



I CAN CHANGE IT!

Advocacy Guide for Young Campaigners



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I. ADVOCACY FOR CHANGE

THE PURPOSE OF THIS GUIDE

Injustice, epidemics, environmental degradation... Our world experiences many disasters and dramas. Do you sometimes feel overwhelmed by all the suffering and misery? You would like to change something, but you don't know what or how? This guide offers you the possibility to be part of a global fight, a fight for the survival of almost one million people who die each year, a fight for children who are the victims in eight out of ten deaths: the fight against malaria.

In this guide you can learn more about the tropical disease malaria, its vectors, and the methods to avoid the hundred millions of infections every year. It offers guidelines that will help you to identify the activity **YOU** can do, as well as explanations and practical examples that show you **HOW** to do it. The guide directs you through the process of advocacy work and advises you on how to make your engagement a success story.

The objectives of this guide are:

- Giving an overview and an entry point to advocacy and campaigning;
- Explaining why engagement for malaria is essential.
- Mobilizing young, active people for the fight against malaria;
- Guiding through the planning process of doing advocacy;
- Sharing and stimulating ideas for campaign activities.

The target groups of this guide are:

- Young individuals who want to play a role in the fight against malaria;
- Groups of young activists who want to stand up for a healthier global society;
- Teachers who want to stimulate and assist their students in taking social responsibility;
- All other groups with no or low level experience in advocacy work and campaigning, as well as those who want to improve their advocacy work.



HI, I AM ED ACTION.

I still go to school and in my free time I play in our local football team. At summer time you usually find me at the lake-side. I think I am like you. And just like you I want the world to be a better place to live for all.

I will accompany you through this guide while telling you my story of becoming a successful campaigner. With that I hope to help you planning good campaigns yourself. So come on guys! Let's move it!

WHAT IS ADVOCACY?

You may call it campaigning, activism, advocacy, influencing, voice, lobbying, policy work, commitment, protest – but these words are drawn together by the theme of “change” and how people can achieve the change they want to see in the world.

The word advocacy has its origins in law, but its modern meaning is the process of managing information and knowledge strategically to change and/or influence policies and practices that affect the lives of people – particularly the disadvantaged.

(UN Water, 2008: 2)

Advocacy is arguing in favour of something, such as a cause, an idea or a policy. By advocating for an issue, individuals or groups seek to change the status quo towards a more desirable reality such as a malaria-free world, a just society, or the conservation of the rain forest. Advocacy is based on the concept of speaking on behalf of the weaker, while intending to mobilize public support in order to influence decisions and developments at a local or state level.

One can engage in advocacy by meeting with a legislator on an important issue, writing an editorial for a newspaper, raising awareness for a cause at a community event, or even promoting an issue while having dinner with friends.

Advocacy occurs when an individual engages in dialogue about an issue they care about. It can occur in many forms: speaking out, letter writing, protesting, voting – or even wearing a t-shirt that makes a statement.



WHY DO ADVOCACY FOR A MALARIA-FREE WORLD?

Did you know...

- That half of the world's population lives with the risk of malaria?
- That 125 million pregnancies globally are threatened by malaria every year?
- That 680,000 people are newly infected with malaria every night?
- That malaria is a preventable and treatable infectious disease transmitted by mosquitoes?
- That malaria kills about one million people every year, most of them in Sub-Saharan Africa, where the disease is the leading cause of death for children under five?
- That malaria is a global emergency that mostly affects poor women and children?
- That malaria related-illnesses and mortality cost Africa's economy alone USD 12 billion per year?



Once I was very angry with our government, because it failed to keep its promises to assist poor people in having a better life. So I decided to write a letter. But I didn't do good research and put an incorrect address on the envelope, so my letter was sent back to me. I wanted to try it again, but I had so many other things on my mind. And the moment I remembered the letter, the issue was forgotten and all politicians were on summer holiday.

Since then I know that advocacy is seldom successful when it is done spontaneously. It needs to be planned. And planning your campaign activities, my friends, is not that hard.

- That an estimated 4.2 million lives could be saved by 2015 in the 20 highest burden African countries alone if prevention and treatment is available for all people at risk of the disease?
- That it takes about USD 5 billion every year to tackle malaria?
- That 6 out of 8 Millennium Development Goals could be impacted by addressing the malaria problem?
- That Eritrea, Rwanda, and Sao Tome and Principe reported declines in the number of cases and deaths of 50% or more between 2000 and 2006-2007 following high coverage of control activities?

Malaria is one of the most common infectious diseases and is a great public health problem worldwide, particularly in Sub-Saharan Africa. The disease undermines social growth and development in the poorest countries. Combating malaria and other diseases is one of the most effective ways to alleviate poverty and promote equitable and sustainable economic progress. As a result of a vast increase in funding and intervention coverage, there is evidence that aid for malaria is working. But unless efforts are scaled up and predictable long-term funding is made available, the international community will fail to achieve the Millennium Development Goals.



