

*Advocacy toolkit case studies*

# INFLUENCING DECISION-MAKERS IN EAST AFRICA

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**THEMES:** **Children and education**  
**Governance**

**ADVOCACY APPROACH:** **Government officials: meeting with**

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In one country in East Africa, a law places restrictions on NGOs funded by foreign donors. One Tearfund partner learned to negotiate a way around the law in order to engage with government about key issues in a diplomatic and collaborative way. In particular, they were careful not to refer to ‘advocacy’ or any associated terminology, preferring instead to use more contextually appropriate language, such as ‘strategic communication’. They also chose to advocate on issues because these were important to their members, but not perceived to be too political or controversial (eg children’s rights). This was a huge help to them, not only in finding others to work with, but also in persuading key decision-makers to change their attitudes and practices concerning their advocacy issues.