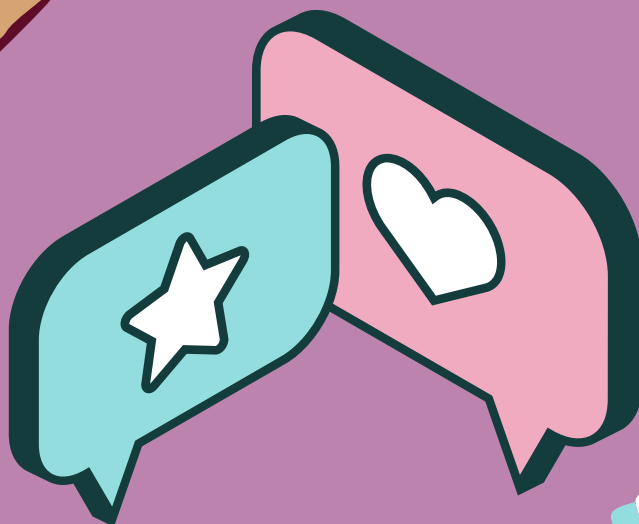
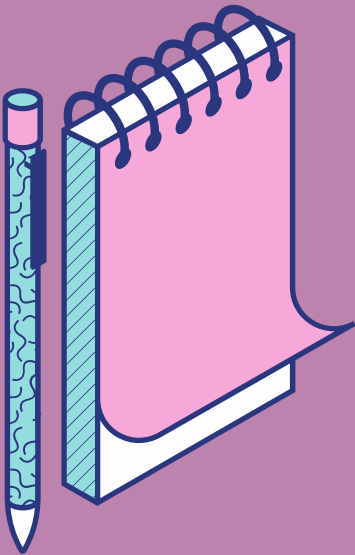


# STEP INTO ACTION

*A guide for developing an advocacy  
strategy for young people*



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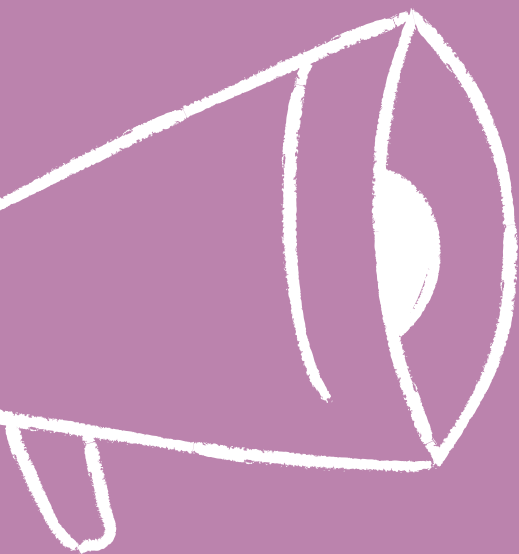
# INTRODUCTION

Phiren Amenca works to empower young Roma and non-Roma to tackle stereotypes, all forms of discrimination, racism and antigypsyism. We have been advocating for the democratic and political participation of young Roma and the representation of their needs in policy-making for many years. With this toolkit, Phiren Amenca wants to empower Roma and non-Roma youth by providing them the necessary tools for effective advocacy.

The goal of this guide goes beyond a typical toolkit. We hope this guide will help you, as youth organizations to build your capacities in advocacy with Roma and non-Roma through a collaborative process. We hope this guide will also help you to become owners and creators of change in your communities. After all, you know yourself the best, your communities the best, and you can help influence the change you wish to see.

Youth advocacy begins with knowing and understanding that forms of oppression against Roma, and antigypsyism take place in systematic, institutional and individual ways. We believe that young people are able to change this with their voice and expertise.

By Roma and non-Roma youth strengthening their power and voice against the systematic inequalities and injustices, they can create a better reality for the Roma communities in Europe. Through this toolkit, Phiren Amenca wants to support young Roma and non-Roma people to become active agents of this change.



## What you will learn?

The goal of this toolkit is to equip you with the necessary tools you need to build your advocacy capacities. This includes analysis skills, and problem solving techniques which will help you at the local, national, and European level. With guided exercises, resources and examples you will delve into the six major learning foundations needed for successful advocacy:

1. **Identifying the topic of interest and developing an advocacy goal**
2. **Building strong evidence and powerful information**
3. **Defining goals and objectives that guide social change and are attainable**
4. **Creating an advocacy strategy**
5. **Messaging and framing**
6. **Implementing your strategy**



It is important to note, that the following information presented in this toolkit is one method in creating and implementing an advocacy strategy. Therefore users, readers and participants are encouraged to incorporate their knowledge and practices based on their specific setting and contexts.

