



MOBILISATION AND AWARENESS RAISING AND ADVOCACY

SEATINI UGANDA



www.seatiniuganda.com



+256-414-540856

Outline of Presentation

Mobilisation and Awareness Raising
Advocacy

Exercise

Exercise 1.1 (Game on Communication)

In Groups: Mobilisation

-What is Mobilisation?

Why is citizen mobilisation important in LRM?

In Groups: Awareness Raising

Importance of Public Awareness-raising on LRM

Activities that can be undertaken to raise- awareness on LRM

Mobilisation

Mobilisation engages all sections of the population in a country-wide effort

It empowers individuals and groups to take some kind of action to facilitate change.

Why Citizen Mobilisation?

Can infuse new energy into the issue through citizen buy – in and support

Expand the base of citizens support for LRM issues

Help a citizen overcome some unfair taxes/fees

Encourages collaboration between individuals and organisations

Limit competition and redundancy of services and out reach efforts

Create public pressure to change unfair LRM policies and practices-progress that could not be made by just one individual or organisation

Increases cross-organisation/district collaboration and shared resources

Steps in Mobilisation

Phase I: Planning for Citizen Mobilisation

Phase II: Raising Awareness

Phase I: Steps in Mobilisation

Planning for Citizen Mobilisation

- conduct an assessment
- Involve the right people
- Select a strong leader
- Define goals and strategies
- Develop ways to regularly measure progress
- Identify funding and other resources

Phase II: Awareness Raising

Public Meetings and Rallies

Community Meetings- workshops- trainings

Local and National Radio/ TV Broad casts

Newspaper articles

Internet blogging

Leaflets and posters

Drama – Theater

News letters

Awareness Raising and Campaigning



Awareness Raising continued



Developing Key Message

Content: What ideas do you want to convey? What arguments will you use to persuade your audience?

Language: What words will you choose to get your message across; words you should not use

Source/Messenger: Who will the audience respond to and find credible?

Format: What ways will you deliver your message for maximum impact?

Time and Place: When is the best time, best place to deliver your message to enhance its credibility?

Developing Key Message

Elements of message content

What you want to achieve

Why you want to achieve it (the positive result of taking action and/or the negative consequence of inaction)

How you propose to achieve it

What action you want the audience to take

What to consider when developing IEC messages

Brain Storming Session



Thank You For Listening

www.seatiniuganda.org

+256-414-540856

seatini@infocom.co.ug

Plot 806, Block
213, Bukoto

P.O.Box 3138,
Kampala

Uganda

Southern and Eastern Africa Trade Information and Negotiations Institute