



Embracing Intersectionality for Health Equity & Justice

THE LOBBY AND ADVOCACY CYCLE

Effective advocacy requires a well-structured approach, especially when addressing complex issues like sexual and reproductive health and rights (SRHR) through an intersectional lens. Explore the steps outlined in this infographic to navigate your advocacy journey, ensuring that your efforts are inclusive, impactful, and sustainable.

9 Monitoring, evaluation and learning

Don't underestimate the value of this step. Having a close look at your progress and results, enables you to learn from successes and failures, and improve your future advocacy efforts.

1 Before you start

Reflect on your own privileges and/or oppressions. To ensure no one is left behind, it is important to understand the barriers faced by those experiencing multiple forms of discrimination. Throughout the advocacy cycle, dedicate time, effort and resources for their meaningful participation.

8 Time for implementation

Now you can start implementing your advocacy plan, e.g. conducting research, having meetings or preparing a campaign. Maintaining flexibility is important: always be open to adjust your advocacy plan if developments in the context or your stakeholders require it.

2 Analysing the issue

Advocacy starts with a detailed, context-specific analysis. Understanding all aspects of the problem is crucial for setting clear advocacy goals and objectives. This process is known as context, situation or issue analysis.

7 Creating a communication and media strategy

The strategic use of communication and media is key to achieve your advocacy goal. Appealing key messages help reach and convince your target audience to take action. A strategy outlines who you reach out to, when and how.

3 Setting advocacy goals and objectives

To conduct effective advocacy, you need to know what you want to achieve. Your advocacy goal - often a long-term result - sets overall direction and should include Specific, Measurable, Achievable, Realistic, and Time-bound (SMART) objectives.

6 Developing an advocacy plan

Building on the previous steps, you draft an advocacy plan. It contains the tactics you will use, a clear division of tasks, a timeline and the required resources, all based on the capacities within your coalition.

4 Coalition building

Coalitions increase your reach and impact. They offer unified leadership, coordinating efforts, resources, and capacities. Intersectional coalitions embrace diversity, uniting people with varied backgrounds and agendas under a common social justice cause.

5 Stakeholder and power mapping

It is important to map out the critical stakeholders, their relative power and influence, and identify allies and potential adversaries. Next, you determine how to engage or counteract them to achieve your objectives.