Millennium Development Goals (MDGs)

192 United Nations member states agreed in 2000 to reach eight international development goals by 2015.

- GOAL 1:** Eradicate extreme poverty and hunger
- GOAL 2:** Achieve universal primary education
- GOAL 3:** Promote gender equality and empower women
- GOAL 4:** Reduce child mortality
- GOAL 5:** Improve maternal health
- GOAL 6:** Combat HIV/AIDS, malaria and other diseases
- GOAL 7:** Ensure environmental sustainability
- GOAL 8:** Develop a Global Partnership for Development



The malaria-specific goal:

Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases (Goal 6).

You can play an important role in the fight against malaria by advocating for a malaria-free world. **WHY?**

Well, there are various reasons:

- Malaria is a preventable and treatable disease which continues to kill almost a million people annually, where eight out of ten deaths are children under five.
- According to the Constitution of the World Health Organization (WHO) of 1946 as well as the Universal Declaration of Human Rights of 1948 health is a fundamental human right (UN/WHO: 1). The right to health thereby means the right of access to the basic needs of human livelihood and health services. However, millions of people are still lacking access to clean water, food and shelter; in many regions health systems are weak or even inexistent.
- The burden of diseases like HIV/Aids, tuberculosis and malaria mainly affects the poor, who are excluded from life-saving treatment.
- Economical, social and individual development is not achievable in societies where the majority of the population has no access to basic healthcare and suffers from infectious diseases.
- Living in a globalized world and having the means to fight for the disadvantaged, it is a matter of social responsibility to engage in the fight against malaria and other global health issues.

HOW CAN ED CHANGE THE WORLD?

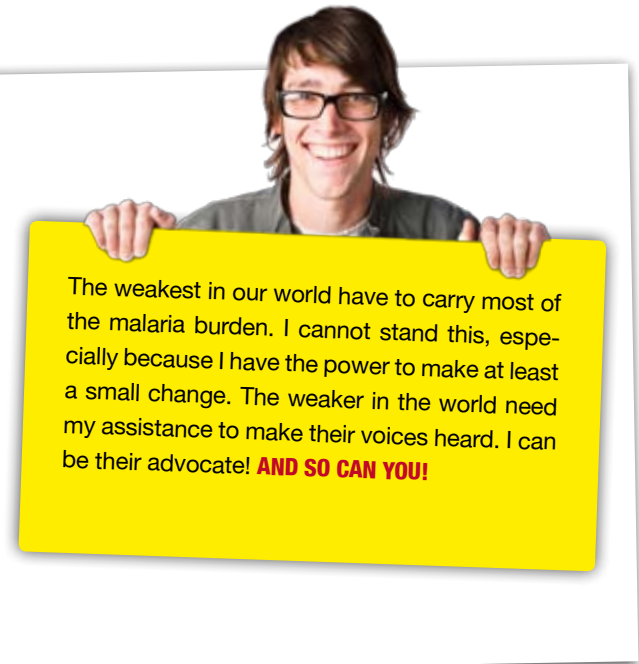
One rainy day, Ed watched a television broadcast about malaria. There he heard that malaria kills one million people every year. He had never heard about this disease before, neither had his friends. He was angry. "How is it possible that almost one million people die every year and we are not even aware of it?", he asked himself, and decided to change that.

Two months later, Ed Action led a campaign with various activities during the summer festival at his school. He and his friends informed visitors on malaria and its consequences for African children by using flyers and posters. They thereby used information from a medical aid organization which is implementing malaria control projects in Africa. Later that day,

the local junior football team played a charity match against the school teachers to collect donations for the project. After the match, Ed gave an interview to a local journalist.

At the end of the day, Ed did not make the world turn around, but he achieved that

- at least 250 people were informed why one million people die every year;
- 200 Euro was raised through the charity match and was donated to the medical aid organization so that 30 mosquito nets could be provided to 30 families in need and lifesaving medicines were made available to cure 50 children suffering from malaria;
- two biology teachers of his school decided to include tropical diseases in their curricula;
- The local newspaper informed about malaria and the event that Ed organized.



The weakest in our world have to carry most of the malaria burden. I cannot stand this, especially because I have the power to make at least a small change. The weaker in the world need my assistance to make their voices heard. I can be their advocate! **AND SO CAN YOU!**

II. HOW TO PLAN CAMPAIGN ACTIVITIES

If politics is the "art of the possible", campaigning is the science and art of changing what is possible. Do it right and a campaign succeeds in inspiring its followers to go on to the next target. But unstructured or poorly focussed campaigns are hot air balloons kept aloft by burning idealism and goodwill, until they suffer "burn out". The advocacy planning cycle contains eight steps and gives good guidance to find your way through the mass of ideas and targets.



1. MY ISSUE

The intention of being active in order to bring change is the first condition for doing serious advocacy work. Even though many topics are equally important, you need to define the one that you want to deal with in particular. Nobody can change everything at the same time!



