

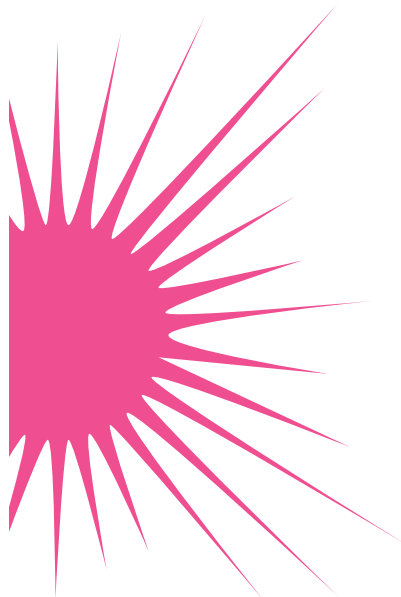
media & advocacy

getting started activities



start

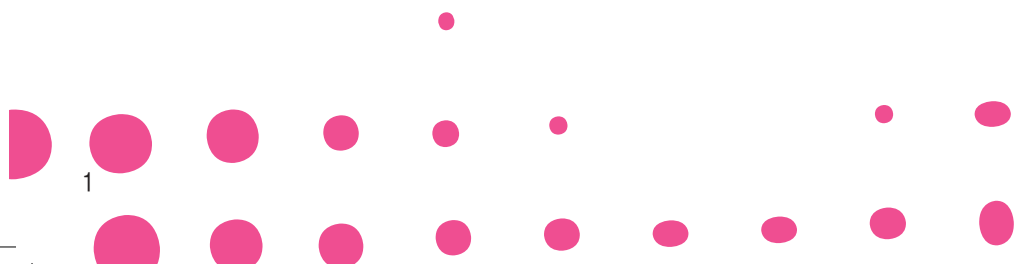
Getting Started with Media & Advocacy



Media and advocacy are powerful tools for influencing what people consider normal and acceptable. Although journalists alone cannot change community norms, they can provoke a dialogue that leads to such a change. Likewise, leaders and policy makers alone cannot change community norms, but they can develop policies and procedures that inspire and even mandate community members to make changes in their own lives. As activists, the effectiveness of your work in the Media & Advocacy strategy will depend on your relationships with journalists, editors, radio and television producers, leaders and policy makers.

Although media and advocacy are often addressed separately, in *SASA!* they are combined into one strategy because of their strong interconnection. Leaders and policy makers follow the media closely to gather information and assess public opinion. The media often turns to leaders and policy makers as experts on the latest news topics and as spokespersons for the community. Individuals working in these media and leadership roles are part of the “society” and “community” circles of influence in the Ecological Model. By creating allies among the media and among leaders, you will significantly strengthen the long-term impact of your *SASA!* efforts.

Consider the following steps to get started.



1. Track Media Coverage

Start by reading the newspapers, listening to the radio and watching television. Notice which journalists and shows are covering which subjects, and what type of stories each media outlet seems to cover. Use the “Media Tracking Form” (see appendix) to document what kind of stories are being covered and by whom. Use a different form for each media outlet. This form will assist you in analyzing the quality of reporting and in identifying the quality journalists and media outlets you will chose to develop relationships with.

