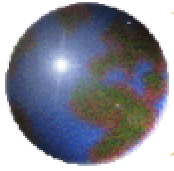


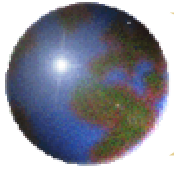
*YES KENYA*  
*Policy Advocacy*  
*Workshop*

Presented by:  
Mr. Jose deOlvares  
Dr. Jennifer Wild



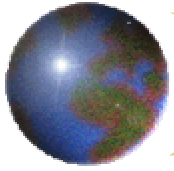
## *Objectives*

- ✦ To define terms used in policy development
- ✦ To discuss the “life cycle” and “dimensions” of an issue
- ✦ To learn how you can influence policy decisions and gain power when advocating for your cause



## *Definition of Terms*

- ⊕ **Policy**: a decision made by a governing body
- ⊕ **Policy Issue**: a specific decision that can potentially be made by a governing body
- ⊕ **Advocacy**: the process of influencing a decision

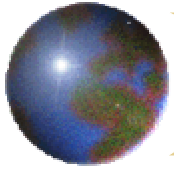


## *An Important Principle*

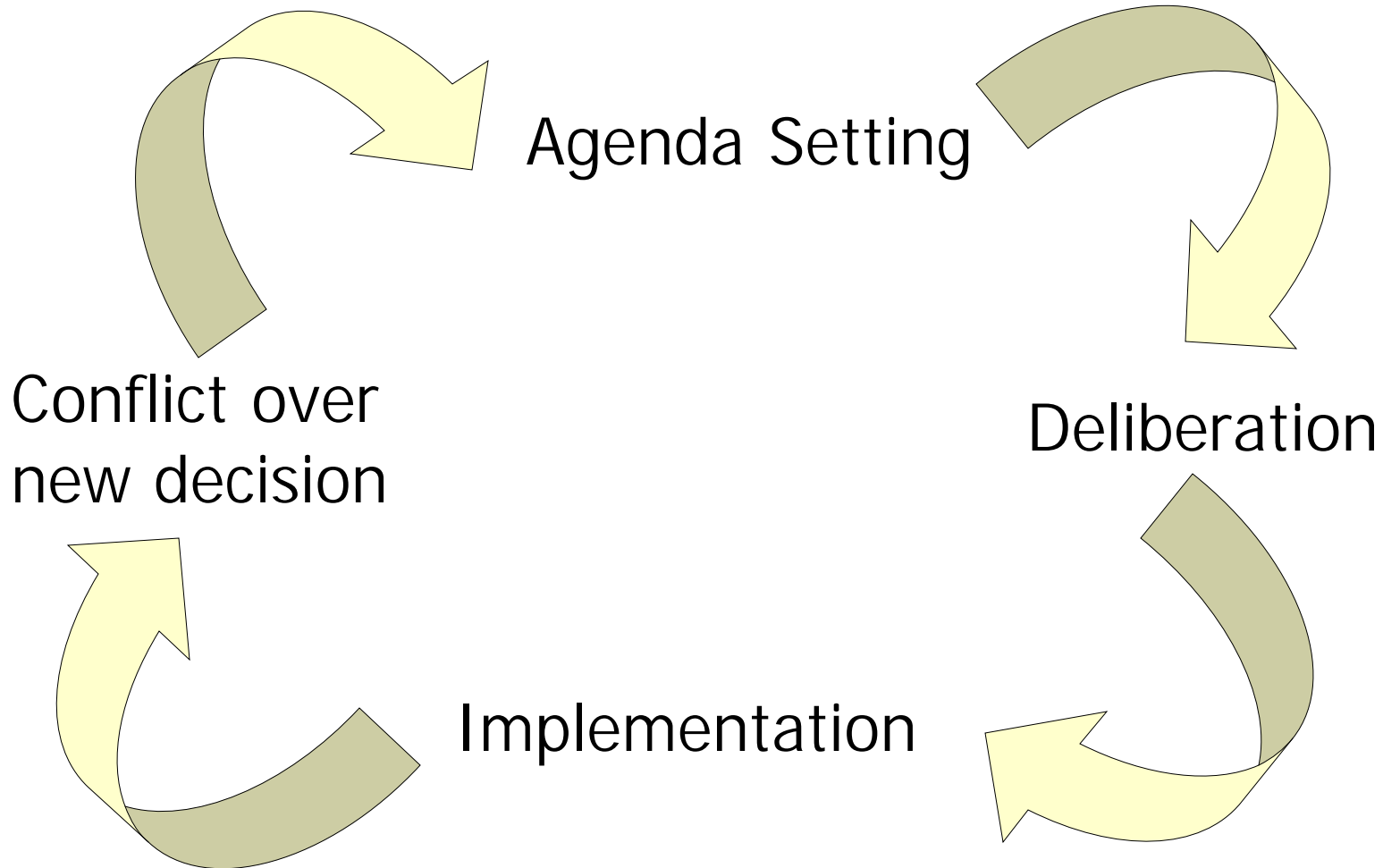
The policy making entity is not the enemy or the opponent.

