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Indicações de leitura

Outros recursos de *advocacy* da Tearfund podem ser obtidas no espaço internacional de aprendizagem da Tearfund (Tearfund International Learning Zone – TILZ): <http://tilz.tearfund.org/themes/advocacy>, incluindo as cartilhas abaixo:

- *Why advocate on climate change?*
- *Why advocate for Disaster Risk Reduction (DRR)?*
- *Por que defender e promover direitos na área de governança e corrupção?*
- *Por que defender e promover direitos na área do HIV (VIH)?*
- *Por que defender e promover direitos em questões de água, saneamento e higiene?*

Os recursos de *advocacy* da Tearfund voltados para igrejas podem ser encontrados na seção Igreja do portal TILZ: http://tilz.tearfund.org/themes/church/church_and_advocacy

Outros guias

- BOND Guidance Note, *The How and Why of Advocacy*, 2005: www.innonet.org/resources/files/The_how_and_why_of_advocacy.pdf
- CARE, *Advocacy Tools and Guidelines*, 2001: www.careclimatechange.org/files/toolkit/CARE_Advocacy_Guidelines.pdf
- Oxfam America and the Advocacy Institute, *Advocacy for Social Justice: A Global Action and Reflection Guide*, Kumarian Press, EUA, 2001
- VeneKlasen, Lisa with Miller, Valerie, *A New Weave of Power, People and Politics: The Action Guide for Advocacy and Citizen Participation*, World Neighbors, EUA, 2002: www.justassociates.org/ActionGuide.htm
- VSO, *Participatory Advocacy Toolkit*, 2012: www.vsointernational.org/what-we-do/advocacy
- Wateraid, *Advocacy Sourcebook*, 2007: www.wateraid.org/~media/Publications/advocacy-sourcebook.ashx
- World Vision International, *Citizen Voice and Action Field Guide*, 2010: www.wvi.org/local-advocacy/publication/citizen-voice-and-action-field-guide

Influência, persuasão e inspiração para a mudança

- Atkinson, Max, *Lend Me Your Ears*, Vermilion, Londres, 2004
- Program for Environmental and Regional Equity, University of Southern California, *Making Change – How Social Movements Work and How to Support Them*, 2009: <http://dornsife.usc.edu/pere/making-change>
- The Change Agency, *Training Resources for Activists*: www.thechangeagency.org (clique em “training resources”)
- Cialdini, Robert B. *Influence – The Psychology of Persuasion*, Revised edition, HarperBusiness, EUA, 2006.
- Gladwell, Malcolm, *The Tipping Point*, Abacus, Londres, 2000
- Rose, Chris, *How to Win Campaigns – Communications for Change*, 2nd edition, Earthscan, Londres, 2010
- Straker, David, *Changing Minds*: www.changingminds.org

Poder e política

- Chapman, Jennifer, *Rights-Based Development: The Challenge of Change and Power*, Global Poverty Research Group, 2005: www.gprg.org/pubs/workingpapers/pdfs/gprg-wps-027.pdf
- ODI, *Mapping Political Context*, 2006: www.odi.org.uk/resources/download/152.pdf
- Weston, Drew, *The Political Brain*, Public Affairs, EUA, 2007

Identificação e pesquisa de questões

- ODI, *Tools for Policy Impact*, 2004: www.odi.org.uk/resources/download/156.pdf
- VSO, *Simple Toolkit for Advocacy Research Techniques*, 2nd edition, 2012: www.vsointernational.org/what-we-do/advocacy (clique no link do PDF)

Planejamento de advocacy

- ActionAid, *Critical Webs of Power and Change*, 2005: www.alnap.org/resource/8096

Engajamento de cidadãos

- International Institute for Environment and Development, *PLA Notes 43: Advocacy and Citizen Participation*, 2002: <http://pubs.iied.org/pdfs/9133IIED.pdf>
- Just Associates, *Making Change Happen – Advocacy and Citizen Participation*, 2002: www.justassociates.org/MakingChangeReport.pdf

Trabalhar com terceiros

- The POLICY Project, *Networking for Policy Change: An Advocacy Training Manual*, 1999: www.policyproject.com/pubs/AdvocacyManual.pdf
- Prevention Institute, *Developing Effective Coalitions: An Eight Step Guide*, 2002: www.preventioninstitute.org/component/jlibrary/article/id-104/288.html
- Starkey, Paul, *Networking for Development*, International Forum for Rural Transport and Development, Londres, 1998

