VISION IN ACTION CAMEROON -
Advocacy Training Manual

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VISION IN ACTION CAMEROON

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BACKGROUND

❖ **WHAT DOES IT LOOK LIKE?**

The manual is built around the advocacy cycle: a series of interrelated steps and related tools that facilitate generating and documenting the information needed to develop effective advocacy strategies.

A. *First of all, the manual provides a conceptual framework about the understanding of advocacy in the **VIAC** programme context: what do we mean by advocacy?*

B. *Second, the manual provides step-by-step guidance to identify all the information needed to develop an effective advocacy strategy: how do we select issues, assess policies and identify targets?*

C. *Finally, the manual provides templates and tools for advocacy Planning, Monitoring, Evaluation and Learning (PMEL); for example an advocacy strategy template and advocacy monitoring logbooks: how do we plan and keep track of our progress?*

❖ **BACKGROUND**

This advocacy tool kit is aimed at participants to have a clear understanding of advocacy and how it can support them into achieving the vision and mission. It also provides practical skills in developing advocacy plan and assisting participants to practice advocacy skills.

VIAC recognizes that advocacy work should be an integral part of an organizational broader work. This advocacy manual is therefore not only intended to help VIAC but also CSOs to understand how advocacy fits in their overall mission and goals but also to engage them on practicing advocacy skills. It is set to build advocacy-planning skills among participants in a practical manner and enlighten organizations what they can achieve through advocacy work.

Module 1: COMMUNICATION FOR ADVOCACY

❖ **Effective communication**

Advocacy or otherwise – involves more than just using words to convey a message. Integrated campaigns that include print, multimedia and interactive content are likely to be more appealing, easily shared through different channels and thus, highly effective.

❖ **How does an advocate help with communication?**

An advocate might assist a person with a disability to access information, provide support at appointments and meetings, write letters about important issues and speak on their behalf in difficult situations.

❖ **What are the examples of advocacy?**

Volunteering for a local group working to bring awareness to global poverty. Volunteering for a relief organization working in another country to address issues caused by global poverty.

❖ **What is important of communication?**

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding. Communication is the key to the Directing function of management.
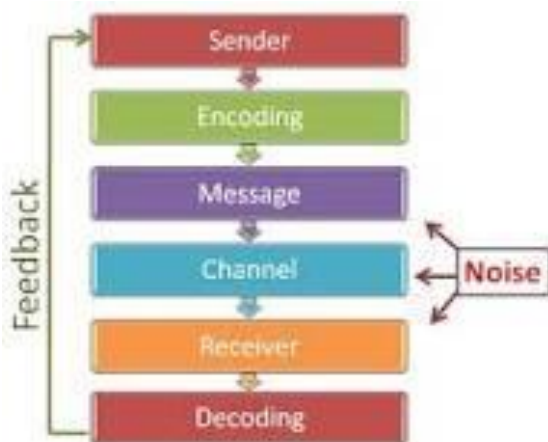
❖ **How do you explain advocacy?**

Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

❖ What is advocacy and why is it important?

Advocacy seeks to ensure that all people in society are able to: Have their voice heard on issues that are important to them. Protect and promote their rights. Have their views and wishes genuinely considered when decisions are being made about their lives.

❖ What are the 3 types of advocacy?

Advocacy involves promoting the interests or cause of someone or a group of people. An advocate is a person who argues for, recommends, or supports a cause or policy. Advocacy is also about helping people find their voice. There are three types of advocacy - self-advocacy, individual advocacy and systems advocacy.

❖ How do you start an advocacy speech?

Follow these 6 steps to create a concise, strong advocacy message for any audience.

1. Open with a statement that engages your audience. ...
2. Present the problem. ...
3. Share a story or give an example of the problem. ...
4. Connect the issue to the audience's values, concerns or self-interest. ...
5. Make your request (the "ask").

❖ Why is successful communication important?

Communication is one of the essential social skills required for any individual to survive in the world. Effectively communicating ensures that you not only convey your message to someone but also let them know about your feelings and emotions

❖ What is effective communication?

