

Cases of Two Successful Advocacy Programs

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Case 1:

LIBRARY RENEWAL PARTNERSHIP

The Case of Library Renewal Partnership (LRP)

- Library Renewal Partnership (LRP) is an advocacy program of partners at the local and international levels with a shared advocacy for public libraries as a strategic investment and
- Its objective is to *empower over 2 million citizens, by building at least 200 community education center by the year 2020* and to help forge an interconnected archipelago of readers and leaders.

LRP's Advocacy

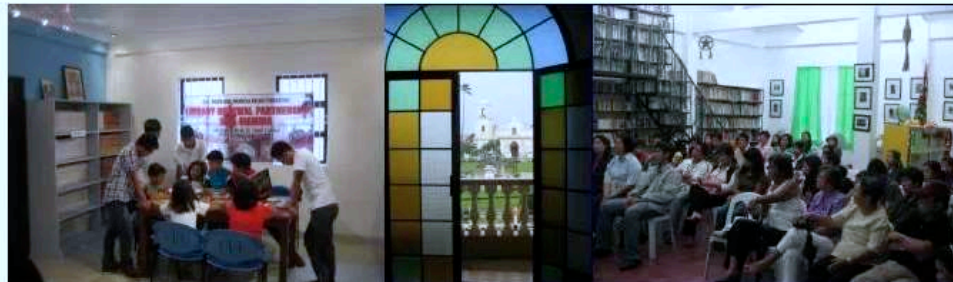
Libraries are a Strategic Investment:

- Increased literacy and educational achievement
- Increased economic, business, and property values
- Every \$1 spent → ~ \$4 economic benefit (US, Australia, UK, S. Korea)



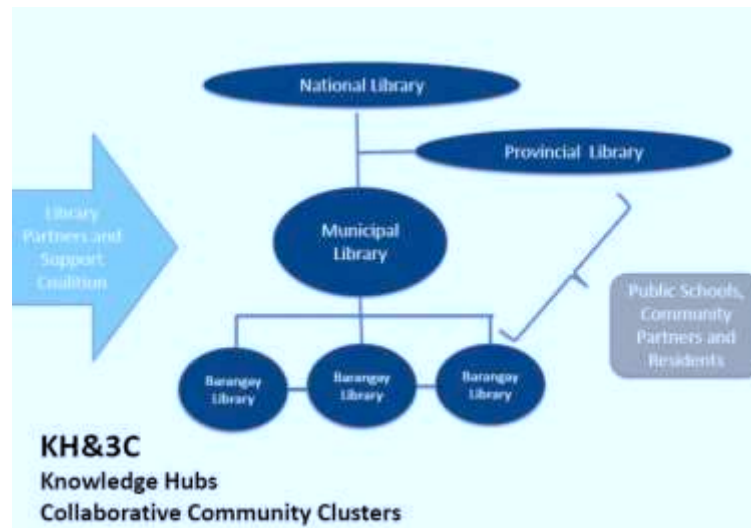
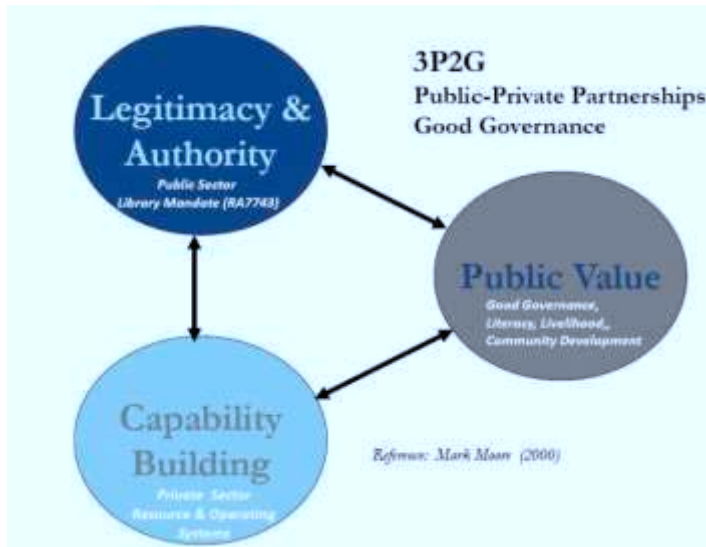
Libraries are a Community Resource:

- Lifelong and After-School Learning
- Social events, Livelihood training and Civic forums
- Disaster Relief shelter



Source: Library Renewal Partnership (n.d.). Retrieved from: <http://www.librarypartners.com/>

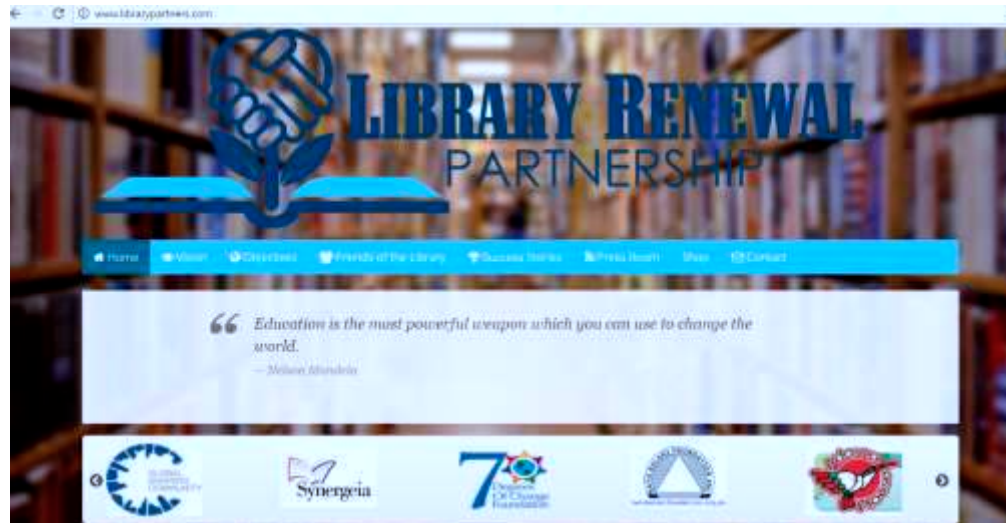
LRP's Advocacy Models



Source: Library Renewal Partnership (n.d.). Retrieved from: <http://www.librarypartners.com/>

Communication Vehicles

Website



Social Media

Advocacy Success Indicators

- Over 150 public libraries have been built, some in remote areas across the country
- Expansion to other areas in the Southeast Asian Region
- Awards and recognitions from various award-giving bodies in and outside the Philippines.