Comunicação

- Atkinson, Max, *Speechmaking and Presentation Made Easy*, Vermilion, Londres, 2008
- ODI, *Successful Communication*, 2005: www.odi.org.uk/resources/download/155.pdf

Mídias sociais e digitais para advocacy

- The Info-Activism How-To Guide: Strategies and tools for digital campaigning: <http://howto.informationactivism.org> (acesse também o site da Tactical Tech: www.tacticaltech.org)
- Para uso de tecnologias de celulares em advocacy: Frontline SMS, www.frontlinesms.com, e Our Mobile World, www.ourmobileworld.org

Lobby

- ODI, *Policy Engagement*, 2006: www.odi.org.uk/resources/download/160.pdf

Mobilização e campanhas

- Coe, Jim and Mayne, Ruth, *Is Your Campaign Making a Difference?*, NCVO Publications, Londres, 2008
- Kingham, Tess and Coe, Jim, *The Good Campaigns Guide – Campaigning for Impact*, 2nd edition, NCVO Publications, Londres, 2005
- Lamb, Brian, *The Good Guide to Campaigning and Influencing*, 3rd edition, NCVO Publications, Londres, 2011
- Lattimer, Mark, *The Campaigning Handbook*, 2nd edition, Directory of Social Change, Londres, 2000

Direitos humanos

- Para informações sobre cúpulas, conferências e eventos da ONU: www.un.org/events/index.html
- Para informações sobre as organizações da ONU: www.unsystem.org
- Para informações e dados sobre os diversos países e tópicos, acesse: www.worldbank.org, www.imf.org, www.unicef.org, www.undp.org
- Anistia Internacional: www.amnesty.org
- Human Rights Watch: www.hrw.org

Monitoramento de políticas e orçamentos

- CAFOD, Christian Aid and Trocaire, *Monitoring Government Policies: a Toolkit for Civil Society Organisations in Africa*: www.trocaire.org/sites/trocaire/files/resources/policy/monitoring-government-policies-toolkit.pdf
- Fundar, International Human Rights Internship Program and International Budget Project, *Dignity Counts – A Guide to Using Budget Analysis to Advance Human Rights*, 2004: www.iie.org/en/Programs/IHRIP/Publications (clique no link do PDF)
- International Budget Partnership, *Guide to Budget Work for NGOs*, Revised edition, 2001: www.internationalbudget.org/resources/guide/guide1.pdf
- The Transparency and Accountability Initiative, *Open Government Guide*, 2013: www.opengovguide.com

Acompanhamento, avaliação e aprendizado

- BOND Impact Builder (portal que reúne resultados, indicadores e ferramentas para coleta de informações): <http://my.bond.org.uk/impact-builder>
- The California Endowment, *The Challenge of Assessing Policy and Advocacy Activities*, 2005: www.calendow.org/uploadedFiles/Publications/Evaluation/challenge_assessing_policy_advocacy.pdf
- Chapman, Jennifer and Wameyo, Amboka, ActionAid, *Monitoring and Evaluating Advocacy: A Scoping Study*, 2001: www.eldis.org/vfile/upload/1/document/0708/DOC21800.pdf
- Community Sustainability Engagement Evaluation Toolbox: www.evaluationtoolbox.net.au (clique em “Behaviour Change”)
- European Ecumenical Alliance, *Advocacy Evaluation Guide*, 2010: www.e-alliance.ch/en/s/advocacy-capacity/resources/evaluating-advocacy-activities
- The Evaluation Exchange, *What’s Different About Evaluating Advocacy and Policy Change?*, 2007: www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/advocacy-and-policy-change/what-s-different-about-evaluating-advocacy-and-policy-change
- Monitoring and Evaluation: www.mande.co.uk

- Organizational Research Services for the Annie E. Casey Foundation, *A Guide to Measuring Advocacy and Policy*, 2007: www.aecf.org/upload/publicationfiles/DA3622H5000.pdf
- Organizational Research Services for the Annie E. Casey Foundation, *A Handbook of Data Collection Tools for Measuring Advocacy and Policy*, 2007: www.organizationalresearch.com/publicationsandresources/a_handbook_of_data_collection_tools.pdf

Todos os documentos on-line foram obtidos e os sites acessados em maio de 2014.