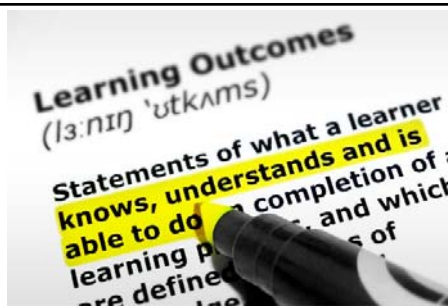


# Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015  
Beijing, China

## Advocacy Strategy: Assessing Assets and Gaps



- List types of skills, expertise and resources needed for advocacy efforts



## What are needed?

- \* Available staff
- \* Available or likely funding
- \* Staff who can serve as spokespersons
- \* Relationships with media
- \* Social media experience
- \* Expertise in policy research
- \* Technical knowledge
- \* Experience in policy advocacy
- \* Experience in policy analysis
- \* Evidence to support the policy solution
- \* Expertise in media relations and other communications
- \* Expertise in coalition-building
- \* Expertise in drafting guidelines or legislation
- \* Relationships with decision-makers and influencers
- \* Organizational reputation for advocacy



# A Checklist

Resource Availability [Assess: high, medium, low]	Level
Staff to work on advocacy	
Staff who can be influential spokesperson	
Staff relationships with decision makers	
Staff relationships with media	
Expertise in communications and media relations	
Expertise in coalition building	
Expertise in web-based communication	
Expertise in policy analysis and/or policy development	
Familiarity with the policy process	
Evidence to support the policy solution	
Funding (current or likely)	



Country Team Work

## **ASSESS YOUR ORGANIZATIONAL CAPACITY**