## Guide to using this toolkit

This toolkit is best used in a group setting within a youth organization with the leadership and participation of Roma and non-Roma youth. The guide incorporates nine exercises or lessons. Each exercise can be completed in a one-to-two-hour meeting, covering the external readings, tasks, and resources outlined in each section. As you go through the lessons, it is important to know that it is likely that you will need to go back and redo or modify certain steps. The estimated amount of time to complete the guide is about 12 weeks if meetings are held once a week.

The 9 training exercises are as follows:

1. **Defining the problem**
2. **Gathering evidence**
3. **Developing your advocacy goal and objectives**
4. **Mapping stakeholders and target audience**
5. **Developing Messages**
6. **Building support**
7. **Taking action**
8. **Media Strategy**
9. **Executing and follow-up**



# GETTING STARTED

## A-D-V-O-C-A-C-Y

### What does it mean?

First, we need to have a clear understanding of what is advocacy. The typical definition of an 'advocate' is "a person who publicly supports or recommends a particular cause of policy". Other nouns that describe an advocate are 'champion', 'protector', and 'pioneer'. So, advocacy means that those who participate in the activities outlines in this guide will be pioneers championing a cause or policy that supports and protects the Roma community.

### Roma Rights and Advocacy

History of policies aimed at oppression of Roma:

- Slavery: [Lecture by Margareta Matache](#), [Short Presentation](#)
- [Hungarian cultural suppression](#)
- [Sterilizations](#)
- [Segregation](#)
- [Forced evictions](#)
- [Discriminatory COVID-19 restrictions](#)



resources

When policies are developed, the needs, voices, and opinions of Roma communities are often ignored or suppressed. It's for this reason, that there is a need for Roma integration strategies. The history of oppression and control of Roma by non-Roma sadly continue today within national and European policy making.

It's important that Roma and non-Roma youth hold those in power

accountable. Advocacy is a tool in order to ensure that governments and societies are held to account.

**Power!** Is needed for advocacy. What is power? Power is getting the people's voice heard and applying pressure on societies to make changes.

### Key elements for successful advocacy:

- Knowing what motivates you and your team
- Clear roles and expectations of each other. You need to have trust, respect, and accountability
- Concrete goals and objectives
- Strong evidence
- A well-developed strategy
- Be persistent, but flexible. Take advantage of opportunities
- Messaging and framing is crucial to success

# EXERCISE

## 01

### Assemble your team

It is recommended to have the following proposed roles within your organization to complete this advocacy guide (the roles can be divided among different individuals or shared by one person):

**Coordinator:** Manages the overall process of advocacy activities. This includes, coordinating schedules, managing timeline, identifying any issues and addressing them, and related logistics.

**Facilitator:** Conducts the exercises with the youth participants. This person will also gather, synthesize, and organize the group's work and results. Additionally, the facilitator will support the participants in advocacy activities with additional resources and guidance.

**Participants:** Try to recruit 5 to 10 Roma and non-Roma participants of varying ages. The participants have a role of engaging in the process, completing the tasks, and staying committed to the common advocacy goals.

### First team meeting

*(60 to 90 minutes)*

Preparation: Whether you are conducting the exercises in-person or online make sure to:

- Create a space: This can be in your organization's office or an online chat room. It is good to be consistent with where you hold your meetings.
- Be prepared to take notes.
- Ensure that participants have materials (pens, markers, or any information you want to share).

Discussion about motivation:

- Don't forget - discussion and dialog are important. Ask each member why participating in advocacy for Roma rights is important to them.
- Create a common list of why the individuals in the team want to participate in advocacy and what will keep them motivated.

Discuss the responsibilities and expectations:

- Present to the team the three different roles of coordinator, facilitator, and participant.
- Discuss the set of tasks, for each role and how the different roles will work together.

# DEFINING THE PROBLEM



When narrowing the problem, **it is crucial that it is translated as a public problem.** That the problem is not a community or 'cultural' issue but the result of **government or public failure.**

## Framing the problem

It can be useful to address the problem as **too much or too little of something**, as well as simple and straightforward. Define the problem in a way where it **can be understood easily and explained and evaluated with solutions and recommendations** through your advocacy campaign.

Address a specific institution that has **an internal failure** that needs to be corrected. Make sure the **communities' lived experiences and perspectives drive the definition** of the problem and the solutions.

## Problem Analysis

A successful advocacy campaign needs information, facts and an alternative or different evaluation of the problem with potential solutions. The following steps will help when analyzing the problem:

- Conduct an evaluation of the that exposes the root causes and effects of the problem.
- Include an analysis based on regional government and/or social systems and structures.
- Always take into account the complexity of the issues and information available. **Challenge the definition of the problem given by others.** Also challenge the **ethnic and community biases** that doesn't take into account root causes and their complexity. Instead analyze the problem at its roots, which in most cases, especially in the Roma community is related to antigypsyism.
- Frame the problem around shared human values; fairness, human dignity, morality and government responsibility.
- Reference specific legislation which states these values.
- Provide arguments and evidence that the policy or condition violates those values.

