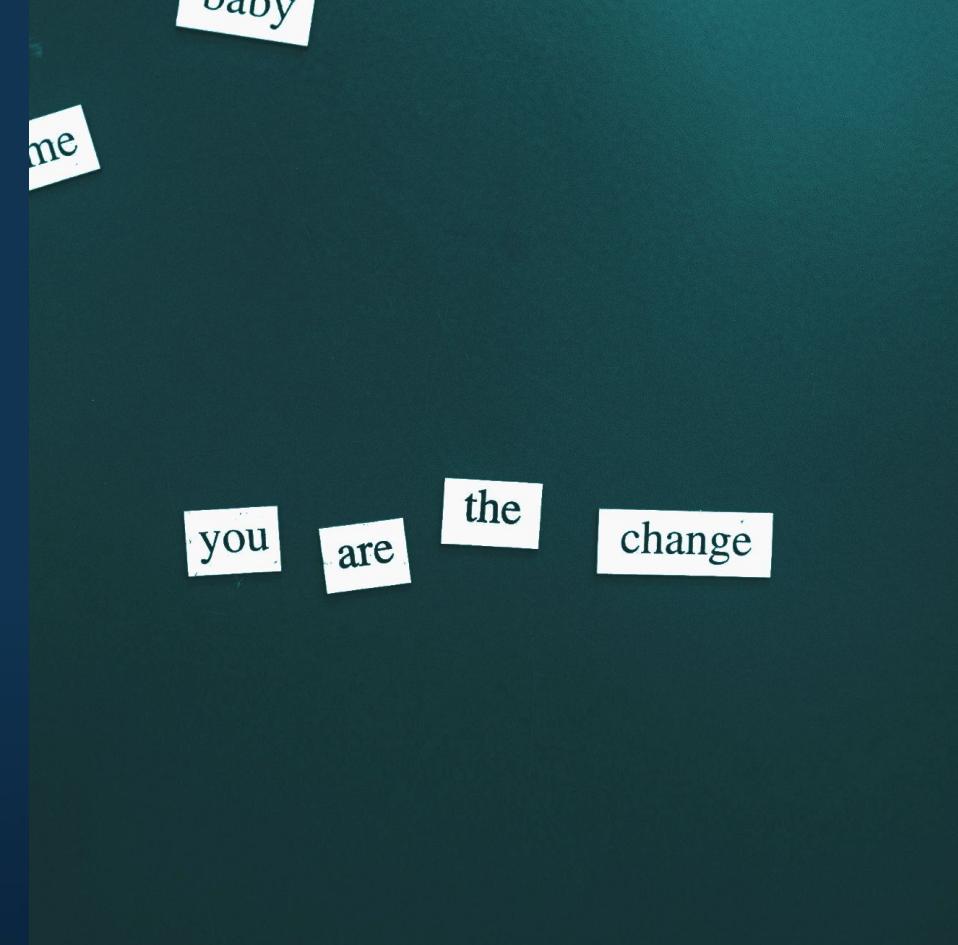
How did you approach the communication and negotiation aspects, and what challenges did you face in trying to influence others?



Question 2

In your opinion, what role does building an advocacy mindset play in influencing positive change within a community or organization?

How can we cultivate this mindset in others to create a more impactful advocacy movement?



