



The Power of Advocacy (5:05)

Published on Sep 23, 2014

by Plan International

[https://www.youtube.com/watch?v= dzaM0fCqsg](https://www.youtube.com/watch?v=dzaM0fCqsg)

Discussion Questions:

1. The video listed three famous change agents: Malala Yousafzai, Nelson Mandela, and Mahatma Gandhi. Who are these three people and what are they so well known for?
2. What is an advocacy toolkit? How can you create your own?
3. What did the advocates in the video mean when they referred to creating a campaign?
4. What did the advocates suggest doing first?
5. What strategies did the advocates say could be used in addition to lobbying?
6. What are some of the advocacy approaches/tactics they mentioned had been used in the past?
7. What are some of the approaches they used in speaking to each other that they did not label as advocacy tactics?
8. What were some of the tactics from the advocacy toolkit?
9. Why do you think the advocates in this video wanted to get media attention? What did they say was necessary to get media attention?
10. Why do you think the advocates said there will be ups and downs in the campaign process? They also mentioned the need to stay motivated, but didn't say how. How do you think you can stay motivated to continue advocating for your cause?
11. What issue was raised in the video and how is it a child advocacy issue?

Check out their Advocacy Tool Kit for some great resources!

<https://plan-international.org/advocacy-toolkit>



Advocacye-Lab
course for change

Module 1: Introduction to advocacy
Module Overview

Introduction to Advocacy (2:53)

Published on Feb 17, 2014

by Advocacy e-Lab

<https://www.youtube.com/watch?v=cBBkkVUIfhM>

A video introducing advocacy and its importance. This video is part of the WV e-learning course Advocacy e-Lab, (www.advocacylab.com/elearning) Module1 is the *Introduction to Advocacy*.

Discussion Questions:

1. How does the narrator in this video describe advocacy?
2. What does the narrator say “good advocacy” does?
3. What does the narrator say advocates can specifically do?
4. According to the narrator, what are the ways that citizens might benefit from your advocacy?
5. How does the narrator say governments may respond?
6. What are the groups that the narrator says you can mobilize?
7. What are the reasons given for why you should get involved in the public advocacy process? Which one speaks to you the most and why? Can you think of any other reasons to get involved?

Create an account to get full access: <http://www.advocacylab.com/>