Remember if you framed the problem, including antigypsyism at the institutional and society level, then the solution has to match - implying that institutions have to act.

# EXERCISE

## 02

### Defining the problem practice example

*(15 to 30 minutes)*

Read [this](#) article about the demolition a Roma majority neighborhood in Bulgaria. Write a three to six sentence problem definition. See *Appendix, (page 26)* for an example.

Remember:

- Re-define the problem as a public problem
- Re-define the problem as a government or public failure
- Define the problem in a way that describes the rational why the government has the responsibility to act
- What can be some alternatives solutions (policy, program, and possible interventions), that address the re-framed problem

### Problem identification group session:

*(30 to 45 minutes)*

**Step 1)** Based on the motivations, reasons why youth participated, and the organization's profile provide some suggestions of problems that your advocacy campaign can address.

**Step 2)** Decide the scope of the problem. Will it be at the European, national, or local level?

**Step 3)** Discuss the ideas which are presented and brainstorm other possible issues that the team would like to address.

**Step 4)** Decide on the main issue/ area of the advocacy campaign. If the group is having difficulty to decide on one problem area then narrow it down to 2 to 5, then decide after the gathering information section.

### Identifying what information is needed and from where

*(20 to 30 minutes)*

Once you have your problem area decided and narrowed down to a few key factors, it is important to collect information on the subject to get a better understanding of the issue and the government failures. Sources of information can be:



- News
- Research articles
- Websites
- Discussions with friends, family, and community
- Don't forget your own personal experience is also valuable

Create a list of containing the information you need and the sources you will use. Assign each team member the responsibility to gather that information and to share it with the rest of the team in the next session.

### Draft Problem Definition

*(30 to 40 minutes)*

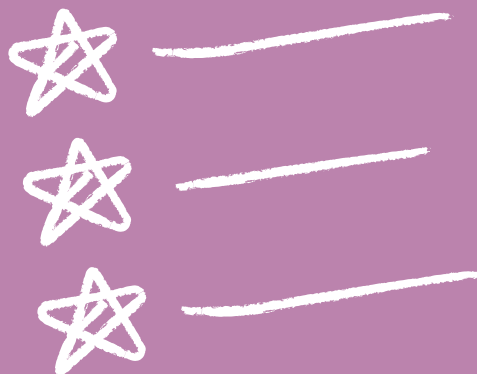
Assemble the team and have each member share the information they have gathered. Narrow your working definition of the problem based on the information.

Draft a problem definition based on the structure you completed in the practice example.

The problem definition is an important step in the start of an advocacy campaign. If it is needed repeat the above exercise until the team has a problem definition that everyone can agree on and has the components outlined in this section.

*My problem definition:*

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# ADVOCACY GOAL & OBJECTIVES

## Advocacy Goal

The advocacy goal is very much related to the problem definition. The problem definition or problem statement was developed so it could be evaluated and solved. The advocacy goal is the proposed method of solving the problem.

The advocacy goal needs to be specific and simple; it should also address the root cause of the problem. Therefore your advocacy goal should encompass specific actions that the target group can do to accomplish the overall goal and also the specific objectives associated to your goal.

Sample advocacy goal: “We want all Roma to have access to legal, private and social quality-housing.”

## Advocacy Objectives

Your actions need to have specific objectives that lead to the accomplishment of the advocacy goal. The objectives need to be compelling to Roma and non-Roma in order to gain support.



Key factors to take into account when drafting your objectives:

- They are achievable within a given time frame.
- The objective must help to solve the problem
- If the objective for whatever reason is not accomplished,, then it does not result in damage to those involved.
- The objectives lay groundwork for future advocacy.
- The process is the key aspect of the objective. Of course you cannot always expect complete success, but your objective should at least move the issue forward.

# EXERCISE

## 03

### Practice

*(30 to 45 minutes)*

Using the same example of forced demolition of the homes of Bulgarian Roma families from Exercise 2, develop an advocacy goal and associated objectives. Either as a team or break out into separate groups, re-read the Bulgarian article and follow the exercise below.

Develop a 1-2 sentence advocacy goal:

- Addresses the root cause of the problem through government or public responsibility
- Use the rule of SMART to guide you: SMART stands for Specific, Measurable, Assignable, Realistic, and Time-related

Develop 2-4 advocacy objectives:

- Objectives should detail the advocacy process and wins needed to achieve the objective
- Focus on 'winnable' objectives that can succeed

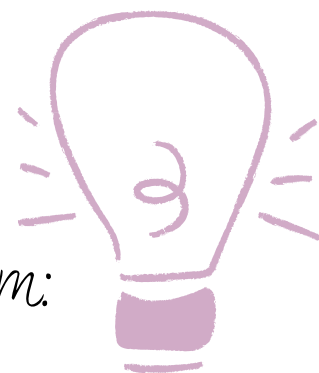
*See Appendix, (page 26) for an example.*

### Your turn: Repeat

*(60 to 90 minutes)*

Once you have completed the practice exercise, use the same set of guiding rules to create an advocacy goal and objectives for your own advocacy campaign. Feel free to look at the Bulgarian example you have just completed for inspiration.

