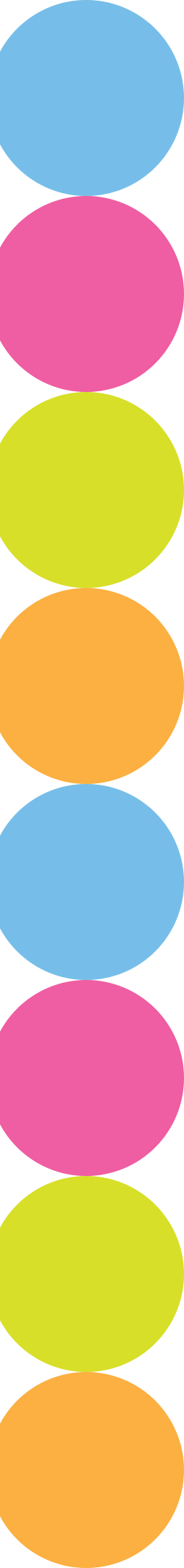


# Youth moving

# Workshop 3

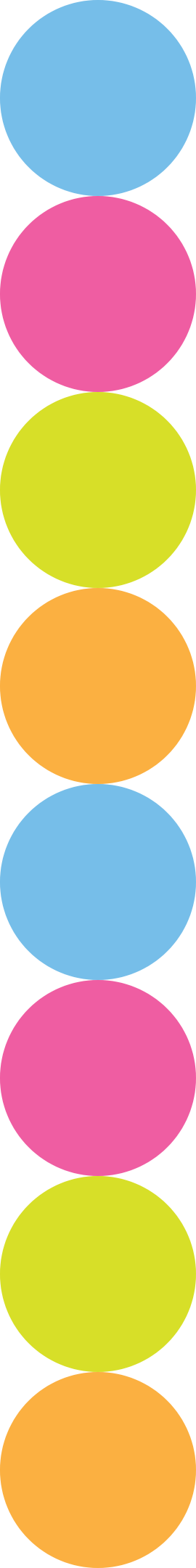
Advocacy communication  
tools/techniques