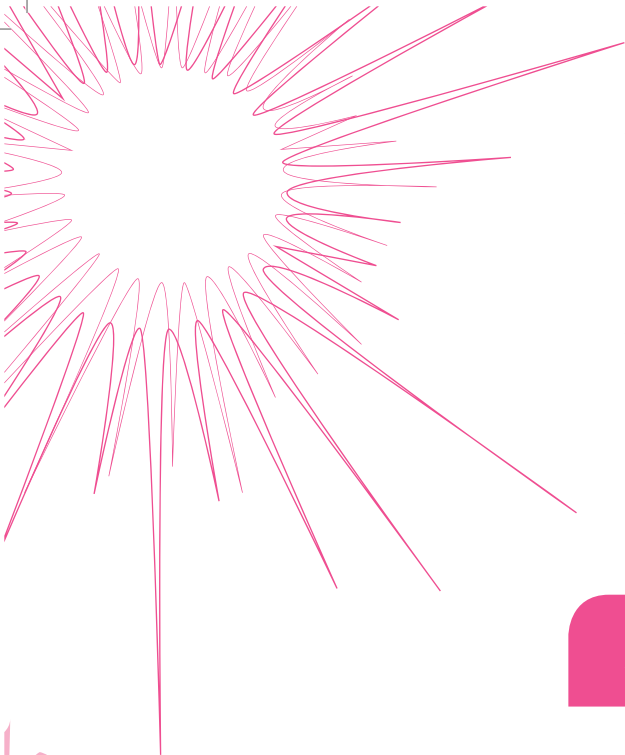
Media Tracking Form

Media Outlet: _____

Date	Headline of Article/ Name of Show	Summary of Article or Show	Journalist's/Host's Name and Contact Information (phone/ email)	Quality of Coverage
15/03/08	"Women at higher risk of HIV infection"	<i>Cited new studies showing increase of HIV rates among women in sub-Saharan Africa. Interviews with local NGO workers, politicians, even HIV positive woman.</i>	<i>Malik Muherewza tel: 778 345 789</i>	4

2. Build Relationships with Journalists

Begin by building relationships with journalists. (You will later want to develop relationships with the newspaper editors and producers of select radio and/or television shows.) To begin building relationships with journalists, contact them when they write a story related to violence against women or HIV/AIDS.

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- If you like a story, send a letter or email thanking the journalist for the quality work. This gesture helps create rapport.
 - If a journalist missed a crucial point, send a letter or email first thanking the journalist for covering the topic, and then professionally identifying the missing or incorrect information for future stories.
 - In any communication, explain your credentials and experience and offer to be interviewed for future related stories. Also ask if you can contact them when you have a story idea. Be sure to provide your full name and contact information. Journalists usually keep very detailed contact files by topic, so that when they need to get expert information quickly, they can easily locate someone to call.

3. Create a Press Kit

A press kit is a folder that you can create and have on hand for all of your media events. This press kit will have information about your organization as well as specific information about the event, issue or story that you are trying to get covered in the media.

A press kit is usually a folder with two pockets containing the following information:

In the left pocket:

All the information about your organization, including:

- A background sheet with the history and accomplishments of your organization
- Copies of articles or transcripts of interviews from previous media coverage
- Informational brochures
- Your latest annual report
- Your contact information (You can clip or staple a business card to this left side pocket, if desired.)

In the right pocket:

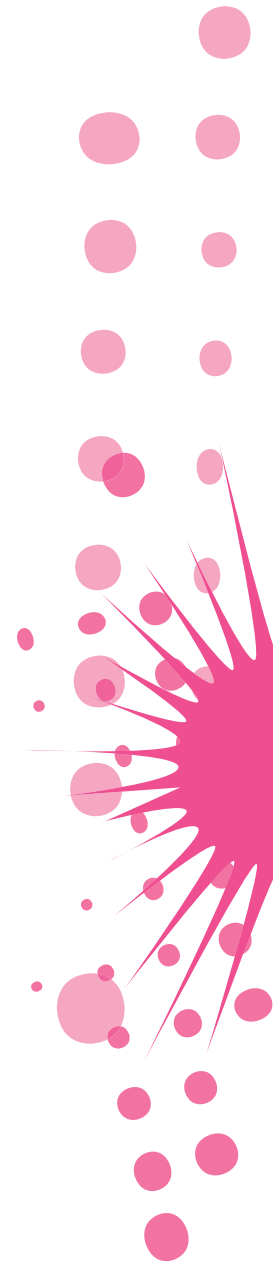
All the information about the issue, event or story you are introducing to the media, including:

- A press release about the specific event or launch you are announcing
- Fact sheets about violence and HIV/AIDS, with statistics and historical background (These are included in each phase of *SASA!* in the Media & Advocacy strategy. You can select the most relevant ones for your topic.)
- Quotes by experts, politicians or popular public figures (These are found in the fact sheets found in the Media & Advocacy strategy of *SASA!* You can select the most relevant ones for your topic.)
- Relevant details (If you have speakers at a press conference, include brief, one-paragraph biographies of each speaker, with their full names and titles. If you are hosting an event, include the detailed schedule.)
- Charts, photographs or other visuals (if available) to illustrate the issue

Create a general press kit for *SASA!* and have 10 copies on hand at all times. Specialize your press kit as required for various events and initiatives.