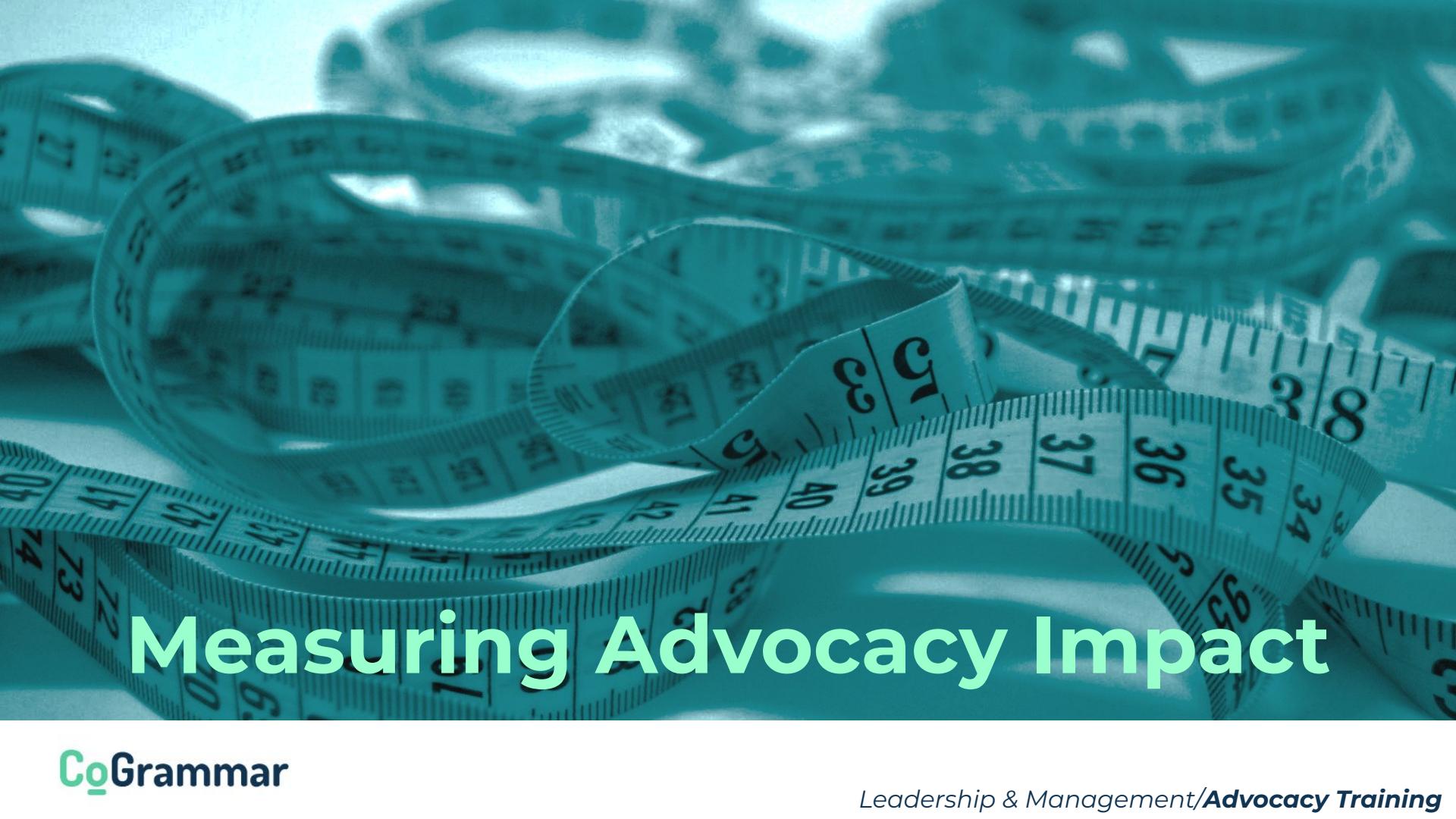
Learning Objectives



Learning Objectives

- Measure Advocacy Impact
- Foster Community Engagement
- Navigate Ethical Dilemmas





Measuring Advocacy Impact

Why Measure Advocacy Impact?

- **Reflection**
- **Adjust and Improve**
- **Accountability**
- **Key Metrics to Track:**
 - Quantitative Metrics
 - Qualitative Metrics
 - Behavioural Change



Methods for Measuring Advocacy Impact



- **Setting Clear Objectives**
- **Surveys and Polls**
- **Media Analysis**
- **Focus Groups & Interviews**

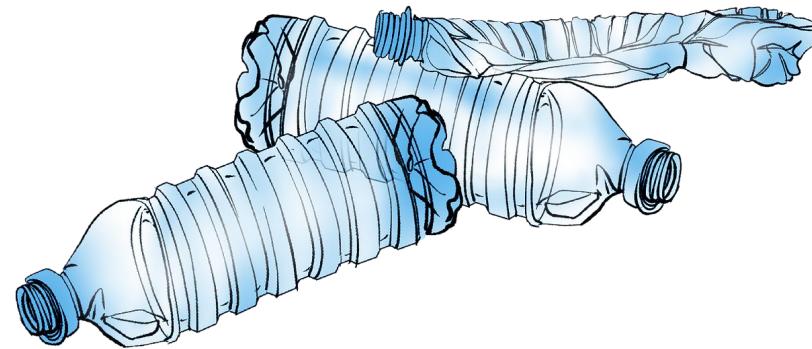
Real-World Example of Advocacy Impact Measurement

Case Study: Environmental Advocacy Campaign

Objective: Reduce plastic waste by 50% in a local community.