2. ANALYZING THE PROBLEM

You know your issue and what you are concerned about. You know what needs to be changed. Then ask yourself *Why hasn't it happened already?* Try mapping out the forces for and against what you want to happen. Draw a map of the problem – the people involved, the organizations, the institutions. Work out what the mechanisms are for the decisions you want to change. From this, identify potential allies and opponents.

One method of analyzing a problem is mind mapping. Find a mind map in Annex A.

3. THINKING BIG – DEFINING MY OVERALL OBJECTIVE

Knowing your issue well is the foundation of identifying your overall advocacy objectives. The overall objectives form the mission of your work. In the malaria issue, you might decide to make your contribution to increase information and awareness on the disease or lobby decision-makers to put malaria high on the political agenda and provide sufficient funding to reach set objectives such as the Millennium Development Goals. While defining your overall objective(s) you should be aware that your activity makes a contribution to a target that cannot be reached by one person, one advocacy activity or campaign alone and most likely is a long-term goal.



4. THINKING SMALL – DEFINING MY CONCRETE TARGET

Having defined your overall objective(s) you can now think about the concrete target of your advocacy work. Think carefully what you can achieve with your activities. Your concrete target can be various things such as a number of politicians to be reached, an amount of money to be raised, or a number of people to be informed. Express your target as concretely as possible and keep it realistic. Always ask yourself what you really can achieve with your resources (time, manpower, finances).

5. WHO IS MY TARGET GROUP?

Who do I address to achieve my targets? A very important question! Knowing the people whose support is required to trigger change is important for successful advocacy work. Work out who your target audience is for each step of your activity. Possible target groups are politicians, teachers, pupils, parents, journalists, artists, business people, students, or the wider public. Look at it from their point of view and put the message in their terms.

6. WHAT IS MY MESSAGE?

Campaigns are needed because there is an urgent problem which has to be made public in order to be resolved. Non-urgent problems may require education or information, but they are unlikely to justify campaigns. A campaign involves a deliberate series of communication exercises to take the “audience” from a state of ignorance, through interest and then concern (components of awareness), into anger and engagement (motivation), and finally into a state of satisfaction or reward. If that happens, the campaign participants or supporters will be ready for more.



Raising concern

You aim to achieve your target which requires people e.g. to sign a petition, to give a statement, to donate, to listen or to do something else. In order to make people do that, you need to show them that the issue you are advocating is of their concern. The task hereby is to find the pieces of an issue which are unacceptable to a big enough group of people to get the effect you need. Find out what motivates

your target group and plot your campaign pathway across that issue. In general it is better to campaign against a small part of a big problem which is unacceptable for 99% of the population, than to campaign against a big part of a problem which is only unacceptable for 1% of the population.

Mobilizing action

Showing a problem may lead to concern, but in itself that won't lead to action. Show concerned people that there is a solution and they can become angry. Show them now is the opportunity to force a change, to implement the solution, and give them a way to act – and you have the conditions for engagement. Campaigns are not about knowing something – such as knowing a solution; they are about involving people in changing events so that solution becomes attainable. Thereby, effective motivation needs simplicity in message and purpose. Communicating only one thing at a time and using a simple, unambiguous “call to action” which requires no explanation helps keeping the message simple.

Everyday we are exposed to many thousands of messages. Almost all are ignored or immediately discarded. Very few things “stick” and anything that makes a message hard to understand makes it less likely to stick. The simplest thing you can do to help your message is to be direct and straightforward. Forget being “clever”, use the language your target group understands. When all else fails: say what you mean.



7. THE RIGHT COMMUNICATION TOOLS AND CHANNELS

Campaigning is a conversation with society – a two way process like a phone call. It is not a one way broadcast of your views or “messages” like a radio programme. What are the activities going to be that you do *with* your target group? How will you campaign *together*? Communication occurs when your ideas get into the head of someone else and it is understood – not just when your message is sent, not even just when it arrives at “their end”. Moreover, useful communication occurs when their ideas also get into your head. Remember that your ears are as important as your mouth is.



IT IS AS EASY AS WHEN LOOKING AT A FIRE SIGN.

The sign says:

- “Fire” (this is the issue),
- “We are all in danger” (alignment),
- “Let’s go this way” (engagement),
- “We are leaving” (action).

In case of a fire, we do not need an additional motivation to act. Thus, if you make people see the “fire” in the malaria issue, they will act.



YOU WANT PEOPLE TO UNDERSTAND YOUR ISSUE.

Thus, do not only communicate with words, but also with images and even by asking people to actually do something themselves. As good old Confucius said:

**I HEAR AND I FORGET.
I SEE AND I REMEMBER.
I DO AND I UNDERSTAND.**

Communication occurs by using communication tools in communication channels. Channels thereby refer to where or in which environment communication takes place, while tools mean how or by which means communication is done. It is like going from A to B: You can cross a mountain either by train (tool) through a tunnel (channel), by boat (tool) on the ocean (channel) or by foot (tool) using a path (channel). Each tool and each channel have different characteristics, right?