Effective Communication is defined as the ability to convey information to another effectively and efficiently. Business managers with good verbal, nonverbal and written communication skills help facilitate the sharing of information between people within a company for its commercial benefit.

❖ What defines communication?

Communication is the act **of giving, receiving, and sharing information** -- in other words, talking or writing, and listening or reading. Good communicators listen carefully, speak or write clearly, and respect different opinions.

❖ What are the four important steps for successful communication?

1. Here are four steps to get there.
2. Step 1: Have a specific goal.
3. Step 2: Know who you want to reach and how to reach them.
4. Step 3: Choose a message that resonates with your target audience.
5. Step 4: Measure the results.

❖ Effective communication strategies: 7 ways to improve

Keep it real. When delivering your message, be truthful and as complete as possible. ..

- Be timely.
- Don't wait until you have all the information to deliver a message. ...
- Focus on consistency. ...
- Tailor your message. ...
- Reinforce it. ...
- Encourage feedback. ...
- Empower your managers.

❖ How do you communicate effectively at work?

Ways to create effective communication in the workplace

✓ Set clear goals and expectations.
✓ Ask clarifying questions.
✓ Schedule regular one-on-one meetings.
✓ Praise in public, criticize in private.
✓ Assume positive intent.
✓ Repeat important messages.
✓ Raise your words, not your voice.
✓ Hold townhall's and cross-functional check-ins.

Next, think about the best channels or vehicles for disseminating the tools/products. Again, this depends on the message you wish to get across, the audience you are trying to reach and what you want to achieve.

EXAMPLE: SOME EXTERNAL COMMUNICATIONS CHANNELS/VEHICLES

PRESS AND PRINT	ONLINE	RADIO AND TELEVISION	DIRECT SPEECH
▪ Newspapers	▪ Website	▪ News programmes	▪ Lobbies
▪ Weekly and monthly magazines	▪ Blogs	▪ Documentaries	▪ Presentations
▪ Newsletters (yourown and other actors')	▪ Viral email	▪ Live and recorded chat shows	▪ Seminars and worksho ps
▪ Posters	▪ SMS/Texts/Twitt er	▪ Features programmes	▪ Conferences (yourown and other actors')
▪ Advertisements	▪ Facebook YouTube,etc.	▪ Your own videos	

Module 2: ADVOCACY AND RELATED CONCEPTS

❖ **What is the concept of advocacy?**

Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

❖ **What are the key concepts of advocacy?**

Advocacy Basics

- Identify the problem.
- Collect data to document the problem.
- Identify decision makers.
- Gather support.
- Develop recommendations.
- Develop a strategy.
- Evaluate your plan and outcomes.

❖ **What are the examples of advocacy?**

Volunteering for a local group working to bring awareness to global poverty. Volunteering for a relief organization working in another country to address issues caused by global poverty.

❖ **What is the concept of patient advocacy?**

A patient advocate helps patients communicate with their healthcare providers so they get the information they need to make decisions about their health care. Patient advocates may also help patients set up appointments for doctor visits and medical tests and get financial, legal, and social support.

❖ **What are the 3 types of advocacy?**

Advocacy involves promoting the interests or cause of someone or a group of people. An advocate is a person who argues for, recommends, or supports a cause or policy. Advocacy is also about helping people find their voice. There are three types of advocacy - **self-advocacy, individual advocacy and systems advocacy**

❖ **What is the purpose of advocacy?**

Advocacy is about helping you to speak up for your community; to make sure that the views, needs and opinions of your community are heard and understood.

❖ **What are the approaches of advocacy?**

Advocates use a diverse number of tools and methods, including statements and media outreach, grassroots mobilisation, lobbying with policy makers, networking, and coalition-building.

❖ **What skills are needed for advocacy?**

Skills such as communication, collaboration, presentation, and maintaining a professional relationship are important skills needed by anyone who is an advocate

❖ **What is a good advocacy?**

Advocacy requires research, public education, organizing, mobilizing, lobbying, and voter education. ... When done right, advocacy involves engaging government officials, the media, community leaders, constituents (The People), civic groups and others who care about and hope to influence the issue you are advocating for.