- **Results:**

- Quantitative Metrics
- Qualitative Metrics
- Outcome



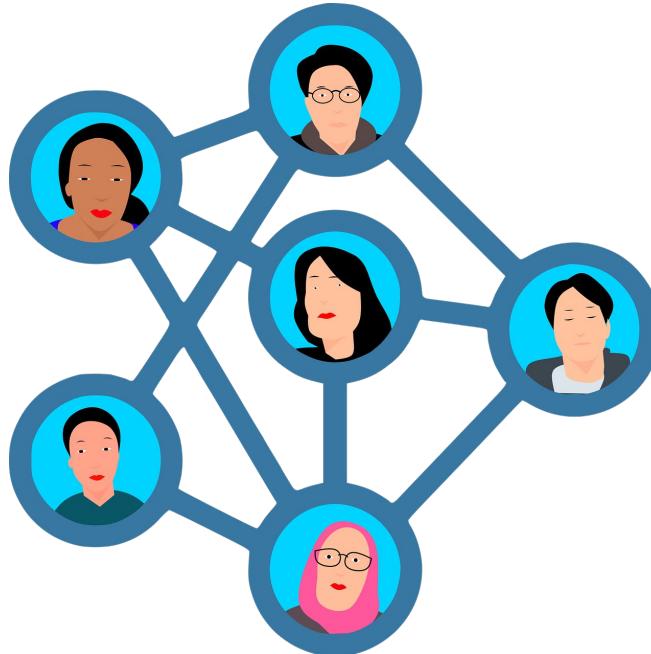


Fostering Community Engagement

CoGrammar

Leadership & Management/Advocacy Training

Why Community Engagement Matters?



- **Grassroots Support**
- **Sustainability**
- **Diverse Voices**
- **Key Strategies for Fostering Engagement:**
 - Build Relationships
 - Leverage Social Media
 - Empower the Community

Community Engagement in Action

Case Study: Youth Climate Strike Movement

Objective: Mobilize youth to take action on climate change.

- **Strategies Used:**

- Online organising
- Empowered youth leaders

- **Results:**

- Global youth participation in climate strikes.
- Widespread media coverage and increased political pressure on governments to act on climate change.



Navigating Ethical Dilemmas

Why Ethical Considerations Are Important?

- **Integrity**
- **Credibility**
- **Long-Term Success**

Common Ethical Dilemmas in Advocacy:

- Balancing Truth with Persuasion
- Exploiting Vulnerable Populations
- Conflict of Interest



Ethical Decision-Making Framework



Steps to Navigate Ethical Dilemmas:

- 1. Identify the Issue**
- 2. Consult Stakeholders**
- 3. Evaluate the Consequences**
- 4. Make a Decision**

Case Study on Ethical Dilemmas

Case Study: Nonprofit Advocacy Campaign

Scenario: A nonprofit faces a dilemma: they can secure significant funding from a corporate sponsor whose practices contradict the nonprofit's core values. Should they accept the funding or refuse it to maintain ethical integrity?

- **Decision:**

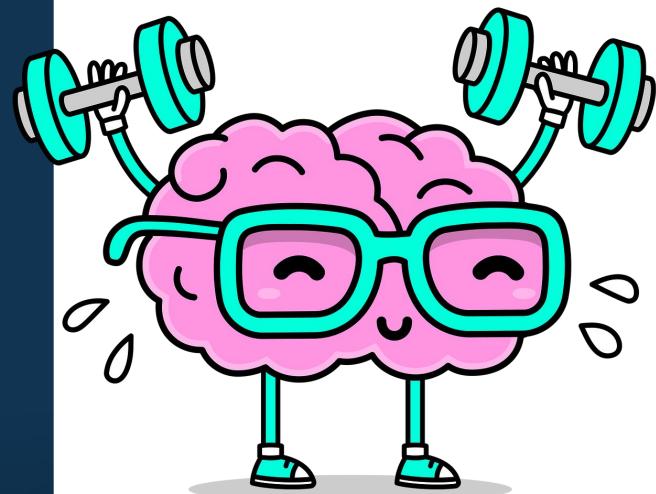
After evaluating the long-term consequences, the nonprofit decided to turn down the funding, despite the short-term financial loss, because their ethical stance was crucial to maintaining trust with their supporters.

- **Lesson Learned:**

Sometimes, holding onto your values can be challenging, but it can also strengthen your movement's credibility and trustworthiness in the long term.

Personal Activity - Advocacy Reflection: Ethical Dilemmas and Impact

Critically reflect on how you would approach ethical dilemmas in advocacy and how you would measure the success of their own campaigns.



1. Choose a Cause
2. Identify an Ethical Dilemma
3. Reflect on How You Would Handle the Dilemma
4. Impact Measurement

A close-up photograph of a clear hourglass with dark sand falling from the top bulb into the bottom bulb. The hourglass is positioned in the center of the frame, resting on a bed of small, light-colored pebbles. The background is a soft-focus, out-of-focus landscape of more pebbles under a hazy sky.

Conclusion

CONCLUSION

- **Measuring Impact:** Always assess your advocacy efforts so you can adjust strategies and celebrate successes.
- **Community Engagement:** Building genuine relationships and empowering your community leads to stronger advocacy movements.
- **Ethical Integrity:** Upholding ethical standards ensures long-term success and credibility in your advocacy efforts.

Questions and Answers

CoGrammar



Let's take a break

CoGrammar



Thank you for attending

CoGrammar



Department
for Education