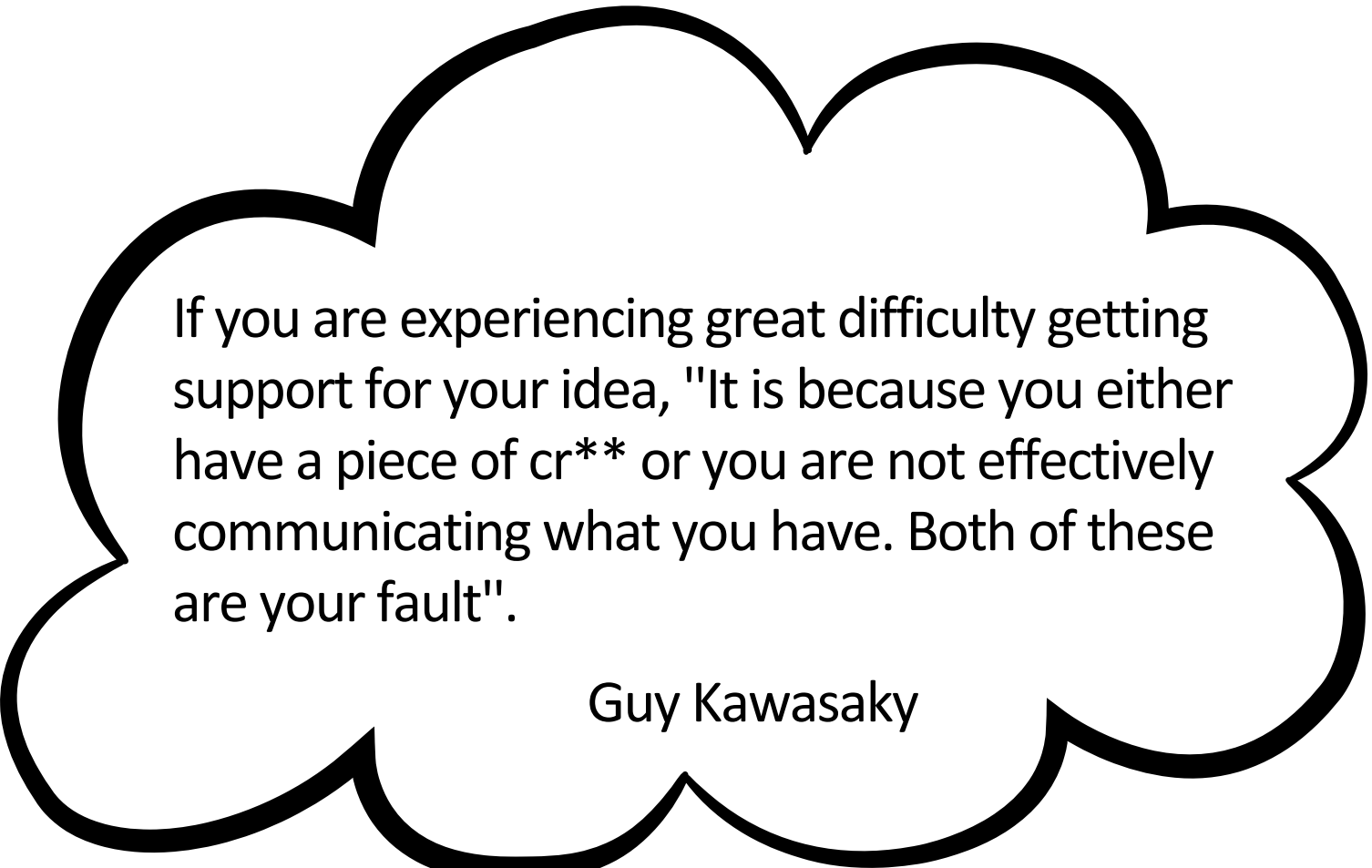


# Communication vs. Advocacy

- **Communication** is the exchange of messages among people for the purpose of achieving common meanings (Shaik, 2012).
- **Advocacy** is a set of targeted actions directed at decision-makers in support of a specific policy issue; strategies devised, actions taken and solutions proposed for influencing policy, laws, regulations, programmes, or funding - decisions made at the uppermost levels of public or private sector or community (Buckley 2019).

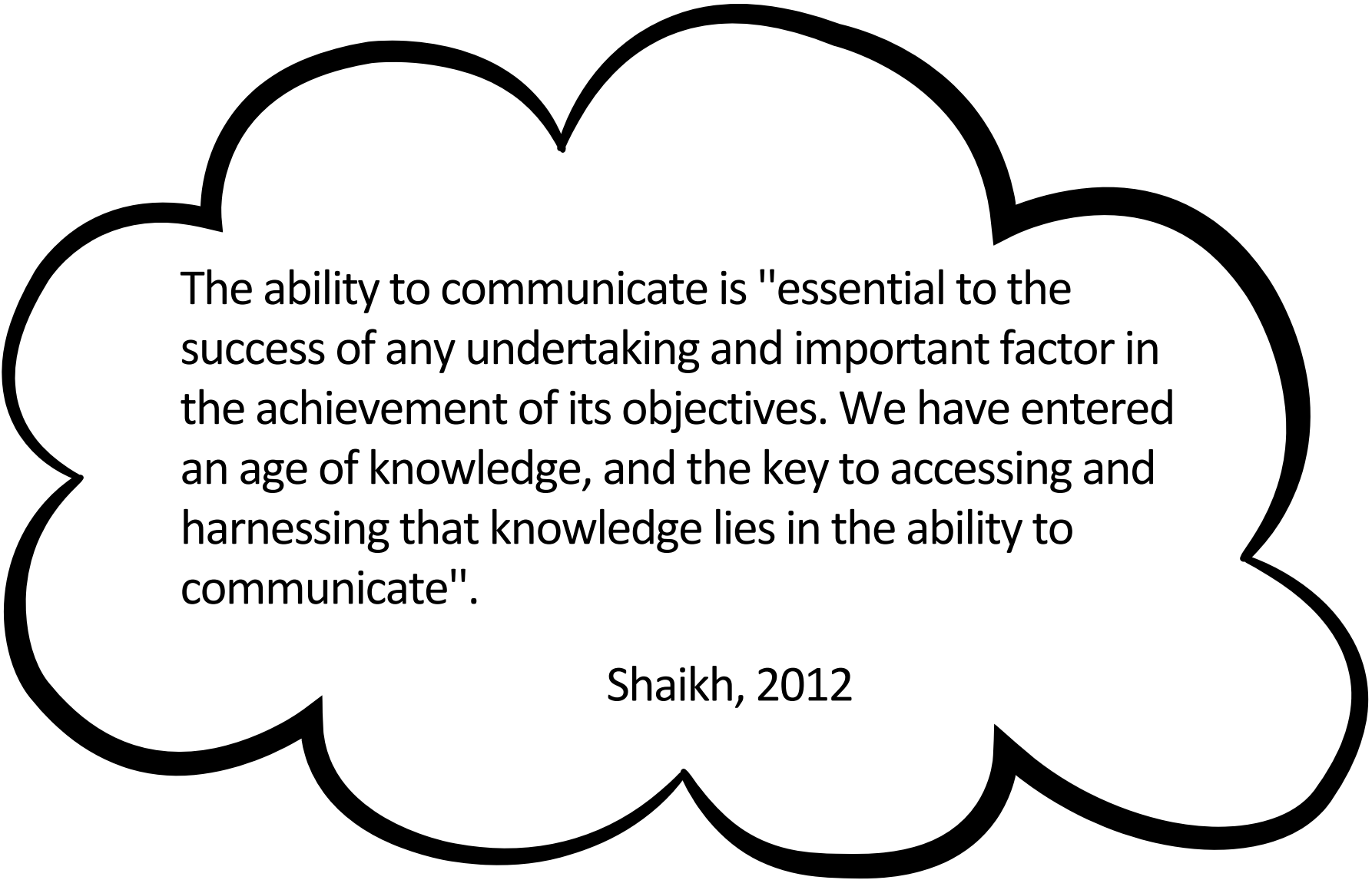
 no communication – no advocacy,  
communication – opinions and decisions changed





If you are experiencing great difficulty getting support for your idea, "It is because you either have a piece of cr\*\* or you are not effectively communicating what you have. Both of these are your fault".

