



# Advocacy on Women's Rights and Social Justice in Africa: A SMART Approach

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Reach the Right Decision-maker  
with the Right Message  
at the Right Time

A presentation to the Women Pre-assembly  
AACC General Assembly, 2018  
By Vitalis Mukhebi

# Overview

## Developing an effective strategy requires understanding

- Key advocacy terms and concepts
  - Goal
  - Objective
  - Quick Win
  - SMART



# Definitions and Key Concepts

- **Goal**
  - Long-term outcome to describe the overall mission or purpose of a project, usually supported by several objectives
- **Objective**
  - Brief statement of intent describing the specific outcome sought
- **Quick Win**
  - Discrete, critical policy or funding decision that must occur in the near term to achieve a broader goal

# Definitions and Key Concepts

- SMART

A **SMART** objective increases the likelihood of achieving a **Quick Win**

**S**pecific  
**M**easurable  
**A**ttainable  
**R**elevant  
**T**ime-bound

# Types of Quick Wins

<b>Funding</b>	District budget for Gender equality interventions increases by 54% by June 2019
<b>Policy</b>	Government puts in place a National Gender Policy by June 2019
<b>Visibility</b>	Government announces Gender Equality Commitment at the Commission on Population & Development (CPD) by April 2018.

# The Secret to a Quick Win

Focus our energy and attention on

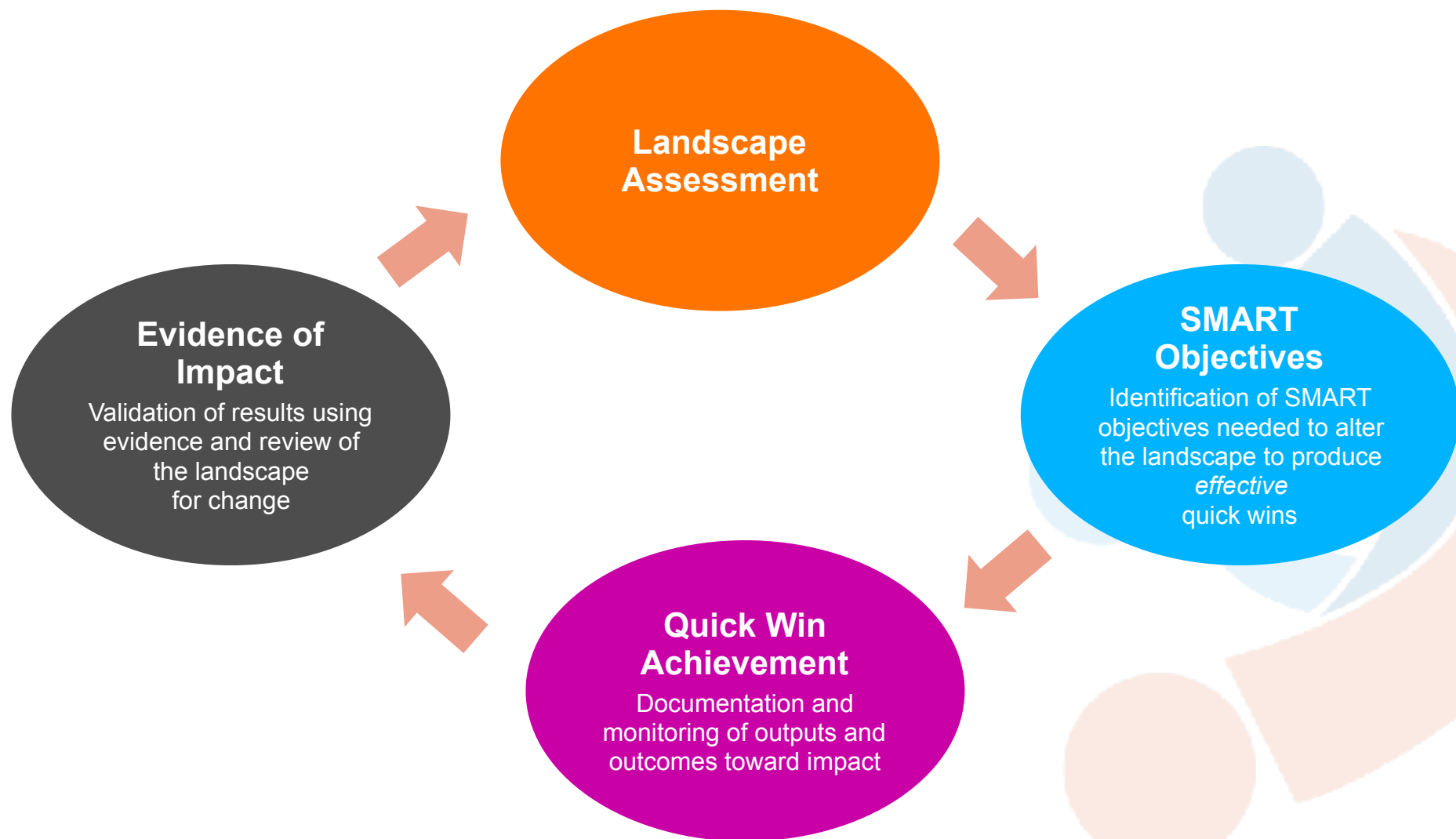
*opportunities for action* that have

the *highest potential for impact* in

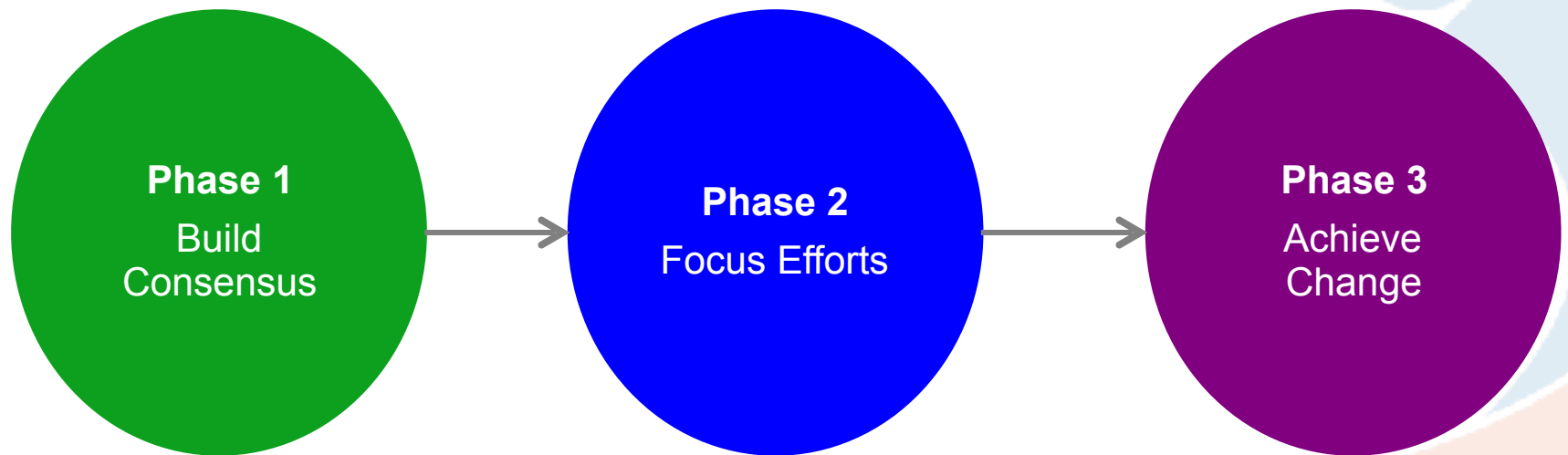
the *near term*



# SMART Advocacy Approach



## The 3 phases essential to ensuring success





# SMART Advocacy in 9 Steps

**Phase 1**  
Build  
Consensus

**Step 1**  
Decide Who to  
Involve

**Step 2**  
Set SMART  
Objective

**Step 3**  
Identify the  
Decisionmaker

**Phase 2**  
Focus  
Efforts

**Step 4**  
Review the  
Context

**Step 5**  
Know the  
Decisionmaker

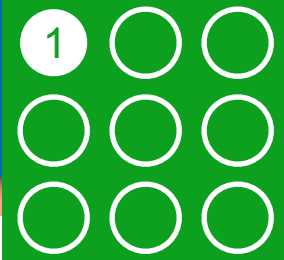
**Step 6**  
Determine the  
Ask

**Phase 3**  
Achieve  
Change

**Step 7**  
Develop a  
Work Plan

**Step 8**  
Set  
Benchmarks  
for Success

**Step 9**  
Implement and  
Assess



# Step 1

Decide Who to  
Involve

# Step 1—Decide Who to Involve

1

**Private Sector**

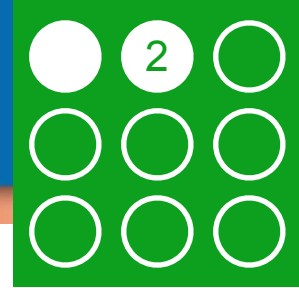
**Church**

**Healthcare Providers**

**Civil Society**

**Government**

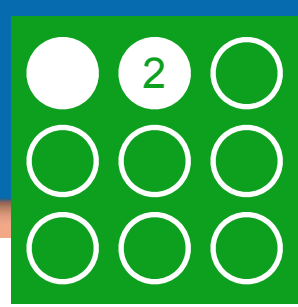
**Academia**



**Step 2**  
Set SMART  
Objective

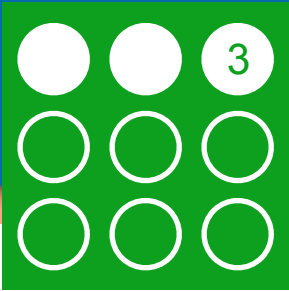


# Step 2—Set SMART Objective



What are we trying to accomplish and what can we do *now*?