There are three main types of communication channels:

- Interpersonal communication channels (one to one communication)
- Community-based communication channels, which means communication to a specific group or community defined by a geographic area or a common interest (students, members of associations, guests of a music festival etc.),
- Mass media channels which reach a wide audience but operate within a limited period of time (TV, newspapers, magazines, advertising space, the internet).

Similarly, there are different types of communication tools, e.g. face to face talks, flyers, postcards, information events, blogs, video clips, etc. Some of them are physical (face to face), some are in print (flyer), and some are virtual (blog).



Tbl. No. 1: Communicating with different target groups – Some examples.

TARGET GROUP	MESSAGE	CHANNEL	TOOL
Families	Malaria especially endangers pregnant women and children under five.	Street festival, local newspaper (community-based communication)	Face to face talks, flyers, emotional images and personal stories
Politicians	Malaria costs African countries eight billion Euros every year.	one to one communication	Letters, forum on delegate's website
Your school mates	Malaria kills one million people every year.	School festival, lecture in class (community-based communication)	Face to face talks, presentation, flyers, posters
Local media	Malaria is easily preventable and treatable.	Social Media, TV, radio mass media	Press release, telephone call
The wider public or a large group defined by an interest (e.g. young activists)	Malaria is easily preventable and treatable.	Social Media, TV, radio mass media	Blogs, Facebook group, TV-Spots, magazine features, advertisement, using provocative slogans and pictures

8. HOW CAN I (IM)PROVE MY WORK?

Proving your work offers the opportunity to learn from past experiences and to improve future performances. Therefore, taking some time to evaluate what you have achieved and if these achievements correspond to your targets is the last step before completion of your advocacy activity.

If you would like to know more about that go to Annex C.



By the way:

Timing your activities is important to make sure that your target group is open to receiving your message. Find out when is the best time to address your target group (consider working hours, school hours, lunch breaks, free time, holidays etc.) and time your activities accordingly. Moreover, your advocacy work can have a greater impact when you do it at or around important events or dates such as UN

Conferences, elections, International Days. You can also include your activities in other events such as school or street festivals to reach a greater audience.

To find the best timing for your activities:

- Do research on events happening in your community, city, or country. Are there street festivals or open air concerts? Is there a demonstration, an event of an organization or group dealing with global health issues or development cooperation, a sports event or a Sunday shopping sale? Is an important international conference taking place or are there elections going on?
- Write down dates and events that you can tie your activities to.
- Consider the media: journalists have deadlines for their articles! A late afternoon event might not be as attractive to them as one in the morning.



DATES AND EVENTS YOU CAN TIE YOUR MALARIA ADVOCACY TO:

8 March	World Women Day
22 March	World Water Day
7 April	World Health Day
25 April	World Malaria Day
2 nd Sunday in May	Mother's Day
12 May	International Nurses Day
16 June	Day of the African Child
20 Nov.	International Children's Day
17 October	Poverty Eradication Day
10 December	World Day of Human Rights

III. HOW TO DO CAMPAIGN ACTIVITIES

Campaigning lowers the barriers against action and increases the incentives to take action until the dog jumps through the hoop, the President signs the decree etc.

Education, in contrast, is a broadening exercise. It uses examples to reveal layers of complexity, leading to lower certainty but higher understanding. Campaigning maximizes the motivation of the audience, not their knowledge. Try using education to campaign, and you will end up circling and exploring your issue but not changing it. Of course all campaigns have some “educational” effect but it is education by doing, through experience, not through being given information. Moreover, information is not power until it leads to mobilization. If information truly were power, the world would be run by librarians.

When designing your activities, keep in mind that raising people's awareness on the issue is essential, but has to lead to participation and action towards a solution for the issue you advocate for.





NOW WE HAVE SEEN HOW TO PLAN ADVOCACY ACTIVITIES – WHICH IS THEORY.

Let's move to practice. It is normal that you do not like all types of activities, as we all have different personalities, talents, and preferences. You can choose the activity that best suits you from all those listed below, or create a totally new one. Let's get started!

I CAN MAKE MALARIA AN ISSUE OF PUBLIC DEBATE

You are interested in personal stories from on the ground, scientific or political issues? Then a panel discussion on malaria is the right thing for you.

Target group:

- Students

Preparation:

- Ask yourself what facts or stories could interest your target group?
- Choose your speakers according to your findings. You can invite an aid worker who worked in a malaria endemic country, a student coming from an African country or one who travelled to Africa or has volunteered there and got in touch with malaria. You can also ask a health expert or a politician dealing with health and development issues to join your discussion.

- Think of how you want your audience to participate in your event and what contribution they can make in the fight against malaria? Define the concrete target of your discussion afterwards.
- Find a suitable place for your discussion as well as a good moderator.
- Compile questions for the panellists and hand them over to the moderator of the discussion. Also prepare the speakers for the discussion.
- Invite the targeted audience.
- Don't forget to invite the local media and to advertise/communicate your activity (e.g. in the internet).



