

THE GLOBAL DISABILITY SUMMIT 2022

ADVOCACY Toolkit

For DPOs and NGOs committed to monitoring the commitments made at the 2018 and 2022 Global Disability Summits.



Introduction to GDS



2018

First GDS 2018 in London, hosted by UK, Kenya, and International Disability Alliance (IDA).

170 sets of commitments around four central themes of the Summit and two cross-cutting themes were made.

2022

Second GDS February 2022, digital, but hosted by Norway, IDA and a third government in the Global South.

DPOs and other stakeholders to hold national governments, and regional bodies accountable for commitments from the last Summit and the upcoming 2022 Summit.

How to use the Advocacy Toolkit

- A toolkit for DPOs and NGOs committed to monitoring the commitments made at the 2018 Global Disability Summit (GDS), and influencing 2022 GDS.
- The Advocacy Toolkit should be used with the templates in the Appendices at the end.



MODULE 1

IDENTIFYING ISSUES & SETTING YOUR PRIORITIES

GDS Resource Page

This page presents a list of helpful resources that can be used as reference material throughout your advocacy project, from planning to implementation. It is recommended that you familiarize yourself with these resources even before diving into module 1.

[Global Disability
Summit: 2022](#)

[Global Disability
Summit: 2018](#)

[GDS Charter for
Change](#)

[GDS 2018 – Final
Report](#)

[GDS 2018 Summary
of Commitments](#)

[GDS Implementation
Progress Report](#)

Getting started

- Time's now to make leaders listen to the voices of persons with disabilities – decision-makers need information to make the right GDS commitments.
- Participatory inclusion of the int. disability sector is essential from the planning phase to the GDS 2022, and beyond.
- Your first step in planning your campaign is to identify the issues in your community, country, or region related to one or more of the [GDS 2018 commitments](#).

- What priorities should be set for your country and UNCRPD implementation?
- What should the major actors within int. dev. and hum. aid change for lives of persons disabilities to improve in your country?
- Place the issues and objectives for your campaign in template 1 and 2.
- In 2018 a key outcome was the Charter for Change. What would your ideal charter say?



MODULE 2

MAPPING YOUR NETWORK

- A broad, varied network is useful to brainstorm, learn, gain support, widen the reach to the most marginalized, and strengthen our leverage.
- Collectively in your org. list actors you can access (CSOs, businesses, celebrities, politicians etc.), on the community, regional and national levels, that you know have an interest in your cause.
- Then do the same exercise mapping actors who COULD have an interest in your cause.

- What are the opinions of the actors listed in your mapping (key stakeholders if too many) about the prioritized issues you identified as step one?
- Identify actors who could work against you.
- List the resources the different networks could contribute.

- Identify your potential partners by asking the following questions:
 - Are they supportive of persons with disabilities and the issues that matter to them?
 - Do they have a specific focus on the issues that you identified as priorities?
 - Do they have a critical strength that could benefit your team?



MODULE 3

PICKING YOUR TARGET GROUPS

- In advocacy you want to bring about political change. Decide which decision-makers (individuals or groups who can decide policies and programs, i.e. the president, cabinet, parliamentarians, funding agencies, community leaders) will be your primary target groups.
- Which influencers (individuals or groups who have access to decision-makers), should be your secondary target(s) groups?

- It can be useful to reflect on who these audiences are and shape your messages to best resonate with each (but spend less time on opponents – rather strive to turn passive and neutral allies into active ones).
 - **Active allies:** *Decision-makers and influencers who agree with you and are fighting alongside you.*
 - **Passive allies:** *Those who agree with you but aren't doing anything about it.*

- ***Neutrals***: Those who are neither for nor against your issue and are often unengaged.
- ***Passive opposition***: Those who disagree with you but who aren't trying to stop you.
- ***Active opposition***: Those who work to oppose or undermine you.



MODULE 4

BUILDING YOUR TIMELINE

- Be realistic. Consider how much time each task takes and what, concretely, you want to do before, and after the GDS.
- List the upcoming events at the local, national, sub-regional, and international levels related to disability that may directly affect your cause or some of the key GDS commitments.

- Prioritize which happenings to use to your favor, such as national elections, the International Day of the Disabled, White Cane Day, High-level Political Forum on Sustainable Development (HLPF) etc.
- Use your network and divide the work between all involved. Consider who in your network could move the agenda in the different events.