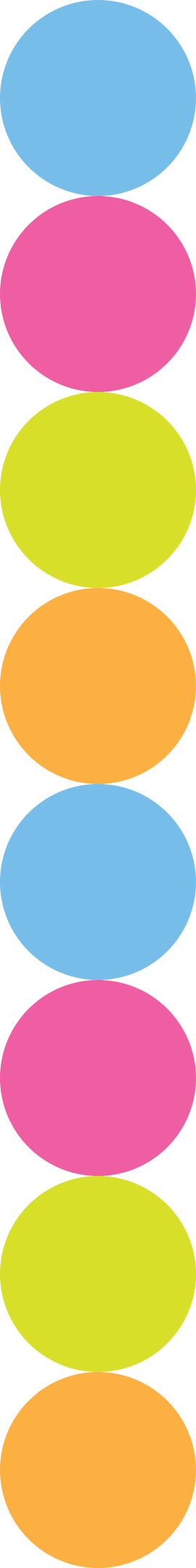
Guy Kawasaki



The ability to communicate is "essential to the success of any undertaking and important factor in the achievement of its objectives. We have entered an age of knowledge, and the key to accessing and harnessing that knowledge lies in the ability to communicate".

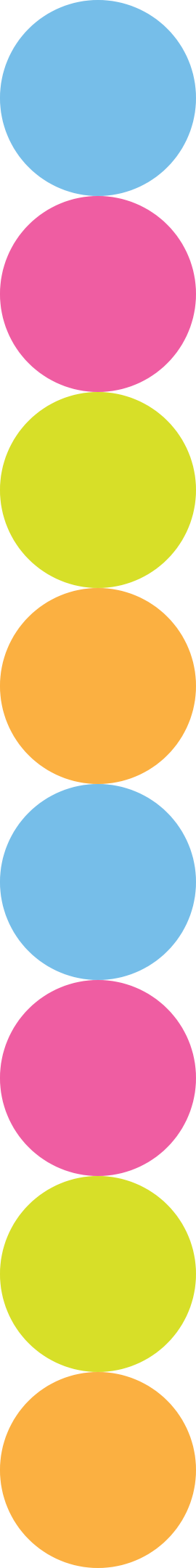
Shaikh, 2012

We communicate through different channels and with different techniques in everyday interactions, or when building a team, conceptualising our ideas, planning, fundraising, implementing and evaluating our projects etc.



# Channels/methods of Communication and Advocacy

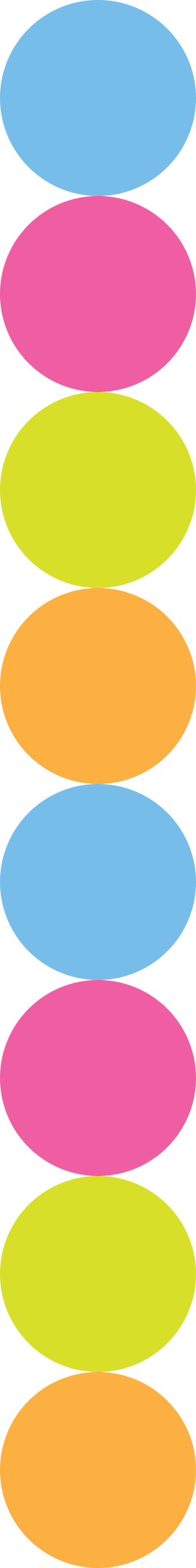
- **In-person conversations:** best for engaging individuals, local authorities and small groups (ex. take someone for lunch, conferences, personal meetings)
- **Phone calls, video chat or conference:** to involve remote participants
- **Social media:** Facebook, Twitter, live videos, posters and flyers
- **Bulk SMS:** best in advocacy campaigns or marketing your service
- **Traditional media:** radio, information centre, TV, newspapers - best for advertising or creating awareness
- **Shared to-do lists:** for keeping things going among your team
- **Community events:** festivals and other public gatherings
- **Electronic communications:** E.g., periodic newsletters via email subscriptions, blog posts, e-mails
- **Surveys:** if you need feedback on your work



# Elements of advocacy communication

- Goal setting (one/multiple or shifting goalposts)
- Gathering policy and political information
- Assessing risk (E.g. opponents)
- Building strategic relationships
- Establishing your credibility as an advocate
- Linking advocacy to your business priorities
- Maintaining focus

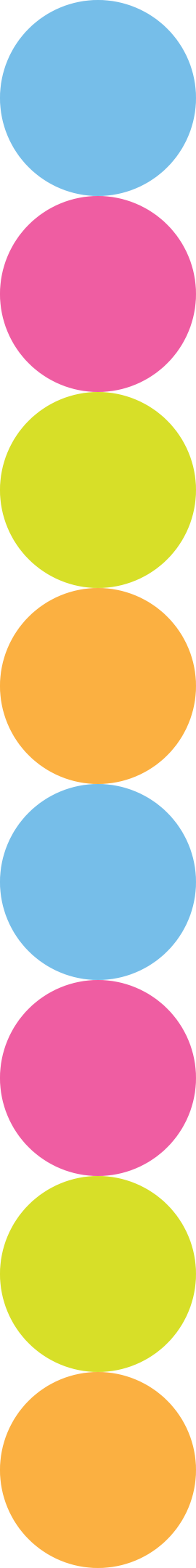
Advocacy requires a long-term, ongoing effort; it's not a one-off occurrence.