❖ **How do you write advocacy?**

Follow these 6 steps to create a concise, strong advocacy message for any audience.
- Open with a statement that engages your audience. ...
- Present the problem. ...
- Share a story or give an example of the problem. ...
- Connect the issue to the audience's values, concerns or self-interest. ...
- Make your request (the "ask").

What is the difference between advocacy and awareness?

As nouns the difference between advocacy and awareness is that advocacy is the profession of an advocate while awareness is the state or level of consciousness where sense data can be confirmed by an observer.

❖ **What are the five elements of advocacy?**

5 Elements of Successful Advocacy

- ATTITUDE AND EMOTIONS. Don't yell. ...
- FLEXIBILITY. Keep an open mind. ...
- DETERMINATION. Flexibility in HOW a problem gets solved is not the same as WHETHER it gets solved. ...
- CREATING A PAPER TRAIL. Even if you remember what people said, you need to be able to PROVE it. ...
- KNOWLEDGE.

❖ **What are the duties of advocate?**

It is the duty of the advocate to maintain the decorum of the court and act properly with his opponents or colleagues. He must always act in the best interests of his clients and should not do any kind of act that betrays their trust upon him.

❖ What are the Seven Lamps of advocacy for an advocate?

The seven lamps of advocacy are **honesty, courage, wit, industry, eloquence, judgement and fellowship**

❖ What is advocate code?

The Code of Conduct of Advocates **prescribes the principles of advocate ethics and the rules of conduct of advocates**, which are based on the moral standards and traditions of the advocacy, as well as the international standards and rules of advocate activities.

❖ How to develop advocacy plan?

Creating Your Advocacy Plan

1. Identify an advocacy challenge or opportunity.
2. Determine the key audiences.
3. Find out what those audiences currently know or perceive.
4. Determine how each audience receives its information.
5. Establish measurable objectives for each audience.
6. Define message points for each audience.

❖ How do you write advocacy strategy?

However, each advocacy strategy should involve the following actions, using evidence to make informed decisions throughout the process:

1. Define the issue. ...
2. Set a clear advocacy goal and objectives for policy action. ...
3. Identify target audiences who can either make the necessary change or influence decision makers.
4. What is an advocacy strategy
5. Your advocacy strategy is essentially: What the advocacy will be like, where and how it will work, and how its results will be measured. The pattern of activities in advocacy strategy include: Ways of working effectively, given the opportunities and challenges of the environment.
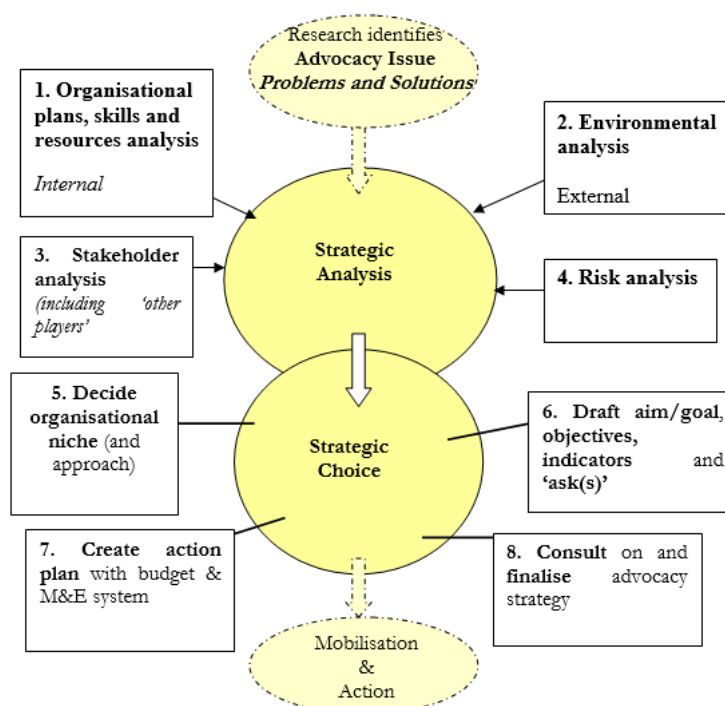
❖ Why is it important to write an advocacy*?*

Advocacy seeks to **ensure that all people in society are able to**: Have their voice heard on issues that are important to them. Protect and promote their rights. Have their views and wishes genuinely considered when decisions are being made about their lives.