Case 2

The Flalok Project

Reviving the Blaan Art of Storytelling to Improve
Literacy and Develop a Community of Readers in South
Central Mindanao

About the Flalok Project

- is a USAID-funded advocacy project that is being implemented by the Conrado Ladislawa & Alcantara Foundation (CLAFI) with support from its partner organizations, namely: the Kafye Blaan Empowerment, Inc. Department of Education (DepEd), National Commission for Indigenous People (NCIP), Save the Children, Summer Institute of Linguistics (SIL), and the Alcantara Group of Companies.

Source: <http://www.usaid-philamfund.org.ph/index.php/page/view/clafi>

The Flalok Project's Advocacy

The goal is to revive the B'laan art of storytelling in order to increase adult and early graders' literacy among B'laan communities, to promote a culture of reading using Flalok storytelling and to develop B'laan reading materials.

The Flalok Project is expected to benefit the following:

- 50 B'laan schools in Sarangani Province, South Cotabato and General Santos
- 50 B'laan parents
- 2,000 Grade 1 Pupils
- 2,000 Grade 2 Pupils
- 1,000 Alternative Learning System (ALS) learners
- 100 teachers, and 150 youth volunteers

The Flalok Project's Approach

Partnership-Driven



Policy-Backed

- **R.A. 8371: Indigenous People's Rights Act** which seeks to empower indigenous peoples and respects their right to self-determination

Link: www.gov.ph/1997/10/29/republic-act-no-8371/

- Supports the **Mother Tongue-Based Multi-Lingual Education (Sec. 4, R.A. 10533)** currently being implemented by the Department of Education

Link: www.gov.ph/2013/05/15/republic-act-no-10533/

Achievements

The Flalok Project recently turned over 42 Blaan big books to the Department of Education in Region XII (SOCSKSARGEN Region).

The development of the big books involved a broad range of stakeholders, in particular, the Blaan indigenous cultural communities in Region XII, and the Blaan elders.



For more information on this event, please watch: <https://www.youtube.com/watch?v=tfrDUKpR4AE>

Reflections

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The rest of the background is plain white.

9 Laws of Successful Advocacy Communication (Fenton, 2009).

9 Laws of Successful Advocacy Communication (Fenton, 2009).	LRP	Flalok Project
Clear and measurable goals	LRP targeted 200 libraries in 2020	Flalok targeted to develop 72 Flalok that stand to benefit a concrete number of stakeholders
Extensive knowledge of whom you are trying to reach and what moves them	LRP knows that its primary targets are advocates for literacy and social inclusion	The Flalok proponents know that its primary beneficiaries are the Blaان indigenous cultural communities and the non-IP advocates for IP empowerment. Reviving the Flalok not only contributes to indigenous literacy but also to cultural preservation and promotion
Compelling messages	LRP framed libraries as strategic investments and resource.	Reviving the art of Blaان storytelling is a compelling message
Systematic planning	The involvement and participation of a broad range of stakeholders required systematic planning which LRP clearly understood.	The involvement and participation of a broad range of stakeholders required systematic planning which the Flalok proponents clearly understood.
Specify for people what to do, how to do it and why	LRP has outlined partner roles	Roles are clear among partners
Make the case for why action is needed	LRP's case is backed by and supports policy.	The Flalok Project's case is backed by and supports policy.
Match strategy and tactics to target audiences	Participatory processes are being employed and messaging and communication platforms clearly match target audiences.	Participatory processes are being employed and messaging and communication platforms clearly match target audiences.
Budget for success	Yes	Yes
Rely on experts	The forging of partnership acknowledges expert contribution to the advocacy	The forging of partnership acknowledges expert contribution to the advocacy

- Having an advocacy is not enough to effect change among individuals and communities.
- Communication requires understanding the theories and communication paradigms that underpin an advocacy.
- Advocacy **needs to be communicated** to a broad range of audiences using multiple formats and across platforms, **needs to support policy**, and **needs to leverage on contributions from a broad range of stakeholders**.
- Fenton's 9 Laws of Success Advocacy Communication is another useful guide for assessing an advocacy program.
- Lastly, advocacy communication should lead to an outcome of mutual change as opposed to one-sided individual change.

References:

Fenton Communications (2009). Now Hear This: The 9 Laws of Successful Advocacy Communications

The Flalok Project. Retrieved from: Source:
<http://www.usaid-philamfund.org.ph/index.php/page/view/clafi>

Library Renewal Partnership. Retrieved from: Retrieved from: <http://www.librarypartners.com/>

Republic Act 10533. Retrieved from:
www.gov.ph/2013/05/15/republic-act-no-10533/

Republic Act 8371: Indigenous People's Rights Act (IPRA). Retrieved from: www.gov.ph/1997/10/29/republic-act-no-8371/



Discussion Point:

Please share your own advocacy work and your reflections what lessons can be learned from this in terms of advocacy communication, social mobilization and behavior change.

Thank you. 😊