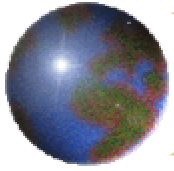
It is  
only the  
battleground!



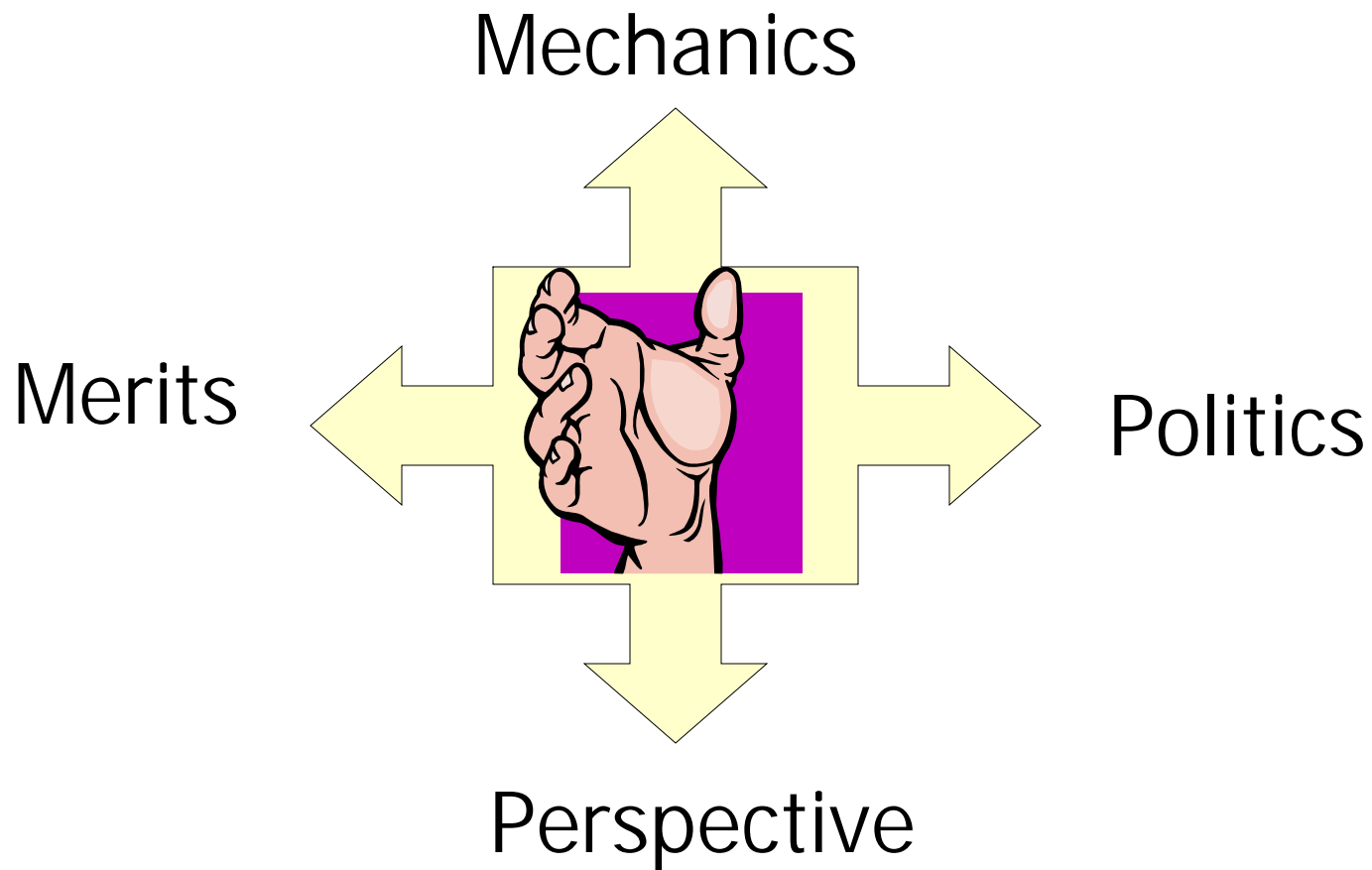


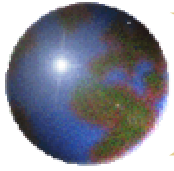
# *Life Cycle of an Issue*





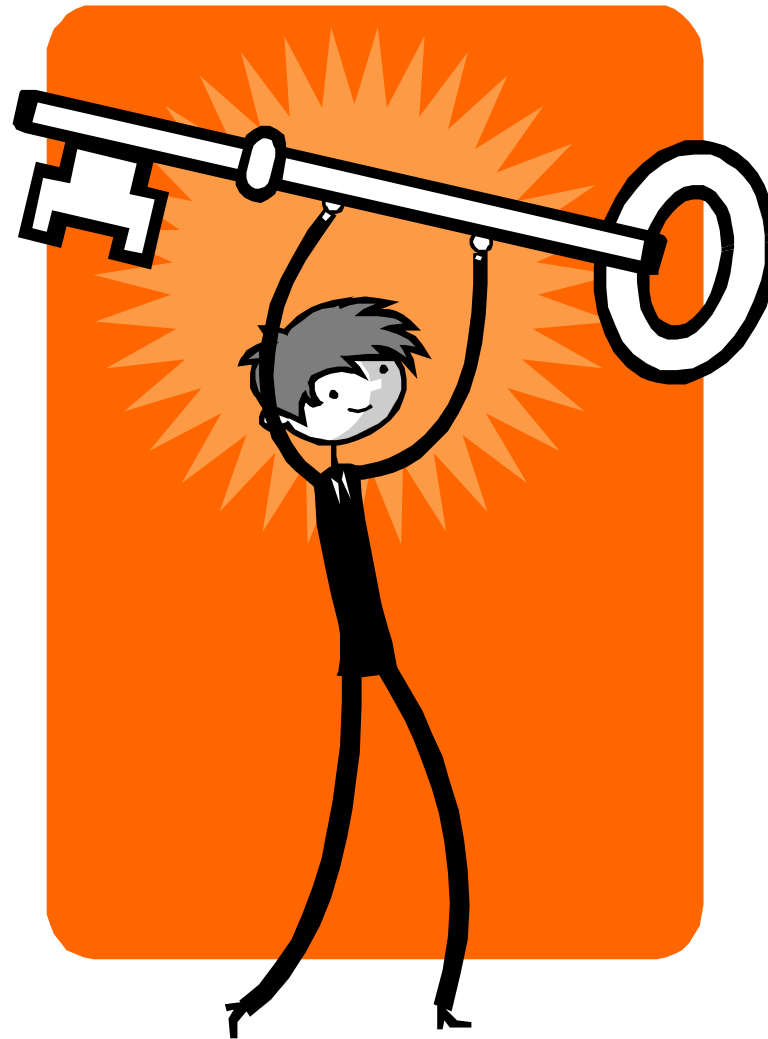
# *Dimensions of an Issue*

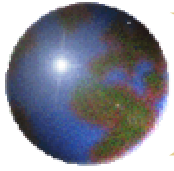




## *TIP*

- Truth
- Influence
- Power



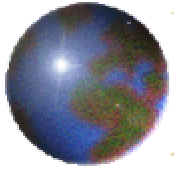


## *What is the Definition of “Truth”?*

The dictionary says that truth is:

“something consistent with fact or reality”

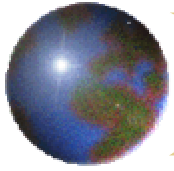
The problem: reality is in the eye of the beholder



## *What is the Definition of “Power”?*

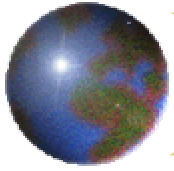
The dictionary says that power is: “the ability or official capacity to exercise control; authority”

The problem: power is given not taken



## *Reality is in the Eye of the Beholder*

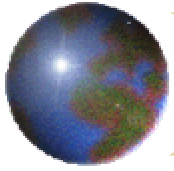
- ❖ Truth involves what we perceive as reality
- ❖ What we perceive is dependent on who we are
- ❖ We call this the “truth ladder”