MODULE 5

DEVELOPING YOUR STRATEGY

- Formulate matching advocacy messages for each of your prioritized targets.
- The CAR model is helpful:

C for CHALLENGE:

what is your advocacy issue and what are you are doing to address it in a way that will appeal to your specific target(s).

- The CAR model continued:

A for ACTION:

convey your most important message to the specific target(s). What are you asking them to do in support of your advocacy goals?

R for RESULT:

justify why you think this specific action will lead to a positive result for those most affected by your advocacy issue.

Consider your communications approach to fit the different audiences:

- *ENGAGE* – if your target is entirely supporting your advocacy goals and is highly interested in the issue, seek to include them in your advocacy network .
- *PERSUADE* – if your target is interested and somewhat agrees with your advocacy goals, try to persuade them by increasing their knowledge and showing them the appropriate solution.

- *CONVINCE* – if your target shows a medium-to-little interest in your advocacy goals, try to convince them by justifying why other stakeholders or relevant institutions already support your cause.
- *NEUTRALIZE* – if your target is against your position, has a lot of power, and is interested in your issue, you may need to neutralize their influence. While this can be difficult, it is vital to avoid unethical practices that put you at risk.
- *MONITOR* – if your target is against your position but has little interest, you might devote some energy to monitor them, especially if they're powerful.

- To help you formulate your messages consider this:
 - Ensure that the content is relevant to one or two of the GDS 2018 commitments, or the commitments you wish to see in GDS 2022.
 - Ensure content is contextual to the setting in which the advocacy occurs, whether at the community, national or regional level.
 - Use clear and appropriate language for your audience.

- Use positive and motivational messages.
- To tame opposition, make messages solution-focused.
- Make sure you feel comfortable and confident delivering these messages.

Example

TARGET

The Minister of Women, Children, and Senior Citizens in Nepal

APPROACH

Convince

MESSEGES

CHALLENGE: Despite Nepal publishing the Priority Assistive Product List to enhance access to Assistive Technology, research still shows that the lack of accessibility, eligibility, reachability, and affordability are the main barriers to access AT services for PWDs in Nepal.

Example (Continued)

MESSEGES

ACTION: Ask the Minister of Women, Children, and Senior Citizens in Nepal to fulfill Nepal's commitment at the GDS 2018 of simply agreeing to national standards/guidelines and local adaptation of WHO, by taking a step further to work with other line ministries to introduce new policies that enhance reachability and affordability of AT in the country.

RESULT: The new policies will help increase access to affordable AT by PWDS in Nepal.

- When choosing your advocacy activities consider to what extent the activity will help to engage (if the goal of the communications approach for the message is to engage your target(s));
- Or to what extent will the activity help convince your target(s) (if the goal of the communications approach for the message is to convince);
- And so forth.

- Then consider:
 - What activities are most appropriate to reach your targets?
 - Does this activity fit with your chosen comms approach)?
 - Are you acting safely in your current political environment and national context?
 - Are you realistic about the number of activities that you're undertaking?

Example

ACTIVITY/TACTIC	DATE(S)	RESOURCES
<p>TARGET: District Commissioner (DC).</p> <p>APPROACH: Convince</p> <p>ACTIVITY: Deliver a signed petition to the DC asking them to put in place deliberate measures that ensure enhanced participation of women with disabilities on an equal basis with their male counterparts in all local projects within the district!</p> <p>RATIONALE: By petitioning the DC while exposing their failure to adhere to the commitments pledged by the Minister for Disability Affairs in the Presidency, it will likely help elevate the urgency of the issue at the district level.</p>	To deliver the petition on December 2 (on the eve of the Day of Persons with Disabilities).	<ul style="list-style-type: none">- Stationery and printing costs for the petition signatures: (a partner may offer to print them at their office for free.- Food and drinks- Hire costs for the police escort as the petitioners walk to the DC's office.



MODULE 6

IMPLEMENTING YOUR ADVOCACY STRATEGY

- Suggestions for easing the implementation of your advocacy strategy:
 - Put in place a steering group to guide and monitor the implementation.
 - Ensure open and transparent communication that enables each network member to provide input throughout the implementation phase.
 - Keep eyes/ears open for news regarding the upcoming GDS.