Material:

- You need an adequate room with enough chairs and a panel. Put the names of the speakers on the table and the title of your discussion on the blackboard/wall. It is not a must, but it is good to have microphones, a beamer for photos or PowerPoint presentations and drinking water for the speakers.

- Try to find short videos or photos to underline your key message or to start/end the discussion.
- Prepare cards for the moderator with names of all speakers and the questions you want to have asked. Brief the moderator on how to involve your audience in the discussion and what the final statement of the discussion can be.
- Ask somebody to document the discussion.

Wrap-Up:

- Allow for questions and try to summarize key arguments and lessons from the discussion.
- Document your activities and produce a video clip or a slide-show including the key arguments and conclusions of the discussion. Spread it in the internet and send it to the participants and decision-makers to emphasize your claims.
- Follow up on your achievements.

What else you can do to raise awareness on malaria?

- Do a presentation in class.
- Write an article in the school magazine.
- Draw flyers and posters and distribute them in your school, church, subway, or ask shop owners, pharmacies and doctors to display your materials. Use events like street and school festivals, elections, concerts and sport games, and ask the organizer to allow you to operate an information booth.
- Write a play on malaria and show it with the school theatre group.
- ...

Get information material on malaria here:

www.StopMalariaNow.org
www.rollbackmalaria.org



You are frequently using the internet and are an active user of social communities? You are creative and like photography, filming or music making? Then use your talent of making music, taking photographs or producing film clips to raise awareness on malaria, spread them in social web communities and allow people to comment on or participate in your production.

Target group:

- People being active on Facebook and other networks as well as YouTube, Flickr etc.

Preparation:

- Define the message and the content of the product, conceptualize your ideas, and make a list of what you need to realize it. Also consider how to motivate people for action and what you want them to do. Make your product self explanatory.
- Arrange for additional expertise (sound, video), equipment and permissions if necessary.
- Don't forget to advertise/communicate your activity.

Material:

- Technical equipment (camera, sound recorder etc.)
- Depending on your message and story, you might need some props like mosquito nets. Mobilize your friends to serve as models.

Wrap-up:

- Present your product in different channels (open air film presentation, internet communities and social media, TV and radio stations).
- Follow up (what was broadcasted? How many people watched your video? etc.)

What else you can do to spread the message in social media?

- Open a group on Facebook where members can exchange about the facts and stories posted. Present information on malaria and update the content regularly. Promote this group among your friends.
- Ask artists to use the malaria issue for their work, and place their videos and music on YouTube and Facebook.
- Organize a photo exhibition or present your video clip on an open air film festival or at school, produce or get information material on malaria for distribution.
- ...





You are communicative and like to interact with people? Then organize a flash mob and motivate the audience for action against malaria.

Ideas for a flash mob:

- Get attention of pedestrians by doing something in an unusual way. The duration of the activity is a maximum of 5 minutes.
- Mobilize some people in advance who know about the flash mob.
- Surprise people on the street, but make the message understandable for everyone. Make a clear call for action.
- A group of people dressed as mosquitoes dancing through the pedestrian zone, people lashing about with fly swats and falling down every 40 seconds (time in which another child dies from malaria) and playing the sound of mosquitoes in public places are possibilities to interest the audience for your activity and the topic behind it.

Target group:

- General public, pedestrians.

Preparation:

- Mobilize friends, colleagues, class mates, community members (e.g. in Facebook), and give them the time and instructions (e.g. "Get a mosquito costume from rental A in address B and meet us at 2 p.m. next to cathedral C").
- Announce only one coordinator for the activity.
- Get the equipment you need.
- Rent mosquito costumes from a costume rental or a theatre group, or make them yourself using old clothes, nets, wire, and sticks for the spine. Choose a matching song to make the mosquitoes dance (e.g. "Fever" by Elvis Presley) or
- Buy or collect fly swats and find a way to visualize the fact that every 40 seconds a child dies from malaria (people could fall down every 40 seconds) or
- Get the sound of a mosquito and burn it on CD. Play it in the pedestrian zone using a ghetto blaster and distribute flyers.



Material:

- Costumes / fly swats / clock or material for doing it yourself.
- Music player, CD.
- Information materials (poster, flyers, etc.) to explain the activity.
- Remember a camera for documentation.

Wrap-up:

- Document your activity and spread it in social media, especially on YouTube.
- Contact the local media to provide them with photos and information.

What else you can do to catch peoples attention on the street?

- Upload the mosquito sound on your mobiles, divide in a crowd and let your mobiles ring at the same time so that the sound can be heard by pedestrians.
- Freeze all at one time and stop moving until a signal revives you (select a time span from freezing to revival which matches the issue you advocate for such as the amount of seconds before another person dies from the disease).
- Organize a street theatre.
- Do street art (e.g. painting messages or images with chalk).
- Decorate a central place with mosquito nets.
- ...



You like noise? Let your school bell ring to get people's attention and raise awareness on the fact that many children cannot attend school when or after having malaria.