# What is NOT advocacy?

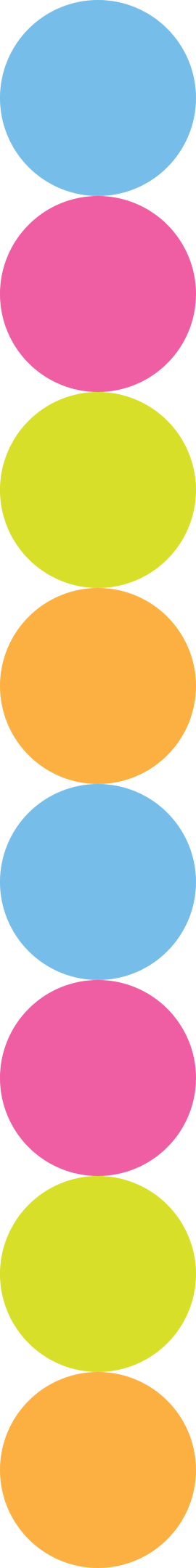
- Information, education and communication
- Informing the government about your organisation
- Raising public awareness about your organisation and its programmes
- Fundraising
- Lobbying or attempting to influence legislation or a legislator at the local, regional, state/provincial, national or international level. Lobbying is one type of advocacy, but not all advocacy is lobbying. For example, advocacy is not tutoring students in an after-school programme. But advocacy is gathering signatures from members of your community for a petition to alter public education practices that are harmful or disadvantageous to students.

Advocacy relates to influencing decisions of policy-makers and other key influencers.



# Tips for communication and advocacy

- 1 Determine what you seek to achieve:** what is your goal? What to communicate to get the results you vision?
- 2 Develop a purposeful communication strategy:**
  - who communicates (responsible person)
  - what (message)
  - to who (targeted audience)
  - using which channel at what time (level of progress)
  - why (results)
  - how often (frequency)
  - to achieve what purpose (goal)
- 3 Understand your audience:** language!, trust, what they want (voice of community)



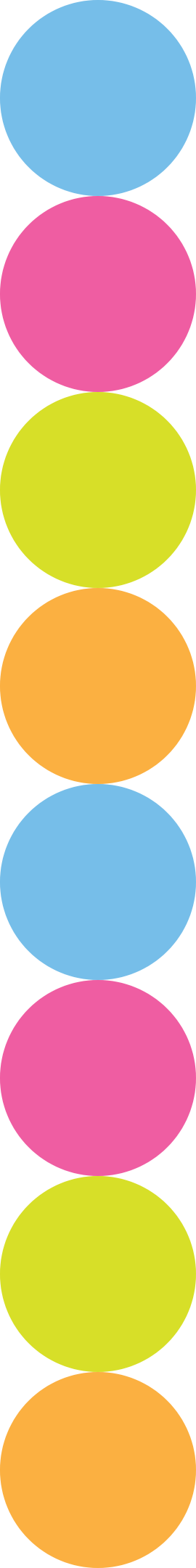


# Tips for communication and advocacy

**4** Build a concise and clear message, and stick to the issue. Elmo Lewis AIDA model:

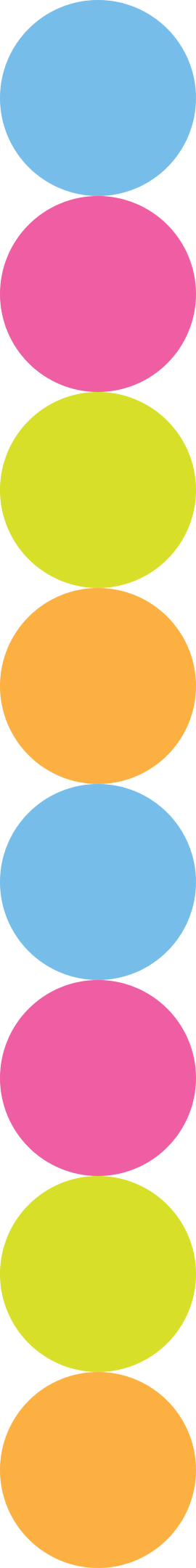
- A - make the target audience aware of what you do
- I - build interest by sharing exciting information
- D - fuel desire
- A - invite them to take action

