Advocacy and Policy Influencing Online Training

Is developing and implementing an advocacy strategy critical to success in your project or programme? Do your staff and partners need support to achieve your advocacy objectives? In this course, you will have the opportunity to develop and troubleshoot the implementation of an advocacy strategy as well as build your knowledge and confidence.

This course will give you the knowledge and skills to influence policy and practice in your own context. You will learn skills to help you plan and deliver an effective advocacy strategy; enhance your ability to lobby decision makers; and gain confidence in the ways in which you relate to different audiences. You will also have the skills to analyse power dynamics and choose your advocacy activities so they have maximum impact.

1   Objectives of the course

By the end of the training participants will:

- Be able to identify different approaches to advocacy and the values and strategies that underlie them

- Be familiar with the stages of the advocacy planning cycle and be better equipped to develop an advocacy strategy

- Be able to analyse the external environment and policy processes identify appropriate 'levers of influence'

- Be aware of power dynamics and the role they play in achieving advocacy success

- Have examined how an integrated advocacy campaign can successfully combine lobbying, media work and popular mobilisation

- Have reviewed appropriate tools and methods for monitoring and evaluating advocacy initiatives.

2   Intended audience

This course is relevant to those who either have little experience but have to implement advocacy work or those with some experience in advocacy which they would like to build on. The course is suitable to those based both in the UK and overseas within suitable time zones[1].

3   Core content areas

- Approaches to advocacy

- Planning and delivering advocacy strategies

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[1] Exact timings of the Online Learning trainer led modules will depend on the location of the participants and the spread of time zones the course will cover.

- Advocacy planning cycle

- Analysis for Advocacy

- Clarifying the Change

- Message Development

- Advocacy Activities and Planning

- Monitoring and evaluation of advocacy

- Participants can choose to complete in depth modules in the following advocacy tools:

- Lobbying

- Media

- Popular Mobilisation

- Social Media

- Networks and Alliances Research

4   Course format and costs

This course includes training delivered remotely on live webinar by a highly experienced trainer, one to one coaching to support attendees as they apply the learning to their current work and access to INTRAC's e-learning platform.

These courses provide flexibility and allow you to take part in an INTRAC course with others without travelling. Timing of the course is adapted to the location of participants.

Part One: Trainer-led and self-directed

In week 1, participants 'remotely' attend four days of training including three hours of trainer-delivered content (via webinar) per day, and one-two hours of self-directed and peer learning. Participants then devise action plans for incorporating learning into their work.

Part Two: One-to-one coaching

In week 5, participants have a 50 minute one-to-one coaching session (via skype) with the trainer. This time is tailored to the needs of each participant. Examples of use of the coaching time include reviewing learning and considering how to integrate it into current work or having contextual/issue-specific support

Part Three: Trainer-led

In week 8, participants attend a final three-hour webinar to consolidate learning, share their reflections on the challenges or successes of applying learning to the workplace, cover any outstanding learning needs, and discuss action plans.

The cost of this course is £550.

5   More information

Please contact the INTRAC Training Team:

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INTRAC is accredited as a non-collegiate provider by the British Accreditation Council for Independent Further and Higher Education.