

Suggested guidance for HLCD national advocacy campaigns



This document, issued by the SWA Secretariat, provides suggested guidance for SWA partners at country level to conduct advocacy campaigns around the SWA High Level Commitments Dialogue.

BASICS

What is the purpose of advocacy campaigns?

1. To raise high level awareness of 2012 SWA HLM commitments
2. To congratulate good progress and highlight challenges
3. To encourage the fulfilment of 2012 HLM commitments
4. To engage ministers on the 2014 SWA HLM and to develop new, more ambitious commitments

Who are the key targets?

- Heads of State
- Finance ministers and ministry staff / advisors
- Ministers responsible for sanitation and water
- Parliamentarians
- District commissioners
- Local government

What exactly should SWA country-level partners do?

- Opportunistic and achievable activities (such as a report launch or in-person meeting with Ministers of Finance) around targeted messages

To be effective with high-level audiences it is important to:

- Work with sector partners, including civil society
- Aim to speak with one sector voice
- Highlight critical issues to be addressed
- Demonstrate how the sector is working together more effectively (as fragmentation of the sector is one of the largest bottlenecks in the eyes of the Ministers of Finance)

When should advocacy campaigns start?

- The SWA Secretariat suggests that engagement begins from **September 2013** onwards
- The Secretariat is sharing these guidelines now to give you the opportunity to plan effectively and integrate these ideas into existing plans **NOW**.

PREPARING FOR ACTION: 2 KEY STEPS

1. Getting started - As soon as possible

- i. Convene government, development partners and civil society and discuss who will take the lead in supporting technically and financially

- ii. Involve communication officers in relevant ministries early on
- iii. Discuss the best way to involve other partners in order to speak with one sector voice

2. Defining action together – early September 2013

Meet and discuss thoroughly with partners to decide:

- i. Target audience
- ii. Which activities are more effective for the target audience
- iii. What are the key messages for the target audience
- iv. Which tools are effective for the target audience
- v. Which activities will be undertaken to convey key messages
- vi. A timeline for activities

Remember: the aim is to speak as one sector voice!!!!

DETAILED GUIDANCE ON DEFINING ACTION

1. **Mapping the target audience:** Who is most influential in resolving the bottlenecks that are preventing further progress? Review the 2013 Progress Update on 2012 SWA HLM Commitments, GLAAS/BAT/CSO/MAPAS/SDAs, or similar monitoring data and analysis. Think broadly and brainstorm ideas, but then pare down the list by ranking the three most important ones.
2. **Matching advocacy activities to the target audience:** What can motivate the target audience to take action? Below is a sample list of activities. Prioritize amongst these or others from brainstorming that will have most impact on the target audience and that are achievable within your specific context/country.

Sample activities:

- Organise a private meeting with the Minister of Finance to discuss progress and next steps
- Invite the Minister of Finance, Sector Ministers, parliamentarians, CSOs, the media and general public to a public meeting to launch the global report. Invite a minister to present on achievements on the 2012 SWA HLM commitments as well as what needs to be done to address the commitments which reflect bottlenecks
- Issue a press release to the media and/or conduct media training with journalists around the launch of the report
- Secure a slot on the radio / TV to discuss progress of commitments, ideally with a high profile official and / or a minister. What TV programmes do ministers watch? What do they read? What radio shows do they listen to? Use media contacts and try to get ministers on to the most popular radio/TV programme
- Invite the minister(s) and journalists to a trip to the field to visit rural / urban sanitation and water projects
- Use the UN-Water GLAAS meeting (or other upcoming sector analysis meeting) to bring attention to the HLM Commitments report or invite a minister to speak about it.

3. Choosing impactful and appropriate messages. What exactly do you need the target audience to act upon?

Based on the analysis of the global and the national report, each country will choose two or three key corrective actions that target audience should be taking: **prioritize 2-3 key bottlenecks and recommend clear actions that the high level audience can take to address those bottlenecks.**

Tailor supporting messages around the following areas:

- Praising government for progress so far : choose a small number of main achievements
- Demonstrate that the sector is getting its act together: list variety of partners involved in campaign and show how they are working together
- Highlight existing evidence to demonstrate the economic and social benefits of implementing the 2012 SWA HLM commitments
- Remind the target audience that the 2014 SWA HLM will be held soon and more ambitious commitments need to be developed: remind the audience who participated at the 2012 HLM.

4. Choosing the right tools:

What makes it to the attention of very busy high level audiences?

- Short crunchy briefs
- Hard hitting statistics
- Comparisons with other countries
- Bullet points for speeches
- High media visibility
- Quotes from UN Deputy Secretary General (DSG) statement on the Progress Report on the 2012 SWA HLM Commitments and quotes from SWA Chair, H.E. John Agyekum Kufuor in the corresponding media note (issued 14th August 2013)

5. Timeline: What is a realistic timeline? Think of other events and opportunities going on in the sector and link them together.

Support from the SWA Secretariat

At the request of the SWA Steering Committee, the SWA Secretariat will facilitate the HLCD along with developing country governments and donors/banks and will also work to involve other supporting partners (agencies, civil society, etc.) The Secretariat will provide suggested guidance, facilitate cross-country learning and arrange high-level letters. Key milestones include:

- Issue **the global technical report** on progress on the implementation of the 2012 SWA HLM commitments – it highlights progress of your country and relative progress of other countries (August)

- Coordinate **influential letters** to be sent by **SWA Chair and DSG to Head of State** (September)
- Develop or support the development of complementary advocacy products such as **a template to develop country-specific high-level briefs on the 2012 HLM Commitments** (September)
- Provide **a template press release to be** adapted by in-country teams (September)

The Secretariat is a small team but, with ample time, will do the best to respond to specific requests from partner at country level.

Other resources available from SWA

- New SWA website which includes individual progress report on 2012 HLM Commitments by country (late September)
- 2012 SWA HLM short film
- Video interviews with key SWA partners
- A series of documents explaining what is SWA and how it works (September)

Checklist of 8 key steps for the advocacy campaign

1. Lead partner identified
2. Communication resource person from ministries involved
3. All partners in-country are involved
4. Target audience identified
5. Key activities identified
6. Key messages identified
7. Tools identified
8. Timeline and responsibilities identified

Planning matrix

Activity	Target audience	Message	Timeline	Lead partner	Supporting partners
1					
2					
3					