❖ How do you write an advocacy research paper?

Explore this article

- ✓ Research.
- ✓ Are advocating clearly in an introductory paragraph.
- ✓ Provide added depth.
- ✓ Provide resources and citations and.
- ✓ Conclude your essay.
- ✓ Include a page.
- ✓ Attach contact information.

❖ Do you think research is important?

It plays an important role in **discovering new treatments**, and making sure that we use existing treatments in the best possible ways. Research can find answers to things that are unknown, filling gaps in knowledge and changing the way that healthcare professionals work.

❖ What are some advocacy strategies?

Advocacy Strategies for Running a Successful Campaign

- Determine a Clear Objective. ...
- Do Your Research. ...
- Focus on Building Relationships. ...
- Drive Change Through Social Media. ...
- Master Email Marketing. ...
- Use Digital Tools. ...
- Educate Members on how to Communicate With Legislators. ...
- Develop a Grassroots Strategy.

❖ What is strategic advocacy?

The "Strategic Advocacy Initiative," (formerly known as the "Strategic Advocacy for Lasting Results" (SALR) **Initiative**), provides confidential, peer-based assistance to National Legal Aid & Defender (NLADA) civil member programs to help them develop and expand their capacity to achieve broad-based results in their work ..

❖ What is advocacy action plan?

An advocacy plan should factor in all the elements described in the previous sections – goals and objectives, **target** groups and the specific activities to be undertaken, as well as set out stakeholder roles and responsibilities, time frames, expected short-term and long-term outcomes, and available and needed resources ...

❖ How do you write advocacy objectives?

Effective advocacy means having clear, unequivocal objectives on which advocates agree. An advocacy objective is a brief statement of intent describing the specific outcome sought in the short term. Advocacy objectives should be SMART: specific, measurable, attainable, relevant, and time-bound.

Module 4: ADVOCACY ISSUES AND THE ROLE OF DATA COLLECTION

Gathering information about career and training opportunities Background Professionals in advocacy groups work to change existing systems and infrastructure

❖ Why data is important for advocacy?

Complete, accurate information is the backbone of all advocacy efforts. It bolsters your case to public and pri- vate funders, particularly in times of scarce resources. It helps push policy changes and garner public support for programs.

❖ How can data be used for advocacy?

Data helps decision makers understand how issues affect the community and provides a larger context for individual experience. When used correctly, data lends your voice credibility. When using data for advocacy it's important to use it correctly or it could hurt your cause.

❖ What is data advocacy?

The data advocate is someone who understands the data of the business and the systems through which the data flows. Because such advocates are tech-savvy, they see how a new technology can open doors for the business.

❖ What is the importance of data collection?

Collecting data allows you to store and analyze important information about your existing and potential customers. Collecting this information can also save your company money by building a database of customers for future marketing and retargeting efforts.

❖ What are the common problems or challenges encountered in organizing a particular set of data?

Challenges in current data collection practices

- Inconsistent data collection standards. ...
- Context of data collection. ...
- Data collection is not core to business function. ...
- Complexity. ...
- Lack of training in data collection. ...
- Lack of quality assurance processes. ...
- Changes to definitions and policies and maintaining data comparability.

❖ What are the data collection methods?

Here are the top six data collection methods

- Interviews.
- Questionnaires and surveys.
- Observations.
- Documents and records.
- Focus groups.
- Oral histories.

❖ What is the importance of data and information?

Data allows organizations to more effectively determine the cause of problems. Data allows organizations to visualize relationships between what is happening in different locations, departments, and systems.

❖ What is data collection in research?

Data collection is **the process of gathering and measuring information on variables of interest**, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.

❖ What role do data collection and analysis play in this process?

It is through data collection that a business or management has the quality information they need to make informed decisions from further analysis, study, and research. ... Data collection instead allows **them to stay on top of trends, provide answers to problems, and analyze new insights to great effect**.