Remember to first start with crafting your advocacy goal (addressing the root problem and using SMART) and only after begin with defining your objectives.



*Brainstorm:*

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# STAKEHOLDERS & TARGET AUDIENCES

## Target Audience(s)

Your advocacy goal and objectives most likely can be accomplished by influencing someone or an organization to act. You need to think about whom you need to influence and what will make them act in order to accomplish your advocacy goals and objectives. Thus, it is very important to know who your target audience for your advocacy is.

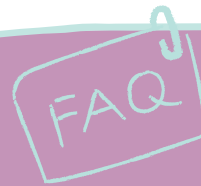
You may have multiple audiences for your advocacy. It is helpful to classify them as either a primary or secondary audience.

### *Primary*

- Actors with the most power and interest
- The individuals, organization, department, or other entity that has the power to make the change you want happen
- The local community that is directly impacted

### *Secondary*

- The allies, supporters, media, political organization, and other agents whose support will help your cause or can provide pressure on primary audiences.



### *Who is a stakeholder?*

A person, institution, or a group who has an interest, concern, or influence over the problem or solution related to your advocacy goal.

## Stakeholder/Power Mapping

What is power? Power is, the ability or capacity to direct or influence the behavior of others or the course of events. Power or stakeholder mapping is a way to help you identify your target audiences and what will influence them. The main goal of this tool is to map out all those stakeholders who have influence over the problem or your advocacy goal, whether they are individuals, institutions, or communities. This tool will also assist you to utilize the power of your team and supporters.

*resources*

[Here](#) is a short video on power-mapping and target audience.


[Here](#) is more information on what power-mapping is and how to conduct it.

## Getting Stakeholders to Respond

The success of your advocacy goal is to get people or institutions to respond and act in the way you would like them to. You must consider and therefore balance each stakeholder and their level of opposition, reasons for opposing, and the amount of power they have in influencing your goal.

Some elements that influence the response of stakeholders are:

- The potential level of political or economic gain or loss
- Their supporters' influence
- Reactions by their superiors and colleagues
- Good or bad media coverage
- The level of public support or opposition towards your goal
- If they feel there are other options than what you propose
- Time sensitivity, if they have the ability to wait or have to respond/act soon



**'I'm no longer accepting the things I cannot change...I'm changing the things I cannot accept'**

(Angela Davis)

# EXERCISE

## 04

### Power Mapping

*(60 to 90 minutes)*

Power Mapping as a tool places stakeholders on a scale from most powerful to least powerful and from strongly opposes your position to strongly supports your position.

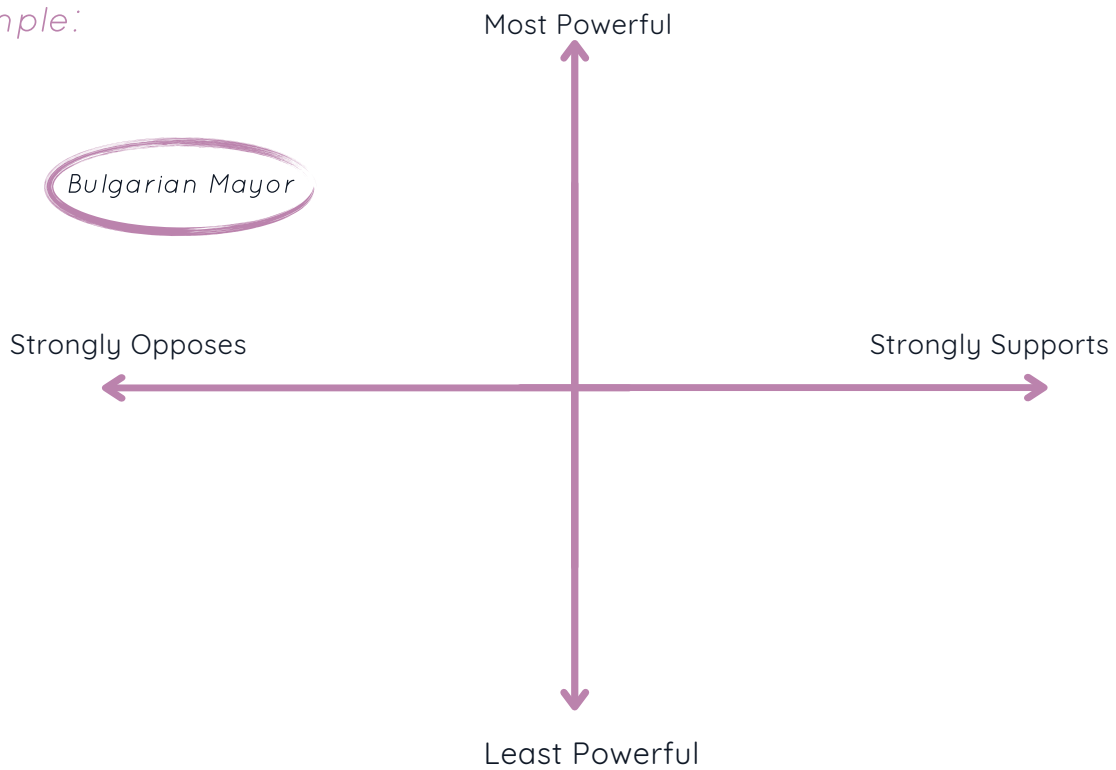
**Step 1.)** In you team or in smaller groups write the name of each stakeholder down. Stakeholders can be:

- People or institutions that contribute to the topic by either influencing the problem or solution, as well as those who have the **POWER!** to make changes.
- Those that are most influenced by the problem.
- Media
- Community members

**Step 2.)** Place each of those stakeholders on a chart (see example on following page) based on their level of support and power they have or could have.

# Power Mapping

Example:



Step 3.) On a separate paper, write the name of each stakeholder. As a group think about all the things that can be done for that stakeholder to support your advocacy goal. List these actions. In this exercise it is important to discuss the difference between persuasion and pressure. Most actions in advocacy are related to persuasion, while actions that apply to pressure are used less often.

Example:

What influences my stakeholder?	
Stakeholder:	What specific actions influence the stakeholder towards my goal?
Bulgarian Mayor	<ul style="list-style-type: none"> <li>• <b>Reputation</b> -&gt; Negative press, disseminating information on how the homes were built without permits due to government regulation and support.</li> <li>• <b>Political career</b>-&gt; Increased or decreased votes</li> <li>• <b>Civic participation</b> -&gt; Drafting a petition that supports your goals</li> <li>• <b>Emotions and Morals</b>-&gt; News stories or other media presenting the experiences of those who have lost their homes.</li> </ul>

# MESSAGING

Now that you know your audience, you can develop the messages they need to hear in order to respond and act. Messaging starts with the problem definition and analysis conducted earlier, and the advocacy goal. With this in mind, it is important to communicate in a clear and convincing way the problem (from your perspective) and the proposed solution.

It is also important to draft your messaging based on accurate analysis, facts, stories and values. Place those who oppose you in a difficult position ethically, morally, and factually.

Some key elements for successful messaging:

- Accurate and quality analysis
- Present your goal as a value to society
- Include simple, yet compelling stories

## Advocacy Message

It can be the case that multiple advocacy messages are needed for different types of audiences or objectives, but there should be a global narrative that is driving the advocacy campaign. Make sure that the message is clear and all

those advocating are expressing the message consistently. Once you have identified your target audience, its time to communicate your message and call to action.

## Messengers

The message is very important, but it is those who deliver the message that can have a lot of influence in how it is perceived. For different forums and objectives, try to use different messengers that fit the occasion. When you are selecting a messenger, be sure to keep in mind the following:

- Morals - try to address the moral grounds of the issue.
- Expert credibility - sometimes there is a need to have an expert in the topic, especially when moral arguments need support.
- Political leverage or power - within the advocacy campaign power differentials exist, they should be addressed, but for short term success it is useful to have a messenger that has trust and good standing among your target audience.



# EXERCISE

## 05

### Develop a general advocacy message

*(20-30 minutes)*

The first message your team should set out to create is a general advocacy statement of what you want to promote. The general advocacy message should convey to someone right away what you are trying to achieve. In a way it is your team's vision statement.

The following is an example of a general advocacy message from a campaign advocating for Roma representation in textbooks: "The representation of Roma in textbooks should work towards empower educators and students while fostering a diverse, just, and fair society". (Council of Europe 2020)

**Step 1.)** In your team review the problem statement and advocacy goal you drafted previously.

**Step 2.)** Brainstorm a sentence that represents what you want to achieve.

**Step 3.)** Brainstorm with your team and write a 1-2 sentence general advocacy message.

Note: Remember to make sure that your message is really hard for anyone to oppose!

### Messages for specific stakeholders

*(60-90 minutes)*

Since stakeholders respond to different types of messages, it is important to always tailor your communication to match different persons and institutions. In this part of the lesson, you will utilize the power-mapping.

**Step 1.)** Create a table listing each stakeholder and their role, what influences them to act, level of power, level of support, and messaging strategy.

**Step 2.)** For each stakeholder create a specific message that will influence them to support your position and/or goals.