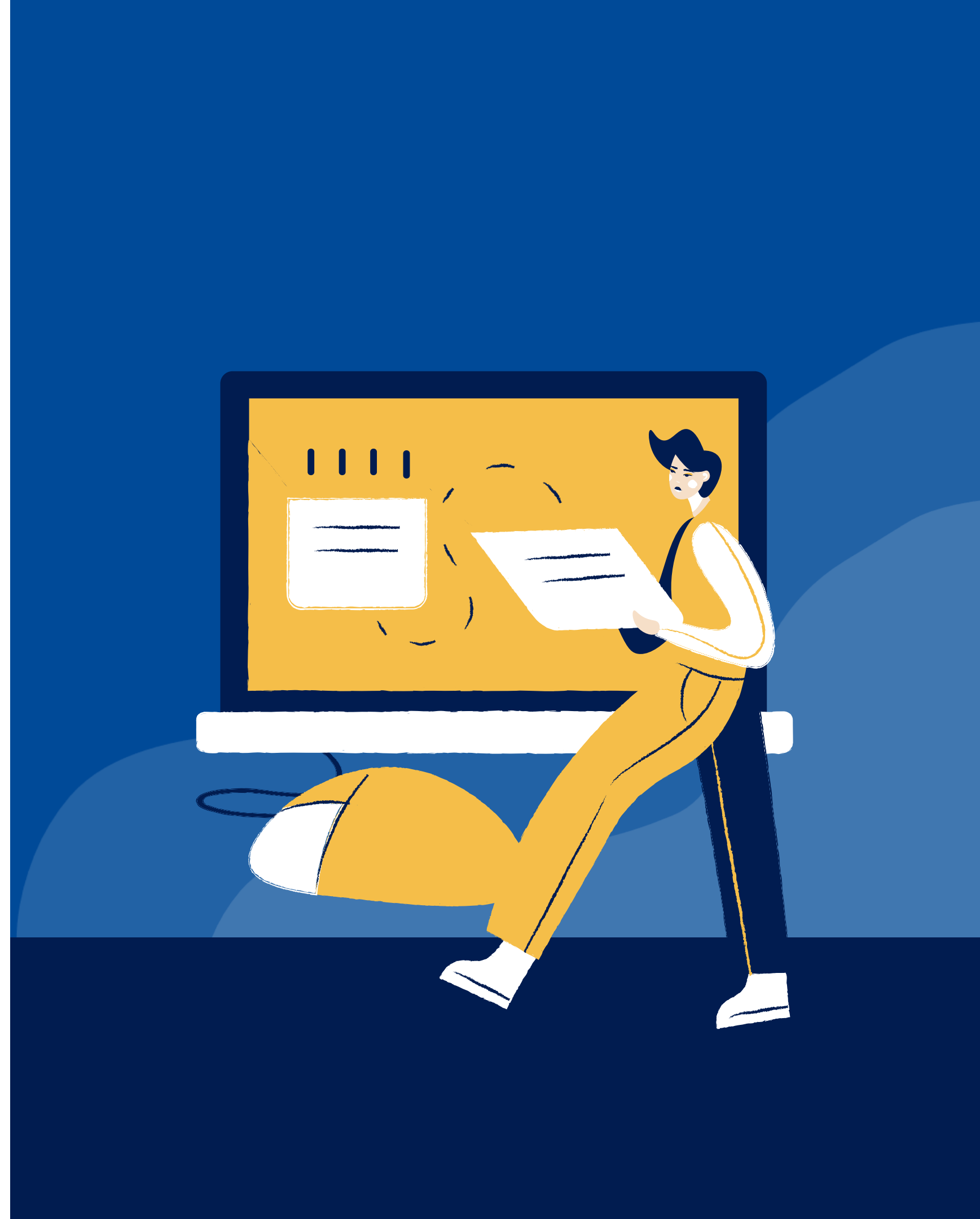
- More suggestions for easing the implementation of your advocacy strategy:
 - Value division of labor, leveraging on the diverse skills of the network, rather than leaving most tasks and responsibilities to one person.
 - Establish smaller sub-teams that report back to the network for specific tasks and responsibilities (usually informed by their skillsets/expertise).

- And finally:
 - Ensure virtual tools are working well (Zoom, Teams, e-mails etc.)
 - Monitor and evaluate your advocacy work in the process and adjust if needed
 - As implementation is in motion, identify opportunities for training, learning, sharing, and celebrating success.

Conclusion

We acknowledge that there is no single generic approach to carrying out, irrespective of whichever method you adopt – i.e., direct persuasion, collaboration with policymakers, building support, or a combination of two or three.

However, it is essential to follow some structured steps to reach the advocacy goal(s). Nonetheless, we encourage you to feel free to add more tactics that you may be more familiar with, based on your experience, to make your advocacy work triumph.



Contact Us

Do you have any questions or need more clarifications on anything that has been discussed presentation?

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