Target group:

- Students of your school

Preparation:

- Prepare the message that you want to spread after having rung the bell. Make a concrete call for action.
- Meet with the director of your school and present your idea. Consider the time of your activity; make sure that there are no tests or exams.
- Prepare informational material like flyers or posters that you can distribute.
- You can add a presentation in class which would allow you to go more into detail.

Material:

- Information materials (flyers, posters, buttons)

Wrap-up:

- You might use the activity to start a series of activities e.g. forming an action group, operating an information stand during school festivals, etc.

What else you can do to raise alarm?

- Ask the churches of your city to ring the bells at a specific time; let the media explain the background of this action (contact and briefing in advance necessary). Select a relevant day such as World Malaria Day or the Day of the African Child to realize your activity. Take care that the number of rings is symbolic (e.g. for the number of children dying from malaria every minute, or the number of bites a child gets from a mosquito every night).
- Organize an event with a local orchestra and make a lot of noise to attract pedestrians to listen what you have to say.
- ...





You like music and to use it as a means of getting people involved in the fight against malaria? Then organize a drum workshop during a street festival or a school event, and show participants how to drum malaria out of Africa. One authentic way is to engage an African drummer who can teach the rhythm but can additionally tell stories and legends on the disease. The participants will enjoy the drumming and might even be stimulated to dance. The experience will be great for everybody and they will not forget your message.

Target group:

- Pedestrians
- Visitors of festivals

Preparation:

- Choose an event where you want to hold your drum workshop and ask whether it is allowed to make some noise. A drum workshop will not be suitable for every event and for every setting.
- Then organize a drum teacher or a group of drummers and consider how to finance their engagement. You might even get someone who does the workshop as a volunteer or within the framework of a developmental education programme financed by your government.



- Discuss with them how they can offer workshops and whether they have stories or songs about malaria.
- In order to link the drum workshops to malaria, you can use photos and stories that tell about living with the disease. Don't forget to advertise your activities in the event programme, on posters and to announce it to the local media.

Material:

- Drums
- Information material, photos
- Enough people to coordinate the workshop and to inform on the intention of the activity
- Camera for documentation

Wrap-up:

- Produce a video clip on your event and post it on social media channels. Use it to raise more support against malaria e.g. by asking people to make their own music clip on the malaria issue.

What else you can do?

- Mobilize a crowd or different groups to form a mosquito or to hold a display with a mosquito, so that you can make a great picture. Use the picture to emphasize your claim and attract the media.
- Place a big white display and ask people to draw something that reminds them of Africa or illness or health. Use the display to emphasize the importance of your claim.



Raising awareness on malaria is an important issue, but it is only one side of the coin. Advocacy is supposed to open the gates for change. Mobilizing your audience for concrete action to fight malaria is a very important step to improve the situation. Motivate your target group and offer them concrete actions to make a difference.



Especially if you decide to present personal stories of people affected by the disease when raising awareness, you might want to add a call for donations to your message. Asking for donations for a concrete project is one of the easiest ways to stimulate people for action.



When you ask for donations you need to be well informed where the money will go and what exactly will be done with it. The number of NGOs and initiatives implementing malaria projects in endemic countries is quite large and the size and number of projects varies a lot. Before selecting a project, do research about which organizations work in the field of malaria control. It could be useful to select a small initiative from your area or an organization implementing a project in the partner country of your school etc. In any case you should check if the organization is reliable and the donations really reach the people in need. A trustworthy group or organization will be able to show you reports, pictures of what has already been achieved, as well as information material on their projects. Generally, you can raise money in many ways, e.g. by collecting cash, by selling items, or by taking a share of tickets for a benefit football match, etc.

Target group:

- Audience of a panel discussion
- Parents of your class mates/teachers
- Pedestrians
- Visitors of a street festival, etc.

Preparation:

- Select a reliable organization/malaria project
- Organize a flea market, cake bazaar, charity run etc. to collect donations.

Material:

- Information material on malaria as well as the selected project
- A lockable box for storing money



Wrap-up:

- Invite local media to report on your activity.
- Keep in touch with the organization you collected donations for and hand the collected amount over to them.

What else you can do to raise funds?

- Hand out information on malaria project(s) and organization(s) that are tackling malaria.
- Ask for other donations like items for a flea market that you can sell and thus raise money.
- Hold an information stand on malaria and integrate the fundraising part.
- ...



You want to influence political decisions? Prepare a petition or a lobbying letter to your delegates or a political decision-maker, and show public support for your claim.

Collecting signatures is a traditional tool to show public support for an issue or claim. However, it does not always have to be signatures. Try something new like collecting video statements that you merge to one clip and the impression will be even more engaging. Also try to get statements from societal and political decision-makers like religious leaders, directors of schools, managers and heads of departments. Offer formulated statements like “Malaria kills.”, or descriptive statements like “I want that...”, or wishes like “If I had a wish ...” to make participation easier. But also give the chance for free speech.