4. Engaging Community Leaders

Engaging leaders and policy makers is essential to the success of your work with *SASA!* The community has entrusted these individuals with leadership roles. These leaders have extensive knowledge of the community—what is working and what isn't, what laws or policies are in place, what individuals and groups are strong assets for creating positive change. These leaders also command respect within the community. Their support of your efforts will allow you to work more freely. Their support will open doors, help you build important relationships, and create new possibilities for your success using *SASA!*





Create a List of Leaders

First, create a list of all the community leaders with whom you could possibly work. You may already have done this as part of your community asset mapping activity. (See Community Asset Mapping, Local Activism strategy, Start phase). Alternatively you can hold a brainstorming session with the *SASA!* Team. Encourage everyone to think big. For each person on your list, include the position/title as well as the individual's name. Leaders on your list could include:

- Government officials (local, provincial/regional, national)
- Cultural leaders
- Religious leaders
- Elders
- Staff from other NGOs

Identify Leaders Key to *SASA!*



Once you have completed the list, decide which leaders you will contact to tell them about your work with *SASA!*

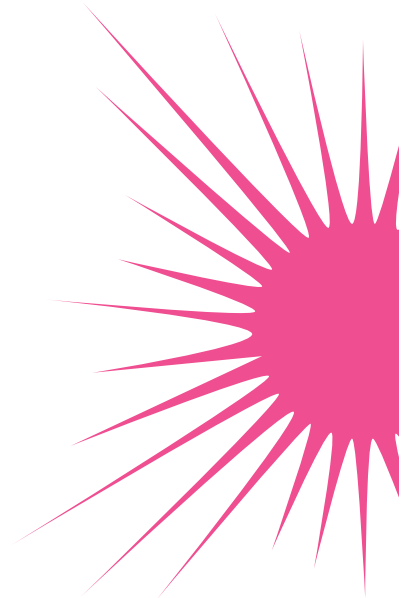
Ask yourselves:

- Which leaders seem to have the most to offer us in our *SASA!* work?
- Which leaders are already active in the areas of violence against women and HIV/AIDS?
- Which leaders might you need to approach to gain access to important groups or institutions?

Arrange to Meet with Key Leaders

- a. Decide whether to meet with leaders individually or as a group. One-on-one meetings would allow you to build individual relationships with different leaders, while a larger discussion would help you learn the dynamics between leaders and the roles they play in group situations.

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- b. Call each leader, introduce yourself and explain that you would like to schedule a time to discuss a community project that your organization will be facilitating.
- c. Draft a list of questions to ask the leaders. Remember that the purpose of this meeting is to establish a relationship with the leaders and to learn as much as you can about their perceptions of their community and the problems of violence and HIV/AIDS. Some possible questions include:
- How would you describe your leadership role in our community? What are your responsibilities and duties? What kinds of problems do people bring to you?
 - What does the term “violence against women” mean to you?
 - Do you see violence against women as a problem in the community? Why or why not?
 - What do you believe is the connection between violence against women and HIV/AIDS in our community?
 - If a woman came to you about violence she was experiencing, or because she was worried she may be HIV positive, how would you help her?
 - What supportive services are there for women and men in our community? Can you suggest organizations, individuals or other leaders with whom we should speak?
 - What policies or procedures are in place on the issues of violence against women and/or HIV/AIDS? From your point of view, what additional policies or procedures would be useful? Are there any that should be changed or discarded?
 - What do you think women and men in the community could do to begin addressing the connection between violence and HIV/AIDS?
 - What do you think could be done by yourself and other leaders in the community to address violence and HIV/AIDS?
 - What can we do to help you in your work on violence and HIV/AIDS? What might you be able to do to help us in ours?
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d. Conduct the meeting as follows:

- Introduce yourself.
- Explain your intentions:
 - Introduce *SASA!*
 - Explain that you would like to ask them some questions to better understand their roles in the community and how you might help each other in your work. Mention that you welcome any questions they may have in return.
 - Explain that you will provide them with an information folder (i.e., your press kit) at the end of the meeting, which includes some written information about your organization, a brochure about *SASA!* and your business card.
- Proceed with the discussion. Keep it friendly and professional. When answering questions, be direct and clear with your answers, and do your best to maintain positive and inclusive language. If you don't know an answer to a question, tell the leader that you will do some research and come back to her/him with the information.
- At the end of the meeting, thank the leaders for their time and insights, and give them a press kit. Invite them to contact you at any time and ask if you can contact them about this work in the future.

