

## Advocacy: building skills for NGO leaders

Washington, DC: CEDPA, 1999. 58 p.

### Title other languages:

[Plaidoyer : développement d'aptitudes pour les dirigeants d'ONG](#)

[Defensa y promoción: fortaleciendo la capacidad de las líderes de ONG](#)

### Organizations:

Centre for Development and Population Activities, CEDPA

### Collection:

The CEDPA training manual series, v. IX

### Description:

The manual is meant for trainers to improve NGO leaders advocacy skills with regard to reproductive health issues. Based on the participatory training approach, the manual introduces the basic principles of advocacy in the format of a three-day workshop design. The workshop includes six sessions on the following aspects of advocacy: overview of advocacy, advocacy issues, objectives and power dynamics, strategic communication - audience analysis, message development and delivery, building networks and coalitions, and advocacy implementation plan.

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