

# INFLUENCING AND ADVOCACY

“BE THE CHANGE YOU WANT TO SEE IN THE WORLD” - MAHATMA GANDHI

# INTRODUCTIONS

## WHO AM I?

- MR. PANDULENI NGHIPANDULWA
- A FATHER OF 2 DAUGHTERS
- PROGRAMME MANAGER (NID)
- BACHELOR OF SOCIAL SCIENCES, TRIPLE MAJOR IN POLITICAL SCIENCE, INTERNATIONAL RELATIONS & PHILOSOPHY.



# INTRODUCTIONS CONT.

- **BRIEFLY INTRODUCE YOURSELVES.**
- **KEY POINTS TO CONSIDER MENTIONING:**
  - **NAME**
  - **SURNAME**
  - **WHAT CONTRIBUTION DO YOU WANT TO GIVE NAMIBIA AS A MEMBER OF PARLIAMENT?**

# SPECIAL MESSAGE FOR THE DAY!



# OBJECTIVES

BY THE END OF THIS SESSION, THE PARTICIPANTS SHOULD BE ABLE TO:

- DESCRIBE THE PURPOSE OF ADVOCACY.
- IDENTIFY THE INSTRUMENT FOR ADVOCACY
- ADVOCATE FOR A BETTER STANDARD OF LIVING FOR ALL NAMIBIAN CITIZENS.



# DEFINING ADVOCACY

- WHAT IS ADVOCACY?
  - ADVOCACY IS AN ACTIVITY BY AN INDIVIDUAL OR GROUP THAT AIMS TO INFLUENCE DECISION-MAKING.
  - ADVOCACY CAN ALSO BE DEFINED AS AN INDIVIDUAL OR GROUP'S EFFORT TO INFLUENCE LAWS OR PUBLIC POLICY.



## ADVOCACY CONT.

- KINDLY THINK OF YOUR PAST EXPERIENCES WITH ADVOCACY. WAS IT SUCCESSFUL?
- IF YES, THEN WHAT MADE YOUR ADVOCACY SUCCESSFUL?
- IF NO, THEN WHAT DID YOU LEARN FROM THE EXPERIENCE?

# THE ADVOCACY OF MUHAMMAD ALI





# DEBRIEF

- WHAT HAVE YOU LEARNED FROM THIS VIDEO?
- WHY IS ADVOCACY IMPORTANT?

# INSTRUMENTS OF ADVOCACY

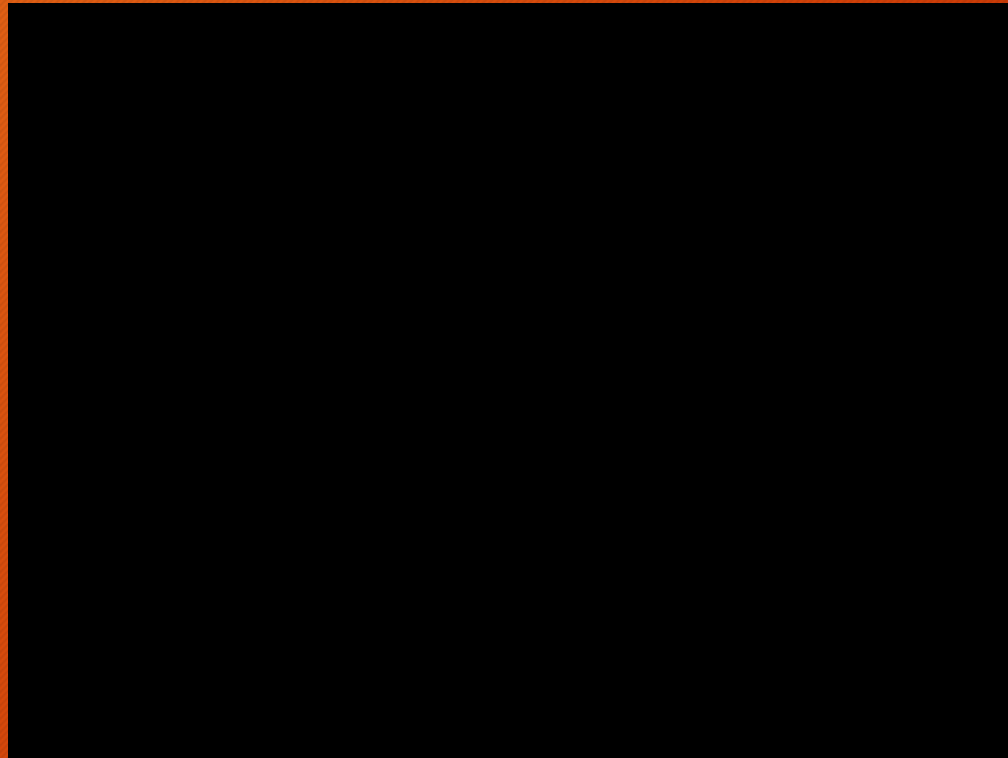
- TABLING BILLS IN PARLIAMENT
- MEETINGS WITH DECISION-MAKERS
- PUBLIC DEMONSTRATIONS
- MEDIA (RADIO, NEWSPAPERS, TELEVISION)
- SOCIAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, ZOOM, WHATSAPP)
- PETITIONS



# INSTRUMENTS OF ADVOCACY CONT.

- KINDLY IDENTIFY 3 CHALLENGES CURRENTLY AFFECTING NAMIBIAN CITIZENS.
- IN WHICH WAYS CAN WE POSSIBLY ADVOCATE TO SOLVE THESE PROBLEMS?
- WHICH INSTRUMENT/S DO YOU THINK WILL WORK BEST TO ADVOCATE FOR YOUR CAUSE?

# EGYPT'S SOCIAL REVOLUTUION



# DEBRIEF

- WHAT HAVE WE LEARNED FROM THIS VIDEO?
- WHAT IS THE IMPORTANCE OF SOCIAL MEDIA IN ADVOCACY?



# CLOSING REMARKS