Talking with Leaders

In many of our communities, terms like “violence against women,” “abuse” and “power” still sound threatening. With the knowledge of your community’s attitudes and beliefs, take some time to consider the most appropriate language to use with women and men in leadership roles. Remember, the goal is to build strong working relationships with these individuals—not to alienate or intimidate them. For example, sometimes talking about violence in terms of family health and a peaceful environment is more useful than talking about gender equity and power imbalance. Think about it!

- e. After the meeting, consolidate your findings and discuss them with relevant SASA! Team members. The answers given by the leaders will help you to establish which leaders to work with and where to seek change at the policy and procedures level.

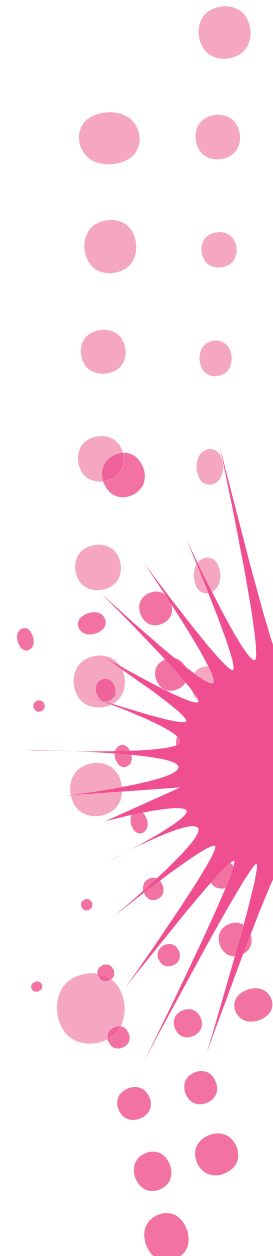
5. Conduct a Policy Scan and Assessment

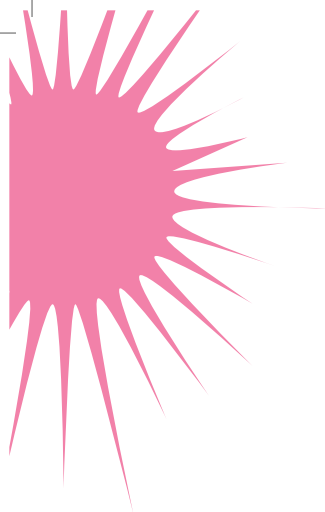
Knowing the policies and procedures that exist in your community will help you understand the support systems already in place for women experiencing violence and living with HIV/AIDS. This knowledge will also help you see where the gaps exist, so that you can begin advocating for filling those gaps!

Create a List of Possible Policies

First, ask yourself what policies may exist and who would know about them. Consider policies at all levels, such as:

- Local Level:
 - by-laws
 - formal and traditional conflict resolution mechanisms
- Institutional Level:
 - health care center policies
 - police procedures
- National Level:
 - Ministry of Health policies around PEP
 - HIV/AIDS policy
 - laws on violence against women at the national level





Gather Information on Existing Policies

Your meetings with community leaders will have yielded some useful information on what policies exist, what policies are missing and what policies are weak or unfriendly to women. Build on that list by speaking with *SASA!* Team members, members of the community and others who may have valuable information. Call, email or visit government and institutional offices to have your questions answered. Seek out national policies in resource centers, or speak with journalists who cover human rights issues for the local newspaper or radio station.

Analyze Existing Policies

Once you are confident that you have uncovered a reasonably representative list of policies and procedures in your community, use the “Policy Analysis Form” (see appendix) to analyze the policy. The form includes the following items. Use the Guiding Questions to help you conduct an analysis of the policy.

Item	Guiding Questions
Policy Name	What is the official name of the policy?
Developed by	What institution/ministry/agency, etc developed the policy?
Content	What is the content of the policy?
Relevance	How relevant is this policy to your <i>SASA!</i> efforts?
Perspective	Is it pro-women? (For example: Does it acknowledge and respect women's equality and right to live free of violence? Does it acknowledge and address the unique challenges that women face in their families and communities?)
Usefulness	Will the policy be useful to your work of preventing violence and HIV, or will it hinder your work?
Awareness	Is this policy well known to community members and leaders?
Application	Is it being implemented correctly/appropriately?
Responsibility	Who is responsible for the enforcement of this policy?
Recommendations	Is there anything that should be done to revise or strengthen this policy? What?