❖ What are the benefits of collecting data in research?

Collecting data can **help measure a general state of affairs, not limited to specific cases or events**. When data is gathered, tracked and analyzed in a credible way over time, it becomes possible to measure progress and success (or lack of it).

❖ What are advocacy issues?

Issue advocacy is the multidisciplinary process — spanning advertising, marketing, public affairs and public relations — **of educating the public about a political issue**. It is not lobbying, but a continuous process for shaping perceptions and mobilizing action across multiple channels.

❖ What are the risks involved during the data collection process?

Risk 1: Greater accountability to individuals. Collecting the personal data of a large number of individuals also means the companies will need to be accountable towards more individuals over how their personal data is used. ...
Risk 2: Data breaches. ...
Risk 3: Wide definition of personal data.

❖ What are the 4 types of data collection?

Data may be grouped into four main types based on methods for collection: observational, experimental, simulation, and derived

❖ What are the 7 data collection techniques?

✓ Close ended question surveys. Close ended survey questions fall under quantitative primary data collection. ...
✓ Open-ended surveys. ...
✓ Interviews. ...
✓ Online analytics tools. ...
✓ Observational data collection. ...
✓ Focus groups. ...
✓ Research or reported data collection.

❖ What are major sources of data collection?

The following are basic or traditional methods of primary data collection:

- Direct personal interviews.
- Indirect personal interviews.
- Questionnaires.
- Focus groups.
- Observation.

❖ Why is data analytics important in solving problems?

Data analysis is important in business to understand problems facing an organisation, and to explore data in meaningful ways. Data in itself is merely facts and figures. Data analysis organises, interprets, structures and presents the data into useful information that provides context for the data.

❖ How do you do data collection in research?

This process consists of the following five steps.

1. Determine What Information You Want to Collect. The first thing you need to do is choose what details you want to collect. ...
2. Set a Timeframe for Data Collection. ...
3. Determine Your Data Collection Method. ...
4. Collect the Data. ...
5. Analyze the Data and Implement Your Findings

❖ What are the advantages and disadvantages of observation in data collection?

Observation Method of Data Collection: Advantages, Disadvantages, Techniques, Types

- Directness. The main advantage of observation is its directness. ...
- Natural environment. ...
- Longitudinal analysis. ...
- Non-verbal behavior. ...
- Lack of control. ...
- Difficulties in quantification. ...
- Smallness in sample size. ...
- No opportunity to learn past.

❖ What are the advantages and disadvantages of questionnaire in data collection?

Questionnaire Method of Data Collection: Advantages and Disadvantages

- (1) Economical: ...
- (2) Wide Coverage: ...
- (3) Rapidity: ...
- (4) Suitable in Special Type of Response: ...
- (5) Repetitive Information: ...
- (6) An Easier Method: ...
- (7) It Puts Less Pressure on the Respondents: ...
- (8) Uniformity:

❖ What are the disadvantages of collecting data?

– Information may be out of date or inapplicable. – The process of evaluating documents and records can be time-consuming. – Can be an incomplete data collection method because the researcher has less control over the results

❖ What are good advocacy topics?

Advocates for Youth Issue Areas

- Sexual Violence. ...
- Abortion Access. ...
- Young People in the Global South. ...
- Confidentiality in Health Care. ...
- Growth and Development. ...
- Supportive and Healthy Schools. ...
- Contraceptive Access. ...
- Youth Leadership and Organizing.

❖ **What are the errors in data collection?**

The total error of the survey estimate results from the two types of error: **sampling error**, which arises when only a part of the population is used to represent the whole population; and. non-sampling error which can occur at any stage of a sample survey and can also occur with censuses.

❖ **What are the types of errors in data collection?**

Two major types of error can arise when a sample of observations is taken from a population: **sampling error and non-sampling error**. ... Non-sampling errors are more serious and are due to mistakes made in the acquisition of data or due to the sample observations being selected improperly.