**5** Invite feedback



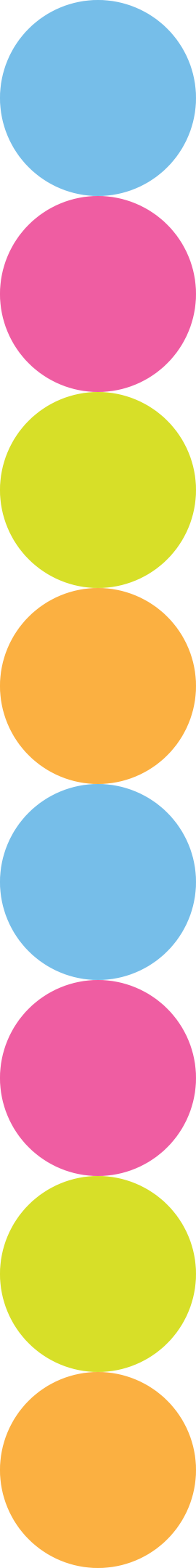
# Survival skills for advocacy

- Where possible, emphasise the positive.
- Emphasise your organisation's accomplishments to the community.
- Plan for small wins.
- Present the issues in the way you want others to see them (make a brand).
- Develop your own public identity (name, logo, identity).
- Check your facts. Evidence-based advocacy is key.
- Keep it simple.
- Be passionate and persistent.



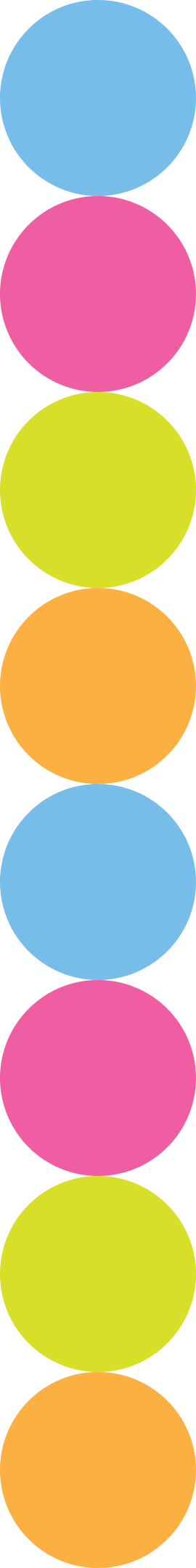
# Survival skills for advocacy

- Be prepared to compromise.
- Be opportunistic and creative.
- Stay your course and keep your eyes on the prize.
- Make issues local and relevant to your audiences.
- Work towards obtaining broad-based support from the start.
- Work within the competency base and budget of your group.
- Try to work outside the experiences of your opponents.
- Tie your advocacy group's efforts to related events in the news or community.



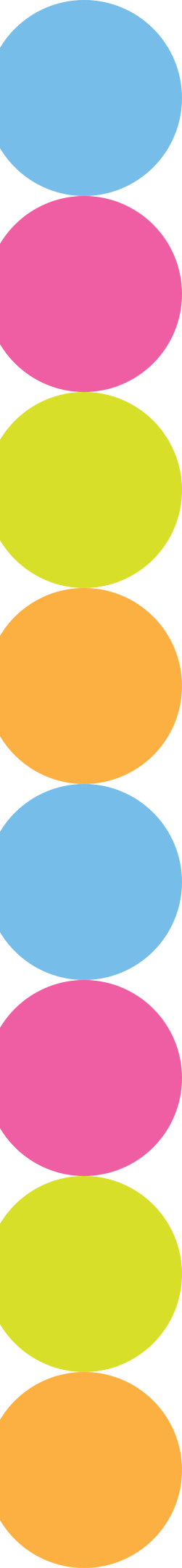
# Communication planning for advocacy

- Start at the end: Consider what success looks like for your organization, then work backwards to develop a plan of action to get you there.
- Summary/overview of plan
- Goals (general)
- Objectives (specific)
- Target audiences
- Key messages
- Strategies (approaches)
- Tools and tactics
- Timeline
- Budget
- Evaluation (what success would look like and has that been achieved)