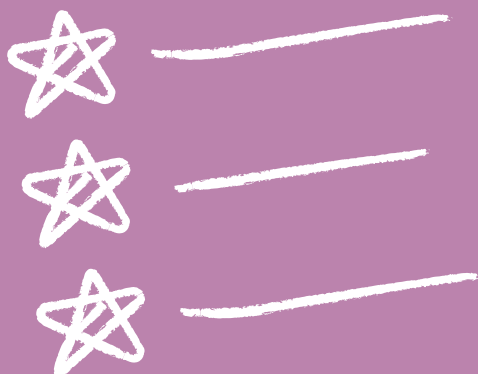
*See the following page for an example.*



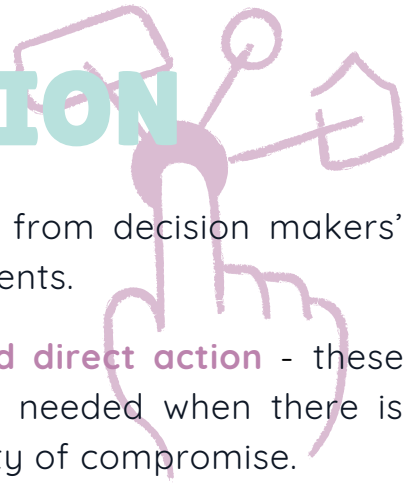
## Stakeholder Messaging Table

Example:

Stakeholder	Role	What influences them to act	Level of power	Messaging strategy
Mayor of Stara Zagora, Bulgaria	Mayor	Support of potential voters	High	This community like all communities in Bulgaria, have a right to quality housing for all of its resident
Non-Roma residents of Stara Zagora, Bulgaria	Potential voters	Their personal values	Medium	The former city officials knew and encouraged the homes to be built without all the necessary permits and processes.



# TAKING ACTION



Depending on the advocacy issues, the environment regarding the issue, and also the amount of opposition or support you face, your plan for accomplishing your objectives will differ. Actions can range from basic communication with decision makers to protests.

There are a few approaches you can take in your advocacy action:

**Conventional and polite** - the goal is to get your information out to the right people and stakeholders. Thus, communicating to decision makers while releasing information to media sources.

Examples:

- Letters to decision makers
- Requests for meetings
- Petitions
- News stories

**Political** - show that you have support. If they don't support you then their political career will be difficult to manage.

Examples:

- Building a coalition
- Getting letters for support from organizations that support the target audience.
- Getting letters of support from politicians.

- Surveys from decision makers' constituents.

**Protest and direct action** - these actions are needed when there is no possibility of compromise.

Examples:

- Sit-ins at the decisions maker's office
- Demonstrations
- Occupation of spaces, buildings, or resources

Key Principles for protest and direct action:

- Direct action must deny or prevent the target group or decision makers something that they find important. Examples can be their positive public image, stable livelihood, and/or ability to function in their position properly.
- The action needs to leave a sense of empowerment and inspiration.
- Make it personal and target specific people from specific institutions.
- Be careful about the image you portray.
- Have a plan for every scenario possible during the action and in response to the action.

# EXERCISE

## 06

**Forums** - different spaces that are appropriate for different advocacy goals and actions. Forums can range from meetings with policy makers to the streets, depending on the advocacy goal and your strategy. Your team can also consider multiple forums and actions for different stakeholders and objectives.

Examples of different forms:

- Policy creation
- Judicial system
- Voting politics
- Administrative government
- Legislative government (Parliament)
- Non-governmental institutions
- Private/corporate sector
- Academics
- You can create your own forum!

### Mapping out actions through stakeholders

(60-90 minutes)

With your team, review the power mapping and stakeholders table from the previous exercise. For each stakeholder review their role, what influences them, their level of power and support, and the messaging strategy.

Keeping in mind the above, brainstorm a list of possible actions and the forum required to influence the stakeholder towards your direct advocacy goals and objectives

After creating a list for all the stakeholders, look for patterns in the possible actions. Identify the major type of action and discuss if this matches the team's advocacy expectations.

Now identify the main stakeholders and narrow down the actions.

**Note:** Don't lose the other suggested actions. You might make shifts in your advocacy later.

# BUILDING SUPPORT

You and your team have been advancing in this guide step by step, building up your advocacy strategy. This process can already count as organizing - you have come together to make something powerful and important to fight for Roma communities.

Why Organize? **Because people are power!**

Building support is about getting those that believe in your goal motivated to act. It's also about getting those don't support or know your cause to reconsider and act collectively.

## Organizing means power in numbers

Some key elements:

- A group that acts collectively to achieve their goal will inspire themselves and others.
- People are given the ability to realize and capture their power.
- An increase in supporters will equalize the power differentials with decision makers.

Responsibilities in Organizing:

- Recruit individuals.
- Facilitate the development of the goals and strategies.
- Create motivation for people to join and act.

- Manage conflict when they arise
- Be mindful of opponents and possible harm



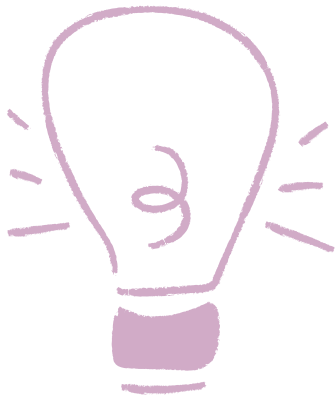
## Coalition Building - adding power, strength and credibility.