❖ **What are the 3 methods of data collection?**

Under the main three basic groups of research methods (**quantitative, qualitative and mixed**), there are different tools that can be used to collect data. Interviews can be done either face-to-face or over the phone. Surveys/questionnaires can be paper or web based.

❖ **What are the 10 method of data collection?**

10 Effective Data Collection Methods

- Forms and Questionnaires. ...
- Interview. ...
- Observation. ...
- Documents and Records. ...
- Focus Groups. ...
- Oral Histories. ...
- Combination Research. ...
- Online Tracking.

❖ **What is data decision-making?**

Data-driven decision-making (DDDM) is **defined as using facts, metrics, and data to guide strategic business decisions that align with your goals, objectives, and initiatives**. ... Your organization needs to make data-driven decision-making the norm—creating a culture that encourages critical thinking and curiosity.

Module 5: ADVOCACY ISSUES AND DATA ANALYSIS

Data helps decision makers understand how issues affect the community and provides a larger context for individual experience. When used correctly, data **lends your voice credibility**. When using data for advocacy it's important to use it correctly or it could hurt your cause.

❖ **Why do we need advocacy data?**

Data collection is essential for effective, evidence-based advocacy. ... Such data is used to sway stakeholder opinion, **to identify policies that require revision**, and to develop recommendations for systemic change.

❖ **How do you explain advocacy?**

Advocacy is defined as any **action that speaks in favor of, recommends**, argues for a cause, supports or defends, or pleads on behalf of others.

❖ **What is the process of gathering data?**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.

❖ **What are advocacy issues?**

Issue advocacy is the multidisciplinary process — spanning advertising, marketing, public affairs and public relations — **of educating the public about a political issue**. It is not lobbying, but a continuous process for shaping perceptions and mobilizing action across multiple channels.

❖ **What is advocacy and why is it important?**

Advocacy seeks **to ensure that all people in society are able to**: Have their voice heard on issues that are important to them. Protect and promote their rights. Have their views and wishes genuinely considered when decisions are being made about their lives

❖ **How do you Analyse data?**

To improve how you analyze your data, follow these steps in the data analysis process:
1. Step 1: Define your goals.
2. Step 2: Decide how to measure goals.
3. Step 3: Collect your data.
4. Step 4: Analyze your data.
5. Step 5: Visualize and interpret results.

❖ How do you Analyse data in research?

1. Step 1: Write your hypotheses and plan your research design. ...
2. Step 2: Collect data from a sample. ...
3. Step 3: Summarize your data with descriptive statistics. ...
4. Step 4: Test hypotheses or make estimates with inferential statistics. ...
5. Step 5: Interpret your results.

❖ What is advocacy and examples?

The definition of advocacy is the act of speaking on the behalf of or in support of another person, place, or thing. An example of an advocacy is **a non-profit organization that works to help women of domestic abuse who feel too afraid to speak for themselves**

❖ What is data analysis example?

A simple example of Data analysis is **whenever we take any decision in our day-to-day life** is by thinking about what happened last time or what will happen by choosing that particular decision. This is nothing but analyzing our past or future and making decisions based on it.

❖ What are the different types of data analysis?

6 Types of Data Analysis
- Descriptive Analysis.
- Exploratory Analysis.
- Inferential Analysis.
- Predictive Analysis.
- Causal Analysis.
- Mechanistic Analysis

❖ What are data analysis tools?

Data analysis tools are software and programs that collect and analyze data about a business, its customers, and its competition in order to improve processes and help uncover insights to make data-driven decisions.

❖ What are two important first steps in data analysis?

The first step is **to collect the data through primary or secondary research**. The next step is to make an inference about the collected data. The third step in this case will involve SWOT Analysis. SWOT Analysis stands for Strength, Weakness, Opportunity and Threat of the data under study.

❖ How do you analyse quantitative data?

Steps to conduct Quantitative Data Analysis
1. Relate measurement scales with variables: Associate measurement scales such as Nominal, Ordinal, Interval and Ratio with the variables. ...
2. Connect descriptive statistics with data: Link descriptive statistics to encapsulate available data.

❖ How do you Analyse qualitative data?