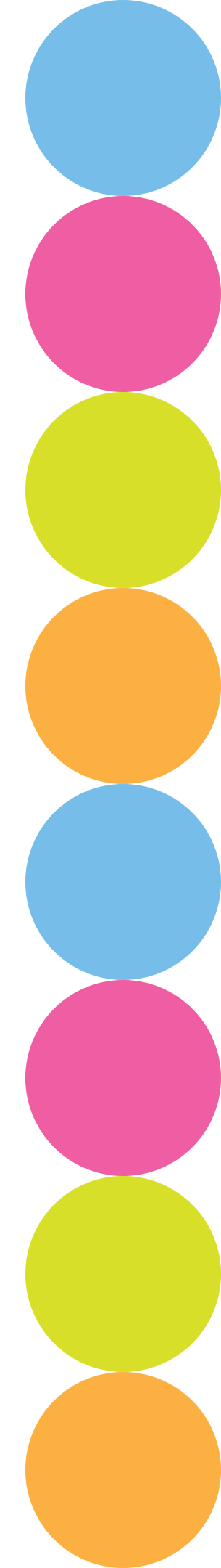
# Workshop 4

Good practices  
in the community-based  
movements field



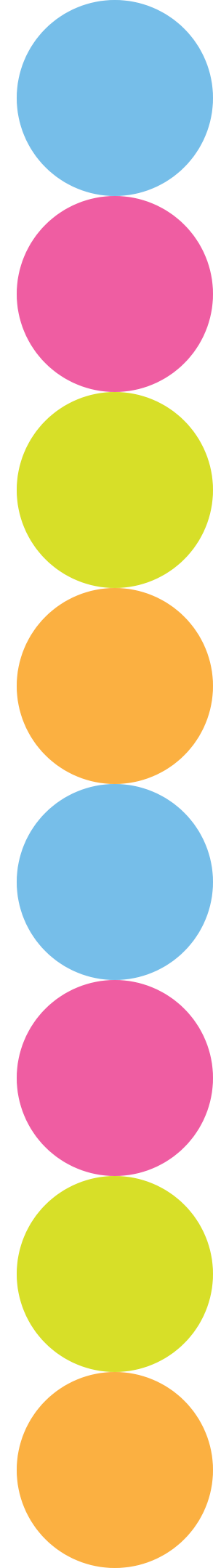
# The Italian *Care Leavers* project

An experimental project started in 2019 to accompany care leavers gradually towards autonomy. The **target group** is those youngsters who have been placed outside their family of origin, following a provision from the judicial authority. The project has a **duration of three years** and accompanies the beneficiaries **from 18 to 21 years of age**.



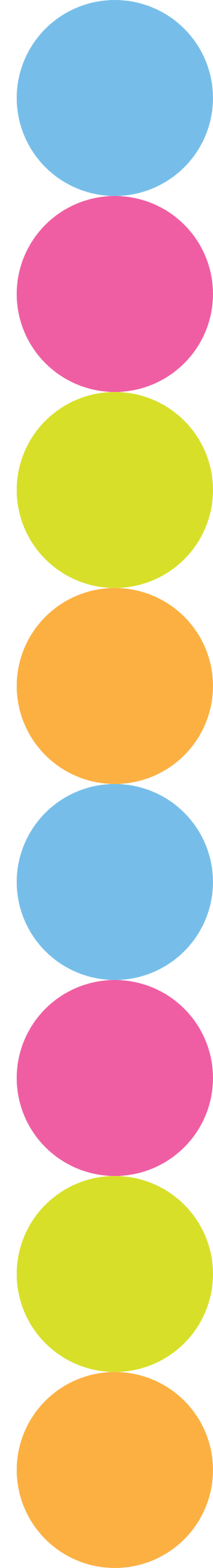
# The Italian *Care Leavers* project

- **Care Leavers Project** is a national project promoted by the Italian Ministry of Labor and Social Policies within the Fund for the Fight against Poverty and Social Exclusion and Istituto degli Innocenti of Florence provides technical assistance.
- Initially 17 Italian regions joined the project that is synergistic with the *Citizenship Income*, to which part of the target group has access.



# Financial resources

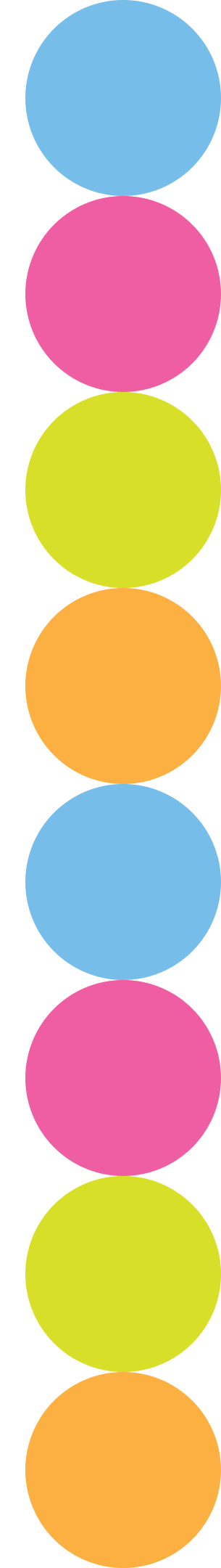
- A part of the poverty fund has been dedicated to finance interventions for those young people who have just turned 18.
- In order to support the path towards autonomy, the individualized projects integrate all the resources available at national and local level available to support care leavers, such as the Citizenship Income, the Youth Guarantee and the Right to Education.