Some key elements:

- Coalitions add strength and power to your cause by increasing the number of supporters you have as well as the organizational support.
- They help in creating stronger public image.
- They increase you credibility.
- You get shared information, division of labor, and reduced duplication.
- Create links of groups that advocate on similar issues in different geographic scope, and demographics, and skills and capacities.
- Increases resources and ideas.

# EXERCISE

## 07



*Brainstorm:*

### Identifying and Organizing Communities and Partners *(45 - 60 minutes)*

With your team, start identifying the people or institutions that have a self or collective interest in supporting your advocacy goal and actions.

*Step 1.)* Review the stakeholder list you previously developed and brainstorm their potential interest in participating or supporting the actions you have planned.

*Step 2.)* Review your actions that you have outlined and identify if additional people or institutional support would help in their success.

*Step 3.)* Create a list of people, communities, and institutions your advocacy would like to recruit, as well as what would motivate them to join your cause.

*Step 4.)* Rework your actions to include their possible recruitment and participation.

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# MEDIA

The use of media is a very effective and useful tool in advocacy. Contacts with the media can be beneficial in delivering your message and applying pressure to decisions makers. To get media to pay attention to your issue it has to be a newsworthy story, thus market your messaging as something current with a strong human component, and don't shy away from showing conflict.

## Messaging and the media

A media strategy should come off as genuine to your audience. Frame the issue to your maximum advantage while showing your campaign in the best light possible and the opponents in the worst. Additionally, an effective media strategy uses stories and images to get the right message across to the audience. Finally, the message must include facts and research complemented by some personal stories and soundbites.

How to get the media's attention:

- Issue a press release
- Organize a news or press conference
- Stage a media event
- Release a study or report
- Write an editorial

- Op-ed or letter to editor
- Direct action while notifying the media beforehand

Material needed for media purposes:

- List of media contacts
- Factsheets
- A list of various stories and their description
- Access to reporters
- Images, access to speakers

## 'The 3 Whats' of Media

*What is your goal?*

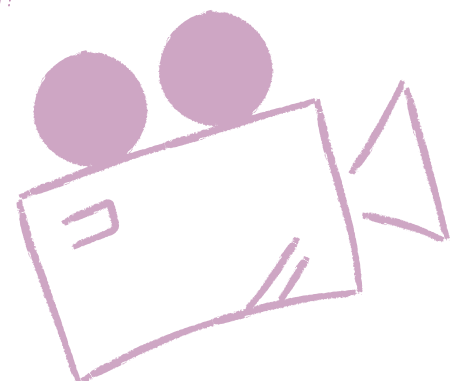
- Raise awareness
- Move people to take action
- Obtain more supporters
- Apply pressure to decision makers
- Promote the coalition of advocacy group to gain visibility and power

*What message do you NEED to communicate?*

- Pressure to act
- Moral reasoning
- Economic arguments

*What medium?*

- Television
- Radio
- Newspaper
- Internet



# EXERCISE

## 08

### Utilizing Media

(90 - 120 minutes)

How to use different types of media in your advocacy deserves a strategy of its own. In this session, the team will develop the key aspects of a media strategy.

**Note:** It is important to be opportunistic and rely on the media connections within the organization and the participants. For instance, if anyone on your team has access to journalists.

From the previous exercise your team has already identified three key aspects of a media strategy: the audience, the messages, and the messengers. With that in mind consider the following:

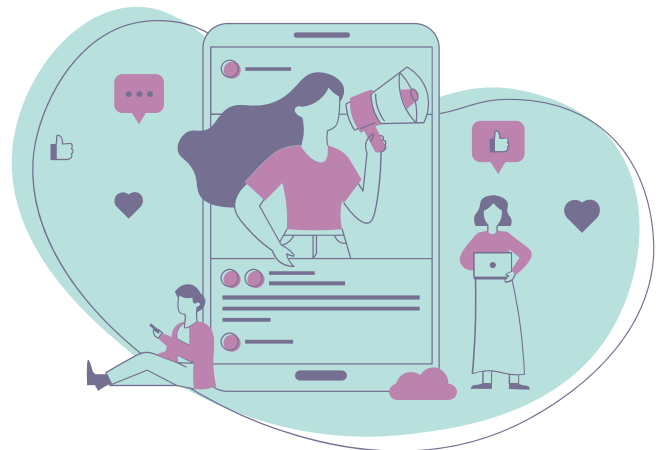
#### Creating a goal for your media strategy:

- Review the audience and messages identified previously. Are there any patterns?

- Create a list of what you are trying to achieve with the messages you are using for various stakeholders.
- For each stakeholder narrow down what you would like to achieve by using the media.

