

SPEAKING OUT FOR CHANGE

Tearfund is committed to influencing the decisions, policies and practices of powerful decision-makers, to address the underlying causes of poverty, bring justice, and support good development. This means we support our partners and operational teams to hold their governments accountable for delivering on their promises and budgets for people living in poor communities. We also encourage them to reform and create legislation that works in favour of people living in poverty. Closer to home, we advocate directly to the UK government, the European Union (EU) and other international institutions, where this will support the work that our partners and operational teams are doing in-country.

Tearfund's *Advocacy toolkit* is an introductory and comprehensive guide to the theory and practice of advocacy. It provides a clear overview and guidance about advocacy, based on the key questions: What? Where? Who? Why? and How? The second edition, published in 2014, includes 80 case studies which share the learning and experiences of Tearfund partners over the past 12 years. This is available to download from our TILZ site: <http://tilz.tearfund.org>

What change have we seen?

Evidence from our advocacy work is best demonstrated through case studies which illustrate the impact of each type of advocacy that Tearfund is engaged with and supporting. Below are three recent case studies from our advocacy work:

- a local-level partner advocacy example from northern Uganda
- a national-level partner advocacy example from Myanmar
- an example of advocacy work to influence decision-makers in the UK and EU governments.



Photo: Jay Butcher/Tearfund (Uganda)



Local-level partner advocacy

Empowered Ugandan citizens collaborate with local government officials to improve their communities

At the end of 2011, Tearfund partner Pentecostal Assemblies of God (PAG) in Uganda began a pilot programme to introduce advocacy into the church and community mobilisation (CCM) process.

Through CCM, communities are equipped to mobilise their own resources to address issues affecting their community. The advocacy pilot programme builds on this by empowering communities to engage in local-level advocacy so that they draw down local government resources, see enhanced service delivery and improve governance.

To do this, PAG has provided advocacy training to CCM facilitators who then equip community members with local-level advocacy skills. PAG also provides follow-up support by assisting communities in developing and submitting proposals to local government, requesting what they are entitled to, and supporting them at meetings with local government officials.

Over the past two years, PAG has supported 33 communities in this way. Although each group is at a different stage in the process, several communities have already seen significant outcomes. There was evidence of 34 service delivery outcomes in the 11 best-performing communities (ie those that have

reached the stage of holding community dialogues or beyond). These included local government provision of new water sources and repaired boreholes, immunisation outreach, new drugs for village health teams, health centres renovated, roads opened and more.

Positive changes in Okulonyo

Okulonyo is a rural community in northern Uganda which has benefited greatly as a result of this work. The CCM process (which began there in 2008) inspired community members to grow new crops, build a centre for mobile medical teams to visit and start new income-generating initiatives such as turkey-rearing. However, PAG recognised that there was a limit to what the community could do with the resources available to them, and that the local government had the responsibility to provide public services to the community. So in 2013, PAG delivered advocacy training to the CCM facilitators and community members.

Following the training, the community wrote a letter to the district authority outlining the issues that needed to be addressed (such as access to water, a health centre and a road) and they met with government officials to discuss them. The government were impressed by the initiative taken by the Okulonyo community; one official said:

'To be honest, before they approached us, I didn't really think much of these communities. But since they advocated and engaged with us, we can now see how we can work with them.'

By the end of the month, a mobile health clinic visited Okulonyo providing much needed health services and vaccinations, and within three months the community had a new water pump, providing a water supply. The government also announced on local radio that it would construct a road and build a new health centre in Okulonyo.

Self-led community transformation

The determination and persistence of the Okulonyo community was the driving force behind these great successes. Tearfund's initial advocacy training to PAG followed by ongoing technical support and accompaniment enabled PAG to influence the Okulonyo community. The training the community received from PAG provided them with the information and skills they needed to be able to use their own resources which, combined with their energy, led to improvements in the life and wellbeing of the whole community.

Evidently, this pilot programme has already had a great impact; in fact, it has delivered a significant return on investment. A cost benefit analysis (CBA) of the project showed that in total, the 11 best performing communities have received an estimated value of more than 330,000 USD in service delivery outcomes in just two years. For every \$1 spent on providing direct advocacy support to the 11 communities, the communities received on average \$30 in service delivery outcomes.³ This cost is likely to drop significantly once the particular approach is well established in the local context, making it a worthwhile investment for Tearfund and partners.



✓ If local governments have the funds and the desire to support good development then organised and motivated communities can draw down significant amounts of those government funds to help meet their own defined priorities.

✓ The CCM advocacy process enables communities to demonstrate that they are doing things for themselves, which means they can focus on building relationships with their local government officials, rather than solely making demands of them. This leads to greater responsiveness from local governments.

Overview of part one

Mobilising for change

Speaking out for change

Responding for change

³ Calculation based on PAG's financial reports to Tearfund for 2012–2013 and 2013–2014. Note: This is based on the assumption that the costs for 11 communities are equal to all 33 communities.

OUR APPROACHES TO CHANGE



National-level partner advocacy

Protecting people with disability (PWD) in Myanmar through advocacy

Tearfund partner The Leprosy Mission (TLM) in Myanmar works with people with disability (PWD), one of the poorest, most vulnerable and marginalised groups in the country. When Cyclone Nargis hit Myanmar in 2008, it soon became clear that PWD were a low priority in the government response. However, TLM saw the potential opportunity presented by the disaster. Almost immediately after the cyclone, TLM approached the government and talked with them about the needs of PWD who were suffering because of the cyclone.