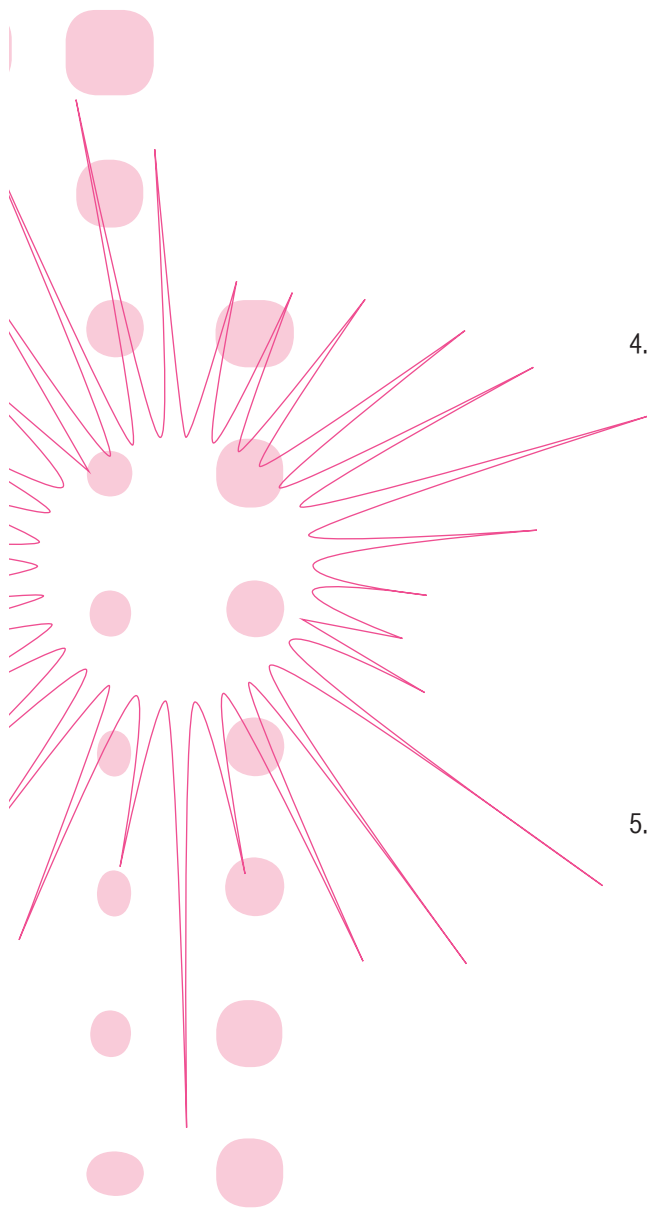
At the end of this analysis, you will be able to see clearly what policies are useful to women and men in your community, and what policies are not. Decide whether preventing violence against women and HIV/AIDS will best be achieved by lobbying leaders to strengthen the less useful policies or by lobbying them to create new policies.

6. Create a Plan for Your Advocacy Work

You are now almost ready to begin the process of a longer-term engagement with the policy makers and leaders in your community. Your last step before doing so is to begin planning. The following questions can help structure your planning process.

1. What policy need will be the focus of your advocacy efforts?
 - Will you lobby for a new policy or for a revision to an existing policy?
 - Is there already advocacy being done on this policy? If so, is it effective?
2. Who will you aim to engage?
 - Which relevant policy makers and leaders are the most open to working with you?
 - Which policy makers or leaders would have the most impact on the issues of violence and HIV/AIDS?
 - Which would be the biggest asset to your advocacy work?
3. Who else in the community may be interested in participating in this advocacy work?
 - Are there other NGOs or community groups who might be interested in participating in this advocacy work?





- Would a coalition of NGOs or leaders help you to accomplish more, or would it be more appropriate to primarily work on your own?
 - How can you involve women or men in your community? Some possibilities include: inviting them to meetings with leaders; and asking people to sign petitions, write letters or ask leaders questions about violence and HIV/AIDS at public meetings.
4. How will you reach the policy makers or leaders in your community most effectively?
- What is important to the leaders? Are they concerned with what the voting public thinks? Are they interested in generating positive publicity? Are they driven by a desire to see happy families in the community?
 - How do the leaders like spending their time? In community meetings, making presentations, writing policies, holding public debates?
 - How might you get and keep the leaders' attention? By presenting the issues in a new way? By suggesting innovative solutions to the issue? By talking about how the leaders would benefit from addressing the issues? By approaching the topic in a positive, energetic way?
5. How will you structure your advocacy work?
- Consider the following process for engaging policy makers and leaders through the *SASA!* phases. You may choose general engagement with policy makers and leaders: facilitating a process of awareness, support and action on the connection between violence against women and HIV/AIDS. You may also consider addressing a specific policy need based on your policy analysis. This is more appropriate in communities where little or no policy exists on these issues. It may be helpful to also structure your advocacy for a specific policy need according to the phases but remember that advocacy processes are dynamic and the *SASA!* Team will need to be responsive to the pace and other influences or opportunities in your community.

