



Care
Education
Advocacy

Advocacy Framework 2024-28

1. INTRODUCTION

Advocacy forms a critical part of achieving SHV's vision *for all people to enjoy optimal sexual and reproductive health and wellbeing*. Advocacy can take on many forms and there is no set way to advocate for change. There are considerable complexities involved in changing systemic policy, legislation and funding. Advocacy frequently involves working against long-entrenched values, attitudes and opinions, customs and established systems. Therefore, careful consideration is needed to develop methods of advocacy that consider the issue from all angles, have clear and feasible objectives, and address the potential barriers to change.

This document provides an overview of SHV's advocacy framework, which supports the planning and mapping of advocacy plans. This framework accompanies the SHV Advocacy Plan 2023-2028.

2. SHV'S ADVOCACY PLANNING FRAMEWORK

SHV draws on Young and Quinn's (2012) Advocacy Planning Framework (APF) to strengthen our advocacy efforts for greater impact. The APF is a practical, multidimensional planning tool based around three main pillars, with the core overlap between them representing the strategic focus for advocacy efforts (refer to Figure 1).

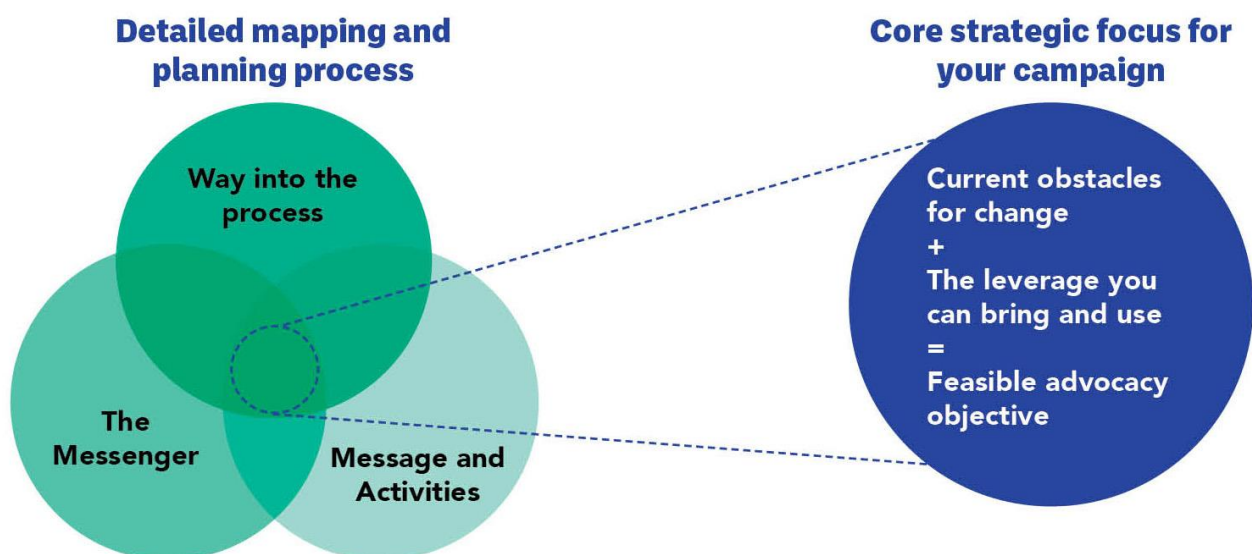


Figure 1. Advocacy Planning Framework (APF; Young & Quinn, 2012).

3. SHV'S APPROACH TO ADVOCACY

SHV utilises various strategies to advocate for positive change in sexual and reproductive health and education. Whilst we will always strive to use cooperative and respectful strategies, we will be courageous and confrontational. Our approach will be evidence-based and values-driven, based on the advocacy objectives, desired outcomes and barriers to achieving these outcomes (see Figure 2).

SHV's goal for the next five years is to place stronger focus on cooperative and evidence-based advocacy, by continuing to share our expertise and strengthen our relationships with key decision makers.



Figure 2. SHV's advocacy activities and goals, based on Young and Quinn's (2012) APF.

4. STAGES OF STRATEGIC ADVOCACY

The APF outlines a clear process for planning advocacy initiatives. This process is designed to strengthen advocacy efforts and increase the likelihood of positive change.

