

Lobbying for change

OPDs

Learning objectives

By the end of the session participants shall be able to:

- Define lobbying.
- List types of lobbying
- Describe techniques of lobbying
- Describe how to plan and carry out lobbying activities.

Time allocated

- 100 minutes.

Resources needed

- PPT Presentation
- Whiteboard and flipchart stand
- Flipchart paper and markers
- Participant Manual

Preparation

Familiarise with:

- Relevant content of the Participant Manual
- PPT slides

1. Introduction (5 minutes)

OPDs

Lobbying for change

Learning objectives

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- Define lobbying.
- Describe how to plan and carry out lobbying activities.

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Explain:

- This session builds on the session on advocacy, as lobbying is part of advocacy.

Read the learning objectives.

2. How to plan and implement lobbying (35 minutes)

OPDs

What is lobbying?

- Lobbying is the attempt to influence specific legislation at local or national level.

Lobbying for change: 3

Ask: Can anyone explain the difference between advocacy and lobbying?
Acknowledge responses.

Explain:

- Lobbying involves attempts to influence specific legislation at the local or national level while advocacy is focused on educating about a specific issue and may be directed to many different types of stakeholders.

Lobbying

- Lobbying is part of advocacy, and part of active citizenship.
- Can be carried out through formal meetings or informally through conversations.

Lobbying for change: 4

Explain:

- Lobbying is part of advocacy, and part of being an active citizen.
- Lobbying can be carried out through formal meetings and communications to duty bearers, or it may be informal through conversations in social settings in the community.

Ask: Has anyone been involved in lobbying for disability issues at local or national levels?

Acknowledge responses and take a few examples.

Building relationships

- For lobbying to be successful, it is important to build relationships with duty bearers for them to understand your issues and perspective.

Lobbying for change: 5

Explain:

- It is important to build relationships with duty bearers to help them understand your issues and perspectives.
- You may over time lobby the same person on many different issues if they have a position of authority in the district or nationally, so building respectful open relationships is important.

Stages of lobbying

HOW TO BECOME A CITIZEN LOBBYIST

- PICK YOUR BATTLE**
How do you choose yours? Be as passionate as you can be about your cause.
- DO YOUR HOMEWORK**
Doing research will help you to keep your cool and give you credibility.
- MAP YOUR LOBBYING ENVIRONMENT**
Before lobbying a change, know your possible allies and opponents.
- DRAW UP A LOBBYING PLAN**
Identify the best course of action to make your case.
- PICK YOUR ALLIES**
It's important to make the attention of policymakers by having a broader-based coalition.
- RAISE MONEY**
You'll need lobbying work buddies you might call "fire costs."
- PLAN YOUR COMMUNICATION**
Write out how you intend to talk. Will it be written, sometimes you may need a messenger.
- FACE-TO-FACE MEETING**
Engage with the decision makers and speak the language decision makers use.
- MONITORING AND IMPLEMENTATION**
Stay engaged. Make sure that your cause makes progress.
- STICK TO THE LOBBYING RULES**
Stick to the rules and don't give up. At a certain, the day is the limit to your advocacy.

Explain:

- This graphic is in your Participant Manual and it gives 10 stages of lobbying that we are going to look at in turn.

Stages of lobbying

- 1** Pick your battle
- 2** Do your homework
- 3** Map your lobbying environment

Lobbying for change: 7

Lobbying skills

- 4** Draw up a lobbying plan
- 5** Pick your allies
- 6** Raise money

Lobbying for change: 8

Lobbying skills

- 7** Plan your communication
- 8** Face to face meeting
- 9** Monitoring and implementation
- 10** Stick to the lobbying rules

Lobbying for change: 9

1. **Pick your battle:** There may be many issues you want to lobby on but prioritise these. Consider some of the biggest barriers to the inclusion of persons with disabilities and identify which have the best potential to change.
2. **Do your homework:** Make sure you have as many facts about a situation as possible. This might include gathering or researching data, finding case studies, identifying relevant UN CRPD articles, SDG goals etc.
3. **Map your lobbying environment:** Understand who are your allies and opponents. For example, is this an issue relevant to your membership only, or to all persons with disabilities.
4. **Drawing up a lobbying plan:** Decide on your best course of action to make your case.
5. **Picking your allies:** If your topic is relevant to all OPDs, consider working in a coalition to be more powerful.

Ask: What issues are relevant to all persons with disabilities on which you would lobby to government?
Acknowledge responses.

Ask: Who can give an example of an issue that would be specific to one disability group?
Acknowledge responses.

6. **Raising money:** You may need to find resources such as funds for travel or for communication.
7. **Planning your communication:** Think about what the most effective strategy might be for your issue, and who should communicate it, when and where.
8. **Holding face to face meeting:** Prepare well and rehearse your arguments. Keep calm and polite and do not get frustrated or angry.
9. **Monitoring and implementation:** Follow up is important to reinforce your lobbying and push for action.
10. **Sticking to the lobbying rules:** Make sure your lobbying is always within the law and respectful.

Using the example given above during the explanation of the stages, ask the participant how a lobbying process might look for this example, going through the 1-10 stages. Ask additional questions such as:

- Who would you involve in the lobbying?
- Who would you lobby to?
- Where might you get resources?
- What kind of communication might you use?
- How would you monitor your progress?

3. Types of lobbying (10 minutes)



Types of lobbying

- Consultations
- Face to Face Meetings
- Presentations
- Conferences, Seminars, Public Meetings

Lobbying for change: 10

Explain:

- Lobbying can be carried out formally in meetings or in communications with duty bearers, or informally through conversations in the community.
- Lobbying might be through different methods such as:
 - Consultations
 - Face to Face Meetings
 - Presentations
 - Conferences, Seminars, Public Meetings

4. Practicing lobbying (50 minutes)



Activity

Lobbying for change: 10

Introduce the activity.

Activity: practicing lobbying	
Groups	Divide participants into five groups.
Instructions	Ask each group to think of a lobbying topic and to talk through the 10 steps listed in their Participant Manual to prepare for a meeting, and then to prepare a role play of their lobbying to present to the other groups. The role play should not be more than five minutes.
Monitor	Check the groups are on track.
Time	Allow 20 minutes for discussion and preparation of role plays, and 30 minutes for presentation and discussion in total (Total time: 50 mins)
Feedback	After each role play, ask if anyone has any comments on the lobbying strengths or weaknesses.

Emphasise: Good planning and preparation are key to good lobbying.

Ask if anyone would like to comment on if they will be in a better position to carry out lobbying in future.

Acknowledge responses.

Close the session.