Your goal for the **Awareness** phase of your work is to educate the relevant policy makers or leaders about the problems of violence against women and HIV/AIDS and how these problems are connected. How will you communicate about these topics with them? How will you ensure that they understand?



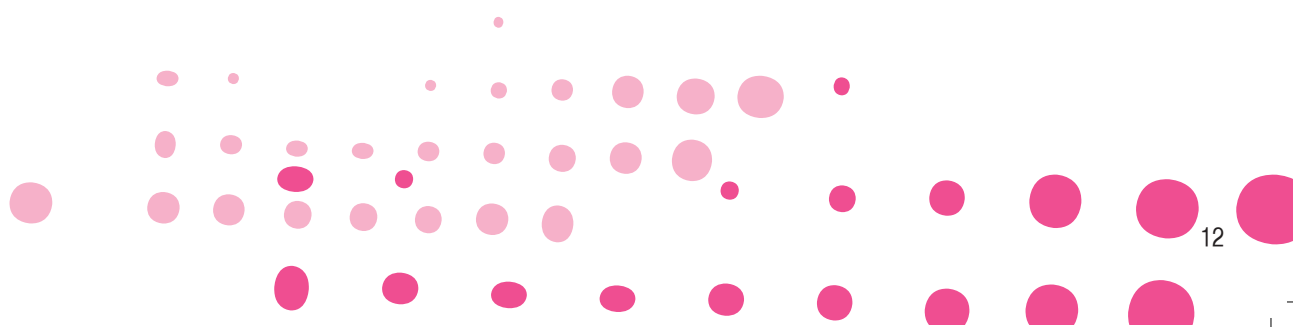
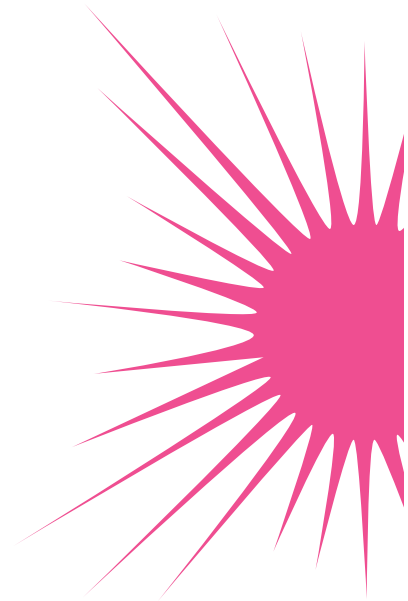
Your goal for the **Support** phase of your work is to get leaders to begin thinking about what they and the broader community can do to create a more supportive environment for women, men and activists confronting issues of power, violence and HIV/AIDS. How will you help them to think this through? What changes would you suggest at the policy and procedures level? How will you help the leaders to implement these changes?



Your goal for the **Action** phase of your work is to inspire the leaders to begin taking action on creating policies and procedures that prevent violence against women and HIV/AIDS. What kinds of actions might they decide to take? How will you help them with this work?



For each phase, draw ideas and tools from all *SASA!* strategies and create some of your own.



Media Tracking Form

Media Outlet: _____

Date	Headline of Article/ Name of Show	Summary of Article or Show	Journalist's/ Host's Name and Contact Information (phone/email)	Quality of Coverage

For Quality of Coverage: Rank each article or radio/television show based on the accuracy of the information, the sensitivity to violence and/or HIV/AIDS, and the inclusion of a pro-woman perspective.

1 = poor, 2 = fair, 3 = good, 4= very good, 5 = excellent

Appendix 2

SASA! Policy Analysis Form

Refer to the guiding questions on page 9 to complete this form.

Policy Name	
Developed by	
Content	
Relevance	
Perspective	
Usefulness	
Awareness	
Application	
Responsibility	
Recommendations	



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