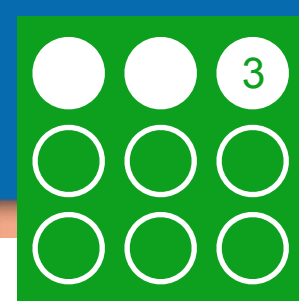
<b>S</b> pecific	indicates what will be achieved and by what means
<b>M</b> easurable	framed with quantitative or qualitative descriptors
<b>A</b> ttainable	is within reach
<b>R</b> elevant	contributes to the overall goal of your advocacy efforts
<b>T</b> ime-bound	sets a specific date for achievement



**Step 3**  
Identify the  
Decisionmaker



# Step 3—Who Makes the Decisions?



- Who has the power to help ensure that your issue is addressed?
- For example, who can ensure that recommendations of this pre-assembly are adopted by the General Assembly?

## Example Decisionmakers

### Private Sector

Economists  
Healthcare  
providers

### Academia

Researchers  
Professors

### Government

Minister of Health  
Minister of Gender  
Minister of Finance  
Advisors to the Minister  
Technical Officers

### Civil Society

Nongovernmental Organizations  
Faith-based Organizations  
Women's Associations  
Youth Groups  
Advocacy Officers

### Healthcare Providers

Doctors  
Nurses  
Midwives

# SMART Advocacy in 9 Steps

**Phase 1**  
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**Step 6**  
Determine the  
Ask

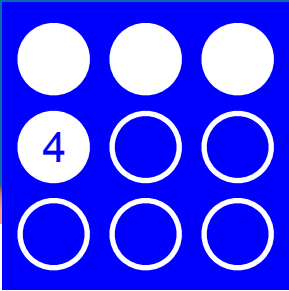
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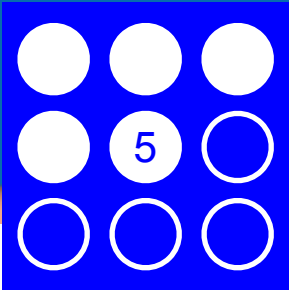


**Step 4**  
Review the  
Context



# Global Frameworks

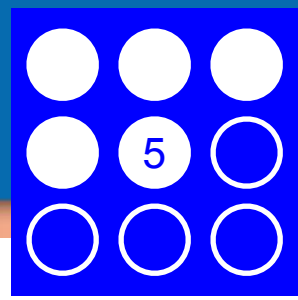
- Universal Declaration on Human Rights (UDHR)
- **SDG 5: Achieve gender equality and empower all women**
- **UN Resolution 1325 (2000)**; Incorporate gender perspectives in peace and security efforts; equal participation of women & protection
  
- **Agenda 2063**
  - Goal 11: Democratic values, practices, universal principles of human rights, justice and the rule of law entrenched
  - Goal 17: Full Gender Equality in All Spheres of Life.
  
- **AU Constitutive Act (2000), Article 4 (L): Promotion of gender equality**



**Step 5**  
Know the  
Decisionmaker



# Know the decision-maker



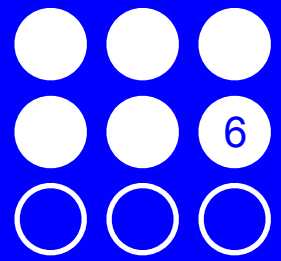
Decision-maker Name:

Knowledge:

Values:

Willingness to Act:

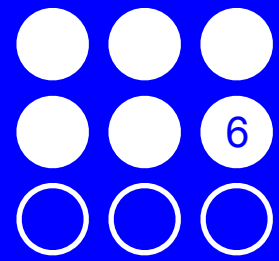
Gender Justice



# Step 6

Determine the  
Ask

# Step 6—What Is Our “Ask” and How Can We Support It?

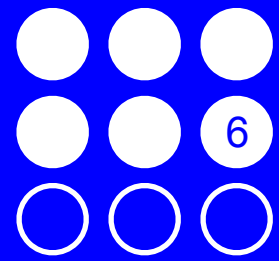


## Support the ask through

- **Rational arguments**
  - Use facts or evidence
- **Emotional arguments**
  - Use evocative stories and photos
- **Ethical arguments**
  - Use a rights-based approach



