

# 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.

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

# 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)



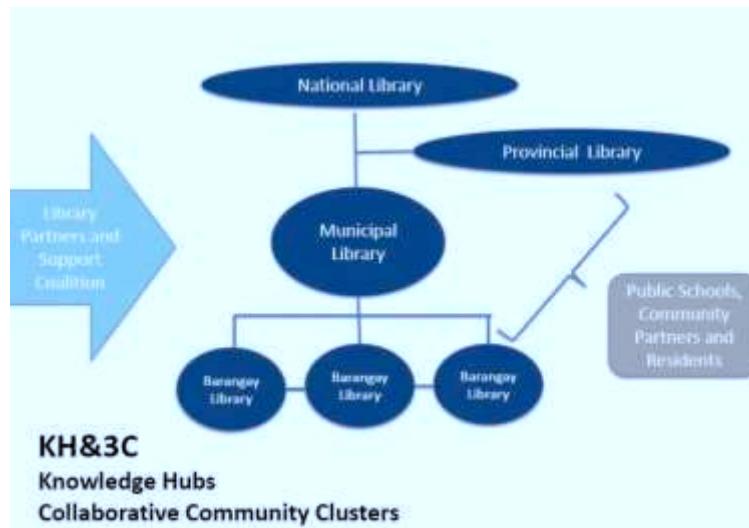
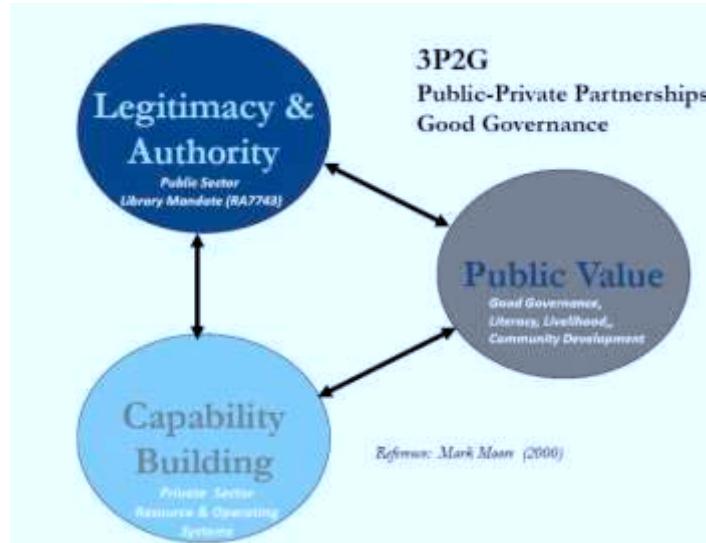
## Libraries are a Community Resource:

- 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.

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

*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 Blaan 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**

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

# 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/](http://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/](http://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

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

9 Laws of Successful Advocacy Communication (Fenton, 2009)	LRP	Flalok Project
<b>Clear and measurable goals</b>	LRP targeted 200 libraries in 2020	Flalok targeted to develop 72 Flalok that stand to benefit a concrete number of stakeholders
<b>Extensive knowledge of whom you are trying to reach and what moves them</b>	LRP knows that its primary targets are advocates for literacy and social inclusion	The Flalok proponents know that its primary beneficiaries are the Blaan 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
<b>Compelling messages</b>	LRP framed libraries as strategic investments and resource.	Reviving the art of Blaan storytelling is a compelling message
<b>Systematic planning</b>	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.
<b>Specify for people what to do, how to do it and why</b>	LRP has outlined partner roles	Roles are clear among partners
<b>Make the case for why action is needed</b>	LRP's case is backed by and supports policy.	The Flalok Project's case is backed by and supports policy.
<b>Match strategy and tactics to target audiences</b>	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.
<b>Budget for success</b>	Yes	Yes
<b>Rely on experts</b>	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:

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