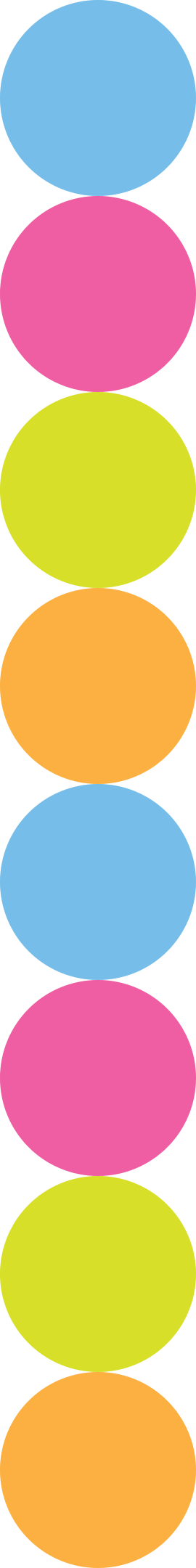
# Citizenship Income

- Since April 2019, with the Law Decree No 4/2019, a new minimum income scheme, the “Citizenship Income”, is being implemented in Italy.
- Citizenship Income is an **income-based cash benefit**, aimed mainly at **poor and socially excluded families**.
- Compared to the previous subsidy, called “**Inclusion Income**” (*Reddito di inclusione*), the Citizenship income is endowed with more budgetary resources, is **more generous and inclusive**, and has a **longer duration**.
- At the same time, Citizenship Income presents **stricter conditionality rules** for beneficiaries.
- The eligibility criteria are based on the **ISEE value** (Indicator of equivalised economic conditions, taking into account both income and wealth) and overall **financial assets** - these values **must not exceed a certain threshold** -, the beneficiary must also have resided in Italy for **at least ten years**, out of which he/she must have spent the last 2 years *continuously* in Italy.



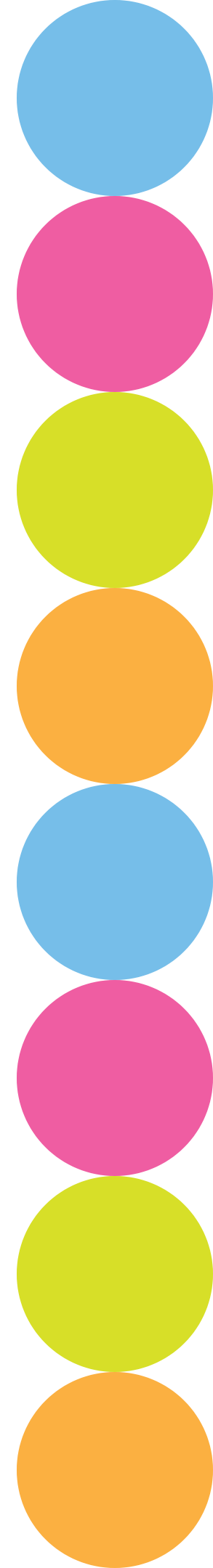
# Youth Guarantee

- The Youth Guarantee program is a **European initiative** that aims to address the **difficulties of job placement** and **unemployment** for **young people**.
- The program was launched to benefit **Member States** with **unemployment rates above 25%**.
- Young people receive a valid **job, education** or **training** offer within a limited time of becoming unemployed or leaving formal education.
- The offer can be consulted and available on the portal



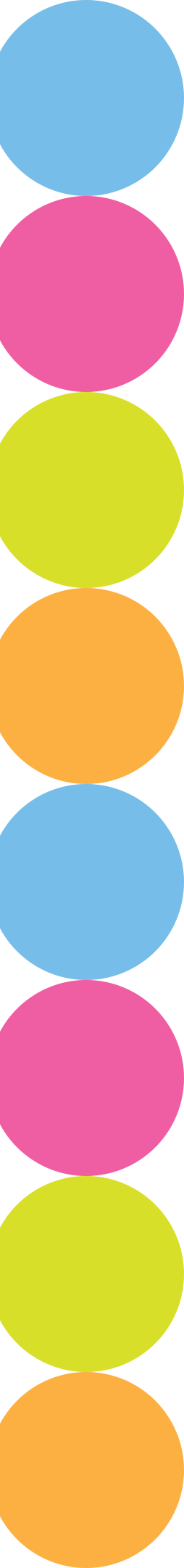
# Right To Education

- According to **paragraph 181, point f of Law 107/2015**, the **right to education is guaranteed** by the Italian Ministry of Education, Universities and Research **throughout the national territory**.
- Children and young people **under the age of 18** - Italians and foreigners - present in Italy **have the right to education**.
- Pursuant to **article 9 of Legislative Decree 63 of 2017**, to combat school dropout, **low-income students** can access **scholarships financed by a ministerial fund**.
- Annually the Ministry of Education, the Regions and local authorities establish:
  1. the **regional distribution of resources** based on the numbers provided by Istat (Italian National Institute of Statistics) and the regional school dropout index;
  2. the **methods of disbursement of scholarships** with a specific decree. **Each Region identifies** their respective student **beneficiaries** and **send the list to the Ministry** to allow the disbursement of the assigned contributions.