As a result of the talks, the government agreed to work with the partner with inputs from other organisations to develop the National Plan of Action for PWD who were affected by the cyclone. Their success in drafting the action plan led to the government's request for this organisation to help to develop a longer-term policy and guidelines concerning the needs of PWD. TLM also funded a nationwide survey of the needs of people living with disability in order to provide the evidence base for the plan. The cyclone had triggered their advocacy and prompted activities which had a national impact.

Soon after agreeing the National Action Plan, TLM was successful in influencing and encouraging the government to sign up to the United Nations (UN)

Convention on the Rights of Persons with Disabilities in 2011. Tearfund has been supporting the partner to ensure its implementation ever since, and this has led to positive changes in the lives of many PWD in Myanmar.

Lives changed through national advocacy

U Soe Win lives in Myo Chaung village in Myanmar's Ayeyarwady Delta, and is affected by leprosy. At first appearance, this village looks much like any other village in the area: bamboo and wood houses raised off the ground, with tin or thatched roofs. But in reality, it is very different. In Myo Chaung village, there are a group of positive and active PWD who are part of the life of the community. In Myanmar, PWD are seen to bring bad luck, so they are not welcome at weddings, in tea shops or at community events; they are hidden away in their homes because no one wants to engage with them.

TLM has been working in this village since 2010. Along with advocacy work, TLM has also been providing mobility and other aids, physiotherapy and leprosy treatment. They have supported PWD in the village to form a self-help group (SHG) for mutual support and income-generation activities.

U Soe Win is the leader of the SHG in Myo Chaung; through TLM's support, he has realised that he is equal to those who are not disabled, and that although he may not be physically strong, he is able. Before he would stay hidden at home all day, but he is now earning a living by making liquid soap which he sells in his village, along with ice pops. The other PWD in this village were also once hidden in their homes, but now they are confident to be out four or more times a day. They have realised that they can earn a livelihood

by growing and selling vegetables, selling ice pops or repairing bicycles.

As a result, the attitude of the rest of the community towards PWD has changed from seeing them as useless beggars to acknowledging them as people who contribute to the life of the village. PWD are now welcome at community events and U Soe Win is part of the village leadership. He says:

'In the past we had to hide and we were alone. But now we can come forward and live among other people. We are connected. We have self-respect.'

Key Lessons

✓ Modelling good practice in programmatic work through practical project/community-level engagement brings greater credibility to advocacy requests.

✓ It is vital to build relationships with government officials before the need arises to ask them for anything. It remains good practice to be collaborative rather than confrontational when building relationship with government; to find common ground; and to show respect, honour and integrity.



UK government / EU advocacy

Lobbying for peace in the Central African Republic

The Central African Republic (CAR) is a landlocked country at the heart of Africa and is considered one of the poorest and least developed countries in the world. The UNDP Human Development Index 2014 ranks it 185th out of 187 countries. Since 2012, the country has suffered a major political crisis which has left 2.7 million people in dire need of assistance (as of January 2015), which is more than half of the total population.

Tearfund joined the humanitarian community in responding to this crisis early on, providing assistance in livelihoods, food security and water, sanitation and hygiene (WASH). However, we know that humanitarian assistance alone is not enough; in order to see long-term change there is a need for political stability, good governance and peaceful communities. This is where our advocacy work is crucial.

In October 2014, Tearfund hosted the parliamentary visit of Baroness Berridge and Lord McConnell to CAR. The trip included visits to internally displaced persons (IDP) camps, meetings with political leaders including the interim President Catherine Samba Panza, Diane Corner (Deputy Head of the UN peacekeeping force), and the interfaith delegation comprising the Archbishop of Bangui, the Chief Imam and the head of the Evangelical church.

Since returning to the UK, both members of the House of Lords have remained committed to the

cause. In late-October 2014, Baroness Berridge and Lord McConnell had the opportunity to act.

The MINUSCA/UN peacekeeping mission was taking over from the EU peacekeeping force in Bangui, but had not yet reached its full capacity. An extension of the EU mission (EUFOR) was therefore seen as necessary to help ensure the protection of civilians and the long-term restoration of security to CAR. The presence of EU peacekeeping troops had been crucial to containing and limiting the impact of violent incidents from spreading in Bangui. Both peers supported the request of a coalition of NGOs

(including Tearfund) for the extension of the EU peacekeeping mission in CAR for three months. This request was passed in both the House of Lords and the House of Commons in the same month, and resulted in an interim extension of the EU peacekeeping mission.

This is a small victory in the context of a complex political emergency in CAR, but an important one. Our advocacy work is about building the steps for a better future; there is a long way to go, but Tearfund is committed to seeing peace and stability in CAR.



Working in a coalition with other NGOs to see change in policies is very effective when coordinated well

There is more strength in international NGOs (INGOs) joining together collaboratively to lobby for change. In this case, Tearfund's collaboration with other agencies (particularly CAFOD) enabled this policy success, as shared knowledge and learning between INGOs enabled a stronger advocacy ask.

Being ready for when key opportunities arise often requires quick thinking, but also being well prepared

The timing of this trip worked well: while the peers were visiting different stakeholders in CAR, Tearfund staff were meeting with the Foreign and Commonwealth Office, DFID and other INGOs. In these meetings, the issue of the MINUSCA force being under capacity and the need for an EUFOR extension was raised as a priority that required parliament to be lobbied as soon as possible. Tearfund's links with the peers enabled a quick response to this issue. Linking up with the team in CAR required working to a tight deadline to contribute our emerging points from the visit to the joint INGO briefing policy documents, but this efficiency led to the passing of the EU extension.