Target group:

- Students, friends, general public to support your cause
- Relevant decision makers to address your video statements to

Preparation:

- Define what exactly you want to be changed and what exactly your targeted decision-maker(s) can do to make that change happen?
- Draft a concept for your video statement collection.
- Mobilize people to support your cause. Think of how to get their interest.
- Prepare informational material, instructions and formulated statements.
- Think of good opportunities to present your claims (e.g. elections).



Material:

- Camera, post-production program
- Informational material
- List of all people you interviewed with their contact details. Don't forget to have them sign a release that you can use the video statement for advocacy.

Wrap-up:

- Use the contact list to send the finalized clip to the participants. Inform them how you use the clip and what responses you get.
- Post your video on YouTube and Facebook and add information on the advocacy issue and the number of people that participated.
- Contact the local media.

What else you can do to get public support for political change?

- Collect signatures
- Collect faces (www.StopMalariaNow.org/your-face.html)
- Collect drawings (e.g. mosquitoes)
- Write a lobby letter
- Start (online) petition
- ...



IV. FURTHER READING

International links:

- www.StopMalariaNow.org
- www.rollbackmalaria.org
- www.who.int
- www.actionforglobalhealth.org
- www.campaignstrategy.org
- www.fairsay.com
- www.osocio.org

International Publications:

- IPPF (2001): *Advocacy Guide for Sexual and Reproductive Health & Rights*. International Planned Parenthood Federation.
- May, E. : *How to be an Activist*. Sierra Club of Canada: <http://www.sierraclub.ca/national/activist.html>
- O'Sullivan, G. A. a.o. (2003): *A Field Guide to Designing a Health Communication Strategy*. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health/ Center for Communication Programs.
- RBM (2000): *RBM Advocacy Guide*. http://rbm.who.int/toolbox/tool_RBMadvocacyGuide.html
- Sharma, R. R.: *An Introduction to Advocacy. Support for Analysis and Research in Africa (SARA)*.
- UN Water (2008): *Advocacy for sanitation: a brief guide*. <http://esa.un.org/iys/docs/IYS%20Advocacy%20kit%20ENGLISH/Advocacy%20guide.pdf>
- UN/WHO: *The right to health. Human Rights Fact Sheet No 31*. UN: Geneva.
- Water Integrity Network (2010): *Advocacy Guide. A Toolbox for Water Integrity Action*. WIN: Berlin.

ANNEX

A. MIND MAPPING

Mind mapping is a method of developing a concept, a complex idea or a thematic issue using creative association and visual illustration. It can help you to identify your goals, crucial targets and strategic focal points.

An example of a mind map:



B. CODE OF CONDUCT ON IMAGES AND MESSAGES

When communicating in text or images about people in the Third World, issues of human dignity, respect and truthfulness ought to be considered carefully. The “Code of Conduct on Images and Messages” developed by European NGOs working in emergency relief and development gives a guideline on how to choose images and messages.

“Choices of images and messages will be made based on the paramount principles of:

- Respect for the dignity of the people concerned
- Belief in the equality of all people
- Acceptance of the need to promote fairness, solidarity and justice

Accordingly in all our communications and where practical and reasonable within the need to reflect reality, we strive to:

- Choose images and related messages based on values of respect equality, solidarity and justice;
- Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of development;
- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places;
- Use images, messages and case studies with the full understanding, participation and permission (or subjects’ parents/guardian) of the subjects;
- Ensure those whose situation is being represented have the opportunity to communicate their stories themselves;
- Establish and record whether the subjects wish to be named or identifiable and always act accordingly;
- Conform to the highest standards in relation to human rights and protection of the vulnerable people.
- Conform to the highest standards in relation to children’s rights according to the Convention on the Rights of the Child (CRC); as children are the subjects most frequently portrayed.”

Read more on:
<http://www.deeeep.org/codeofconduct.html>

C. HOW TO (IM)PROVE MY WORK

There are three phases of (im)proving your work: prior to activities, during activities and after activities.