Qualitative data analysis requires a 5-step process:
1. Prepare and organize your data. Print out your transcripts, gather your notes, documents, or other materials. ...
2. Review and explore the data. ...
3. Create initial codes. ...
4. Review those codes and revise or combine into themes. ...
5. Present themes in a cohesive manner.

❖ What are the 4 types of data collection?

Data may be grouped into four main types based on methods for collection: **observational, experimental, simulation, and derived**

❖ What are the 6 components of advocacy?

There are Seven Elements that must be present in order for an advocacy network to function at its highest capacity: **Social ties, a communications grid, a common language, a clear vision, shared resources, actors and feedback mechanisms**.

❖ What is the difference between research advocacy and campaign?

Advocacy is a carefully considered, **planned process to influence multiple stakeholders** in order to achieve specified outcomes. ... An advocacy campaign is a planned project over a given period of time to achieve specific advocacy goals. Therefore, campaigning can be seen as the process of advancing advocacy.

❖ What is policy research and advocacy?

These include **policy briefs, assessments, white papers, surveys, citizens' report card, and situation reports**. ... The research findings feed into advocacy efforts for policy forms

❖ What is the advocacy model?

The advocate provides support, information and representation, with the aim of empowering their partner and enabling them to express their needs and choices. This **type of** advocacy can be undertaken on a short-term or long-term basis.

❖ What are the approaches of advocacy?

Advocates use a diverse number of tools and methods, including **statements and media outreach, grassroots mobilisation, lobbying with policy makers, networking, and coalition-building**.

❖ What are the 5 types of analysis?

While it's true that you can slice and dice data in countless ways, for purposes of data modeling it's useful to look at the five fundamental types of data analysis: **descriptive, diagnostic, inferential, predictive and prescriptive**.

❖ What are the 5 methods to analyze qualitative data?

Qualitative data analysis can be divided into the following five categories:
- Content analysis. This refers to the process of categorizing verbal or behavioural data to classify, summarize and tabulate the data.
- Narrative analysis. ...
- Discourse analysis. ...
- Framework analysis. ...
- Grounded theory.

❖ How do you Analyse quantitative and qualitative data?

While quantitative data can be analyzed statistically and calculated into averages, means, and other numerical data points, qualitative data analysis involves a more complex system. To glean insights from qualitative data, researchers conduct a manual analysis of datasets and often code responses into categories

❖ What are the different between lobbying and advocacy?

Advocacy often involves **specific lobbying of decision makers**. ... Lobbying is a targeted activity and is mainly consisting of a direct influence on decision-making persons.

❖ What is an advocacy tool?

The Advocacy Capacity Tool (ACT) is **a self-assessment tool that nonprofit organizations, coalitions, and groups can use to assess their current capacity – or readiness – to engage in advocacy efforts**

❖ How do you evaluate advocacy efforts?

There are numerous ways of monitoring and evaluating advocacy work. Methods can be: **qualitative** (e.g. case studies, stories, opinions, survey questionnaires); quantitative (e.g. statistics or trends that indicate a change over time).

❖ How does advocacy affect social change?

Advocacy and social change are at the heart of what we do, whether working **to achieve gender equality and social inclusion** or to ensure universal health care. We know that creating long-term social transformation within societies requires investment in strong advocacy and social movements.

Module 6: ADVOCACY ISSUES AND REPORT WRITING

❖ How do you write an advocacy report?

TEN STEPS TO WRITING AN ADVOCACY/ACTION LETTER
1. Identify yourself as a constituent. ...
2. Be brief and simple. ...
3. State and report your position. ...
4. Personalize your letter. ...
5. Be polite and avoid ultimatums and rudeness. ...
6. Do not enclose additional material. ...
7. Do not exaggerate or lie. ...
8. Make sure your message is timely.

❖ What it mean by advocacy research give example?

Advocacy research one kind of descriptive policy research, **carried out by people who are deeply concerned about certain social problems**, such as poverty or rape.

❖ What are the six components to advocacy?

There are Seven Elements that must be present in order for an advocacy network to function at its highest capacity: **Social ties, a communications grid, a common language, a clear vision, shared resources, actors and feedback mechanisms**.