# *Truth Ladder*

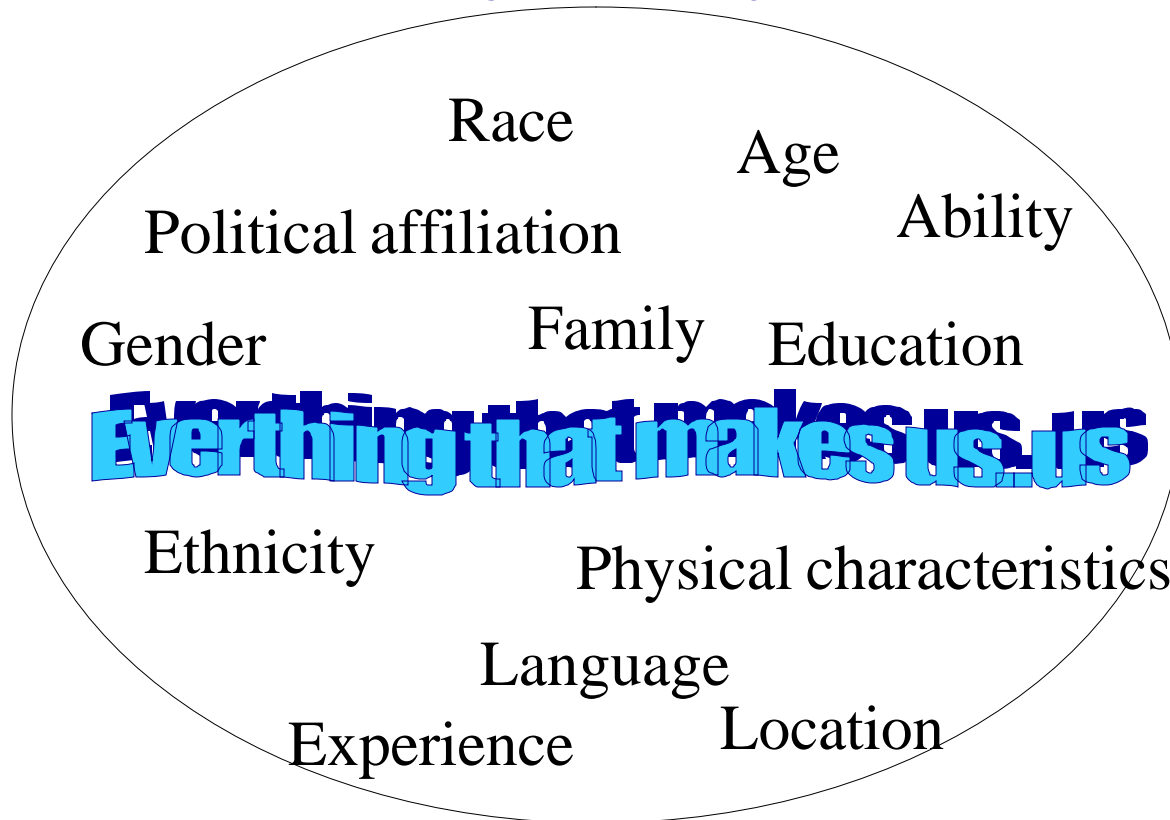


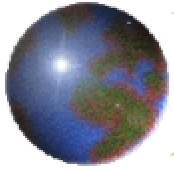
- ✓ Rung four: We take actions
- ✓ Rung three: We make assumptions
- ✓ Rung two: We give the data meaning based on who we are
- ✓ Rung one: we take in data based on our senses



# *The Importance of Rung Two*

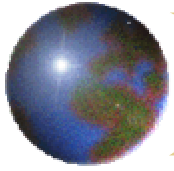
**Who we are**





## *Before we jump to action we need to:*

- ❖ Slow down
- ❖ Ask ourselves what data we are taking in
- ❖ Ask ourselves what meaning we are giving it
- ❖ Ask ourselves if our assumptions are the only possible assumptions



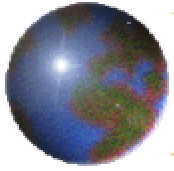
# *Getting Power*

➤ You can buy it



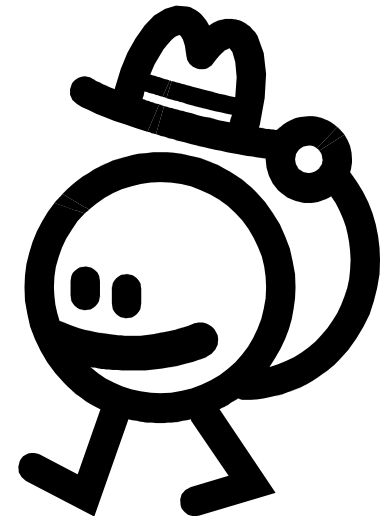
➤ You can earn it

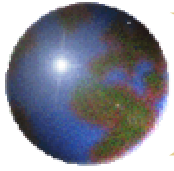




## *Earning Power begins with finding the “place of respect”*

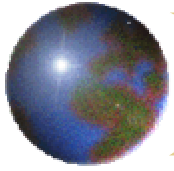
1. Share your thoughts...your meanings and assumptions
2. Ask what the other person thinks and how they came to their assumptions
3. Look for common ground
4. Keep an open mind





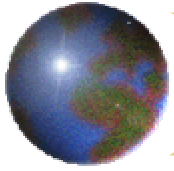
## *The Real Deal*

- As smart as we are, our assumptions need testing
- We can start by sharing our thoughts and how we got them
- We can show respect by also sharing that our way of thinking may not be the only way
- We can ask what the other party thinks and feels



## *Becoming an Effective Advocate*

- ❖ How can you take this information back home and use it?



## *Contact Information*

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