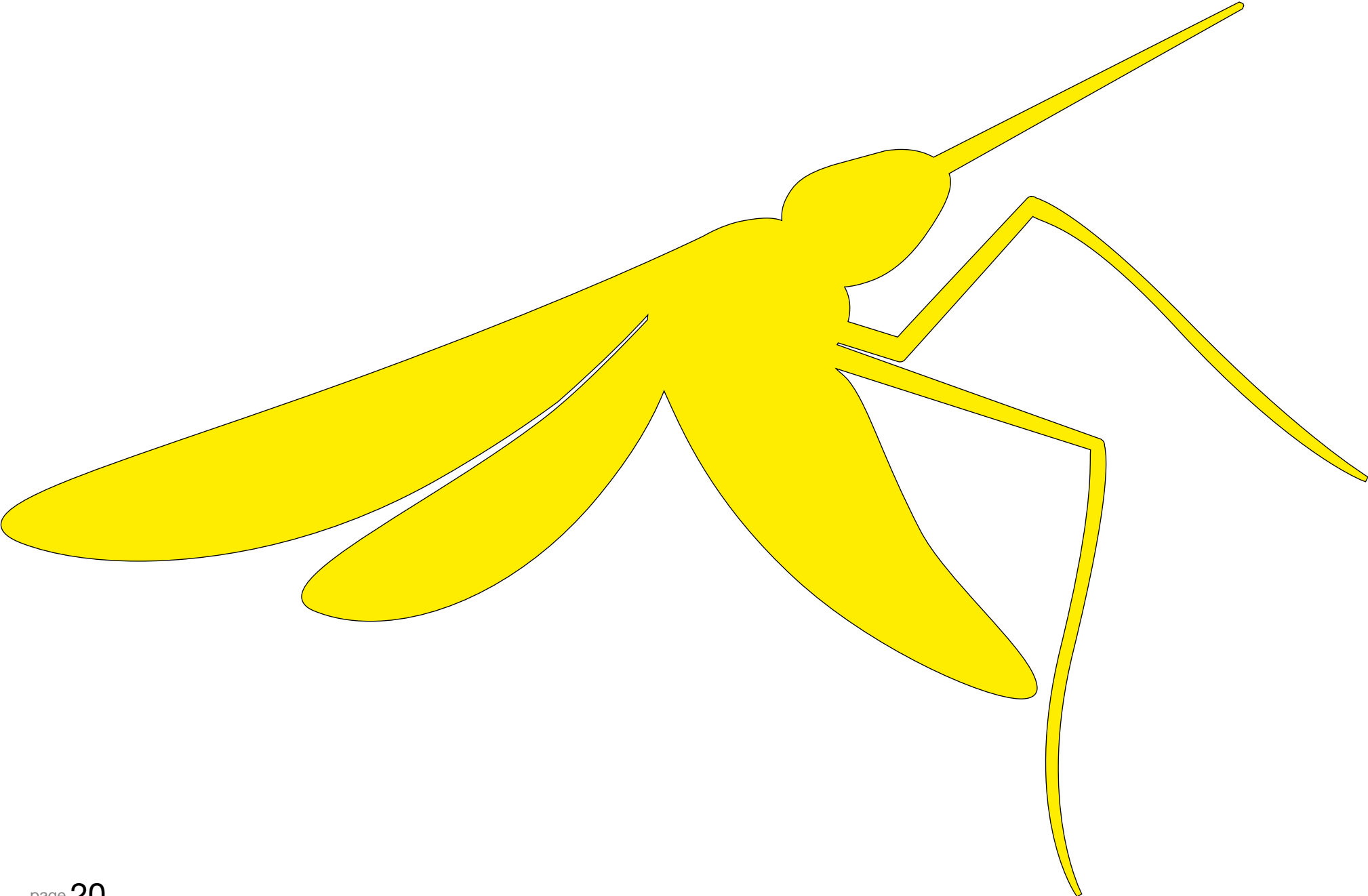
Tbl. No. 2: How can I (im)prove?

	PRIOR TO ACTIVITIES	DURING ACTIVITIES	AFTER ACTIVITIES
ASK YOURSELF	How can I reach my specific target and overall objectives with my activity?	Do I work towards reaching my objectives? Am I in line with overall objectives? What can I do better?	Did I achieve my target? Did my activity make a contribution to the overall objective?
	Is everything well planned and organized? <ul style="list-style-type: none"> • design of materials • printing of materials • bookings • communication to participants/ guests/ lectures/ local media • advertisement of the activity • legal permissions • transport 	Is anything missing or going wrong that I can still change? e.g.: <ul style="list-style-type: none"> • amount of printed material is not sufficient. > Can I print more in a copy shop? • I cannot reach my target group. > How can I get their attention? • The lecturer is unable to come to my event. > can I find an alternative? 	Was the planning and organization sufficient? What was missing, what went wrong? What can I do better the next time?
	Are the tasks clear? Is everybody aware of his/her tasks? Are the tasks well coordinated?	Is everybody doing his/her tasks? Are the tasks well coordinated? How can I motivate the participants? How can I improve the coordination?	Were the tasks clear? Did everybody fulfil his/her task? Were the tasks well coordinated? Why? How to do it better next time?
	What financial/human resources does the activity require? Can I/ the group provide it? Where do I get external funding?	Do I have enough resources? If not, is there a possibility for short-term arrangement?	Was the budget adequate? What could have been done better?
	Who should report on the activity? How can I interest journalists? When is the best time for the reporter to come and who will provide the information?	Does the reporter find an interesting story to tell?	Was there media coverage on the activity? In which scope? Was the informant well prepared and able to express our mission and goals? What can be improved?
			How was the feedback of the participants in the activity? Were our messages clear and our call for action concrete? What can we do better?



YOUR NOTES:

A series of horizontal dotted lines for taking notes, starting below the 'YOUR NOTES:' header and extending across the width of the page.



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