❖ What is advocacy writing?

Advocacy writing services include **subject-specific content**, precisely in line with your priorities and objectives, reflecting your voice in a style that delivers your message effectively and efficiently.

❖ What is the main purpose for writing a research report?

The purpose of research report is **to convey the interested persons the whole result of study in sufficient detail and to determine him the validity of the conclusions.**

❖ **What are the types of report writing?**

- Report Types: Top 8 Types of Reports.
- Type # 1. Formal or Informal Reports:
- Type # 2. Short or Long Reports:
- Type # 3. Informational or Analytical Reports:
- Type # 4. Proposal Report:
- Type # 5. Vertical or Lateral Reports:
- Type # 6. Internal or External Reports:
- Type # 7. Periodic Reports:

❖ **What are the 3 types of reports?**

There are three typical types of reports.

Basic Reports. Basic reports are divided into detail reports, grouped reports, crosstab reports, and other basic table samples. ...

Query Reports. ...

Data Entry Reports

❖ **What are the two types of report writing?**

Informal reports and formal reports have two major categories: **informational and analytical reports**. It's important to keep in mind that both informal and formal reports can fall into these categories (i.e., you can have an informal informational report or a formal informational report).

❖ **What is the importance of report writing?**

Knowing how reports are read by your audience. **Knowing the purpose of each section in** a report (not just where the information goes) Understanding how good organisation of your report helps the reader find the information they want. Being able to communicate well both in writing and using graphical data.

❖ **What are the 4 types of report?**

All Types of Reports and their Explanation

- Long Report and Short Reports: These kinds of reports are quite clear, as the name suggests. ...
- Internal and External Reports: ...
- Vertical and Lateral Reports: ...
- Periodic Reports: ...
- Formal and Informal Reports: ...
- Informational and Analytical Reports: ...
- Proposal Reports: ...
- Functional Reports:

❖ What are the eight elements of report writing?

The key elements of a report
- ✓ Title page.
- ✓ Table of contents.
- ✓ Executive summary.
- ✓ Introduction.
- ✓ Discussion.
- ✓ Conclusion.
- ✓ Recommendations.
- ✓ References.

❖ What makes a successful report?

An effective report presents and analyses facts and evidence that are relevant to the specific problem or issue of the report brief. ... make appropriate conclusions that are supported by the evidence and analysis of the report; make thoughtful and practical recommendations where required

❖ What is the main part of the report?

The front matter of a formal report includes a title page, cover letter, table of contents, table of illustrations, and an abstract or executive summary. The text of the report is its core and contains an **introduction, discussion and recommendations, and conclusion**

❖ How do you start a report introduction?

The introduction of any business report or essay should:
1. focus the reader's attention on the exact subject of the report;
2. provide background information on the topic of the report;
3. engage the reader's interest in the topic;
4. give definitions if required [not usually done if it's a short piece of writing];

❖ How do you end a report?

When writing your conclusion, you can consider the steps below to help you get started: Restate your research topic. Restate the thesis.
...
Conclude your thoughts.

- ▪ Restate your research topic. ...
- ▪ Restate the thesis. ...
- ▪ Summarize the main points of your research. ...
- ▪ Connect the significance or results of the main points.

❖ What is conclusion in report writing?

A conclusion is **the final piece of writing in a research paper**, essay, or article that summarizes the entire work. The conclusion paragraph should restate your thesis, summarize the key supporting ideas you discussed throughout the work, and offer your final impression on the central idea.

❖ How do you end a formal report?

There seem to be at least four ways to end a report: **a summary, a true conclusion, an afterword**, and nothing. Yes, it is possible to end a document with no conclusion (or "final section") whatsoever.

❖ What is needed in preparing and writing a report?

A brief summary of your method. **Your main findings and how these relate to your hypothesis**. A conclusion which may include a suggestion for further research. ...

Most reports include the following sections:
- Title.
- Abstract.
- Introduction.
- Method.
- Results.
- Discussion.
- Conclusions.
- References.

Finally, these guidelines aim at making VIAC's advocacy respectful of the cultural differences and finally impact