# Determine the Messenger



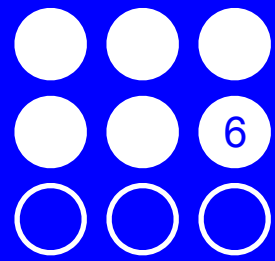
Policymaker

Celebrity

Community  
Members

Delegates

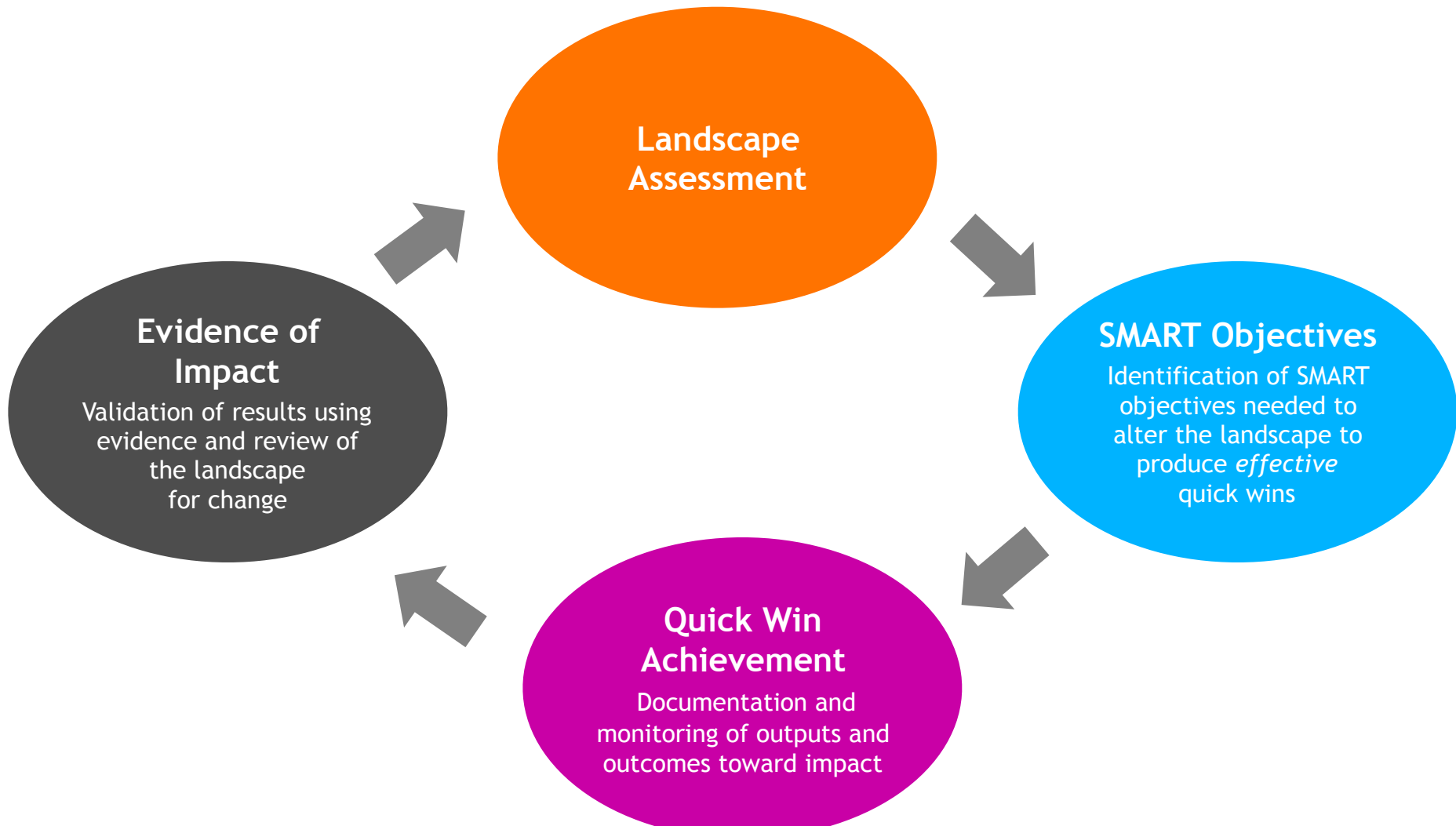
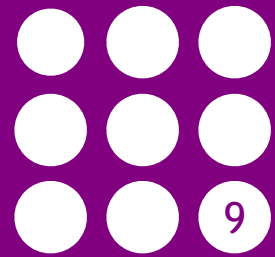
# Message and Messenger



- Each team member should be able to deliver the message and the supporting message points
- Remember: the messenger is as important as the message



# Step 9—Putting it All Together





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Website: [www.faithtoactionnetwork.org](http://www.faithtoactionnetwork.org)