#### What actions do you want to achieve with your media strategy:

- Identify how the media can strengthen your message. What are the kinds of media action that will engage your audience?
- Go through each stakeholder and list the media actions that will get their attention.



# PLANNING, EXECUTION & FOLLOW-UP

At this point of the guide, you have all the components for a successful advocacy campaign. It is time to develop a plan and execute it. A plan or strategy is how you get from your idea to using resources to achieve your goals. Depending on your organization's resources, funding for advocacy efforts can be hard to come by. Further, many donors want to have control over the advocacy efforts, which can undermine your goals and objectives.

Two of the most successful organizers, Martin Luther King Jr and Cesar Chavez denied donor support in the height of their campaigns due to the foundations having too much power over their activities. You have developed how you will target your advocacy and what tactics you will use. It is also very important to be flexible and be ready to act when there is an opportunity. Also remember that environments and circumstances are constantly changing. Your team and strategy must be creative and adaptable.

Celebrate the small wins. They build on each other and keep

everyone motivated. One of the main principles of advocacy is to ensure that no one is negatively impacted by your actions, unless they were fully informed and agreed to the risks. If you see people being negatively impacted you must revisit your advocacy approach and actions.

## EXERCISE



### Developing a strategy document

*(2-4 days)*

You have all the key elements of an advocacy strategy completed through this guide. Now its time to place them all into one document. One or two people on the team should set out to write the advocacy strategy. Afterwards the entire team should review and approve it.

*See the following page for a sample template.*



## Advocacy Plan Template

### *My advocacy plan:*

---

- I. Purpose of the document*
- II. Background of the topic*
- III. Problem definition*
- IV. Advocacy goal and objectives*
- V. Stakeholder map and table*
- VI. Target audience*
- VII. Messaging*
- VIII. Actions*
- IX. Media strategy*
- X. Building support, buy-in, and participation*



## CONCLUSION

**Congratulations!** In the process of working through this guide you and your team have developed an advocacy strategy with the key ingredients for success. You should be proud of your successes on the path for equality and justice for Roma communities. Now go out and have confidence in the world of advocacy. Remember you the youth are experts based on your experiences, connections to communities, and your vision of the future for Roma.



# APPENDIX

## Exercise 2: Defining the problem practice example (page 08)

### Problem definition example:

The Bulgarian Government fails to value the human rights of Romani citizens, including the human right to housing. The deep rooted Antigypsyism in Bulgarian society has developed housing systems, including laws, policies, and collective discrimination, which fails to create opportunities for Roma to have “legal” quality private and social housing, leaving too many Romani citizens with inadequate living conditions. The government fails in their responsibility to protect their citizens by demolishing Romani homes, inflicting large amounts of trauma and suffering that will have generational impacts on Romani families and communities.

## Exercise 3: Practice (page 11)

### Advocacy goal example:

We don't want any more Romani homes to be demolished. We want the government to develop a policy that provides a path for Roma families to quality private or social housing.

### Advocacy objectives example:

- The government must establish the legal framework required to make any current illegal homes become legally protected, with the right of ownership provided.
- The government is to create a directive stating that the people have the right to move, but the state will facilitate their move and match their living standards (not to be below the national average).
- A criterion will be developed on who does and does not have to move, based on the risks posed to individuals or families. Children and their schooling must be taken into consideration as to not deepen segregation.
- Government to create more housing: private and social housing that is affordable.

# LIST OF RESOURCES

## Roma Rights and Advocacy (page 05)

Lecture by Margareta Matache:

<https://www.youtube.com/watch?v=Ubb7dohTISA>

Short Presentation:

<https://prezi.com/view/V36MRRmz9XQrt7tGsGNh/>

Hungarian cultural suppression:

<https://kisebbsegkutato.tk.mta.hu/uploads/files/archive/310.pdf>

Sterilizations:

<https://sites.sph.harvard.edu/hhrjournal/2016/12/coercive-and-cruel-forced-sterilisation-of-romani-women/>

Segregation:

<http://www.errc.org/news/hungary-a-short-history-of-segregation>

Forced evictions:

<https://www.opensocietyfoundations.org/uploads/20dae17f-c7c4-4e4e-8618-342d2907cb6b/bulgaria-roma-infringement-memo-20170214pdf.pdf>

Discriminatory COVID-19 restrictions:

<https://www.eurozine.com/asocial-distancing/>

## Defining the problem practice example (page 08)

Bulgarian exercise article:

<https://www.novinite.com/articles/205581/Almost+100+Illegal+Houses+to+be+Demolished+in+the+Roma+Neighborhood+in+Stara+Zagora%2C+Bulgaria>

## Stakeholder/Power Mapping (page 12)

Power mapping video:

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

Power Mapping information:

<https://content.sierraclub.org/grassrootsnetwork/site/content.sierraclub.org.activistnetwork/files/teams/documents/Power%20Mapping.pptx>



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