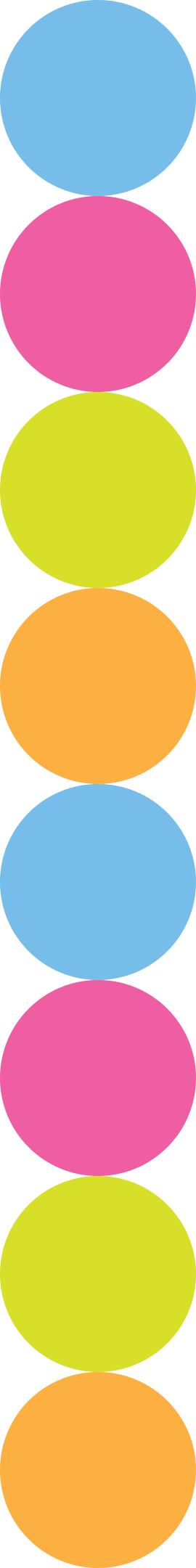
# Youth Conferences

One of the most important instruments of the national Care Leavers project



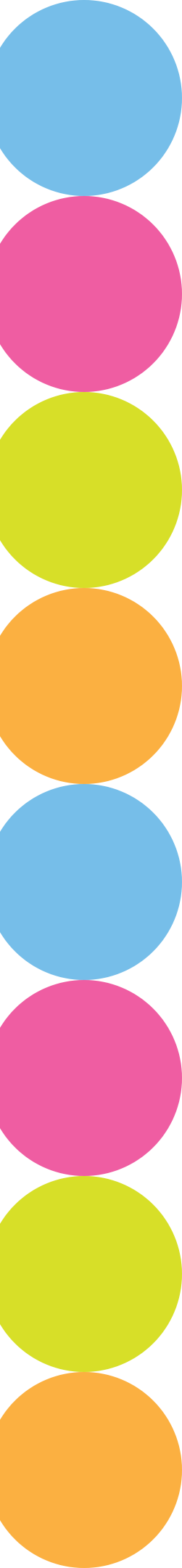
# Youth Conferences

- The project foresees the participation of young people at the ***Youth Conferences*** that are tools of active participation of care leavers **at local, regional and national level** in order to facilitate the exchange of experiences and evaluate the devices made available by the Experimental project. During the Youth Conferences beneficiaries have the opportunity to discuss with peers and at the national YC they can dialogue with representatives of the Ministry and bring their requests.
- During formal activities, boys and girls are encouraged to get aware of their own point of view and there is the possibility to change the course of the Experimental project by identifying its strengths and any critical issues.



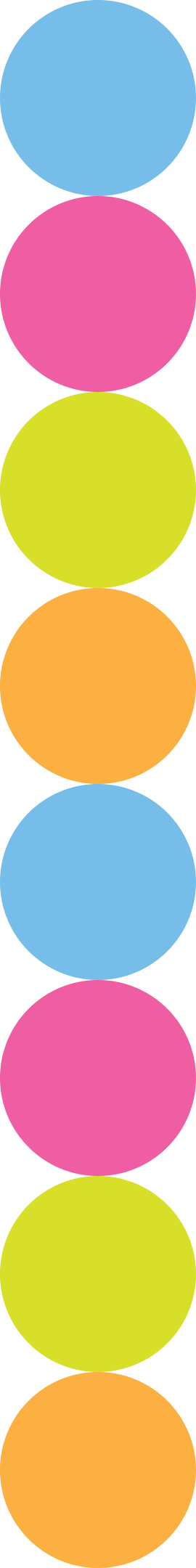
# Local Youth Conference

- The group participating at the LYC is composed by **all the care leavers living in the same area.**
- **Every 3 months** a LYC takes place where care leavers can evaluate their individual projects.
- LYC lasts at least **2 hours.**
- At the end of the meeting, the date for the next meeting is identified.
- The LYC involves the care leavers living in the same area, the tutor who coordinates the activities and it foresees a greeting from the reference person of the area.



# Regional Youth Conference

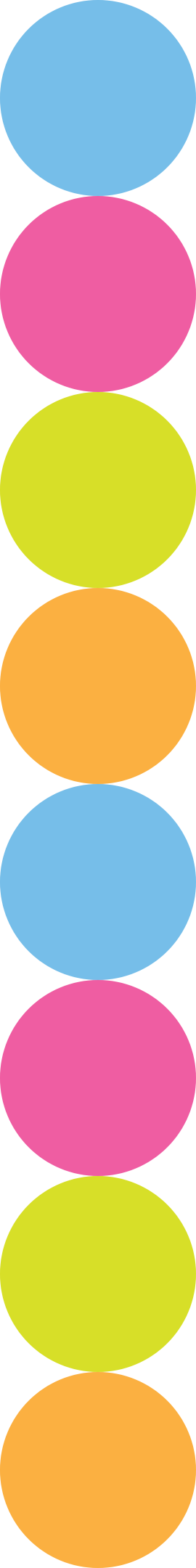
- In regions where there are at least 2 territorial areas that have joined the Experimental project, **Regional YCs** are organised, **every 4 months**, with the participation of **2 *care leaver* representatives for each social area involved**.
- RYC lasts no less than 2 hours.
- During the RYC **2 care leaver representatives are chosen** who participate to the National Youth Conference.





# National Youth Conference

- The **NYC** foresees the participation of two **care leaver representatives for each Region participating in the Experimental project** and meet **at least once a year**; it may last 2/3 days.
- The **NYC** whose organization and management is carried out by Istituto degli Innocenti, foresees **workshops**. Young people are invited to work on specific themes and to evaluate the devices of the Experimental project. At the end of the activities they have the opportunity to meet and dialogue with the **Technical Assistance board** and with the representatives of the **Ministry of Labor and Social Policies**.
- Have a look at [this video](#) (in IT)





# Youth moving



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