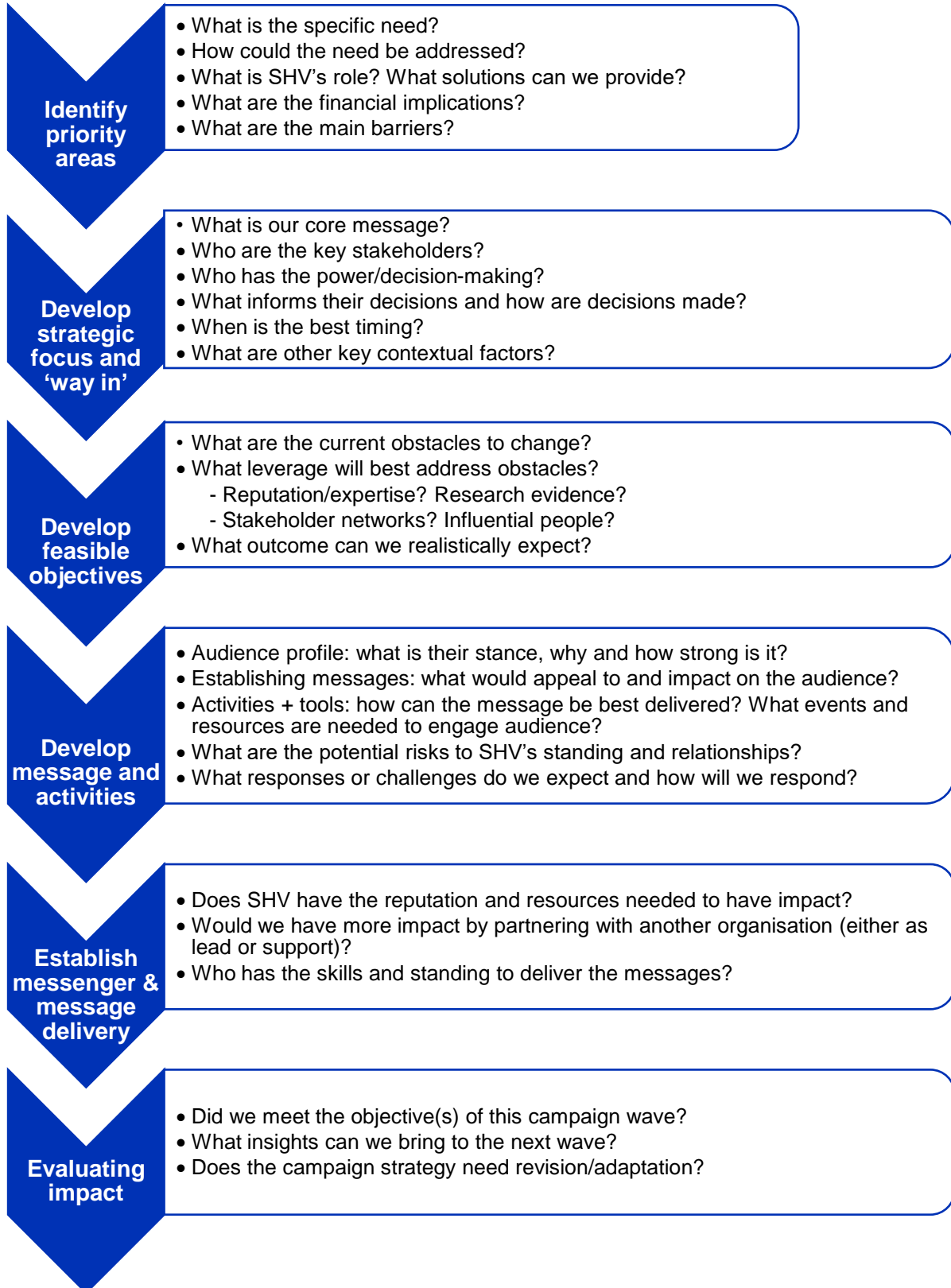


Figure 3. Stages of advocacy.

5. COMMUNICATION TOOLS

A range of communication methods can be used to increase the potential impact of advocacy efforts. The recommended types of communication that are best for specific target audiences are outlined in Figure 4 below.

Types of advocacy communication tools targeting specific audiences

Target Audiences		Experts	Informed non-experts	The general public
Types of Communication Tool	Written	<ul style="list-style-type: none"> Policy studies Research papers Working Papers Police reports Policy-oriented journal articles 	<ul style="list-style-type: none"> Policy briefs, memos and fact sheets Newsletter Policy reports 	<ul style="list-style-type: none"> Op-ed articles in newspapers Letters to newspapers Ads, banners, posters, t-shirts, stickers
	Oral	<ul style="list-style-type: none"> Conference presentations Less formal presentations at one-to-one meetings or lobbying Presentations to working groups and public hearings 		<ul style="list-style-type: none"> Radio and TV programs Public meetings and hearings Speeches to the public
	Audio visual		<ul style="list-style-type: none"> Documentary videos Advocacy based advertising 	
	Information & Communication Technology	<ul style="list-style-type: none"> Dedicated advocacy websites 	<ul style="list-style-type: none"> E-mail campaigns Dedicated advocacy websites or pages Social networking sites: Facebook, Twitter SMS/text campaigns 	
Communication Tools each Audience is Exposed to				

Figure 4. Methods of communication (Young & Quinn, 2012).

6. REFERENCE DOCUMENTS

SHV Strategic Plan 2023-28.

SHV Advocacy Plan 2023-2028

Young, E., & Quinn, L. (2012). Making research evidence matter. A guide to policy advocacy in transition countries. Open Society Foundations: Budapest, Hungary.

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