



## ANTICIPATED ADVOCACY OUTCOMES

The following diagram outlines advocacy anticipated outcomes. Generally speaking, advocacy has three major anticipated outcomes.

- 1) A problem is dealt with by having a law amended, a policy made, decree issued, etc. *This is the probably the easiest level of outcomes to achieve.*
- 2) The decision making process is changed toward more involvement of citizens, accountability, and transparency. *This outcome would take a few campaigns to convince the decision makers to change the decision-making process in such a way.*
- 3) Citizens are aware of their power, and use this power to influence the decision making process. *This is the ultimate outcome of advocacy which usually take more than a generation as it deals with cultural attitudes toward participation and possibility of influencing the decision making process.*

In any advocacy activity, we need to take into consideration the three levels of outcomes, otherwise, advocacy will be limited by changing one or two policies without addressing the decision making environment nor the most critical piece of boosting people's power and effective participation in the decision-making process.

Although the three outcomes are closely connected, it is critically important to recognize that the ultimate goal that we should seed while doing advocacy is to help people gain confidence in their power and use this power to effectively participate in the decision making processes. Having people's power and participation as the ultimate advocacy goal liberates advocacy from the narrow view that advocacy is primarily to change policies.



## ANTICIPATED ADVOCACY OUTCOMES<sup>1</sup>

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### **Democratic Change**

Citizens are aware of their power, and use this power to effectively participate in the decision making processes.

2

### **System Change**

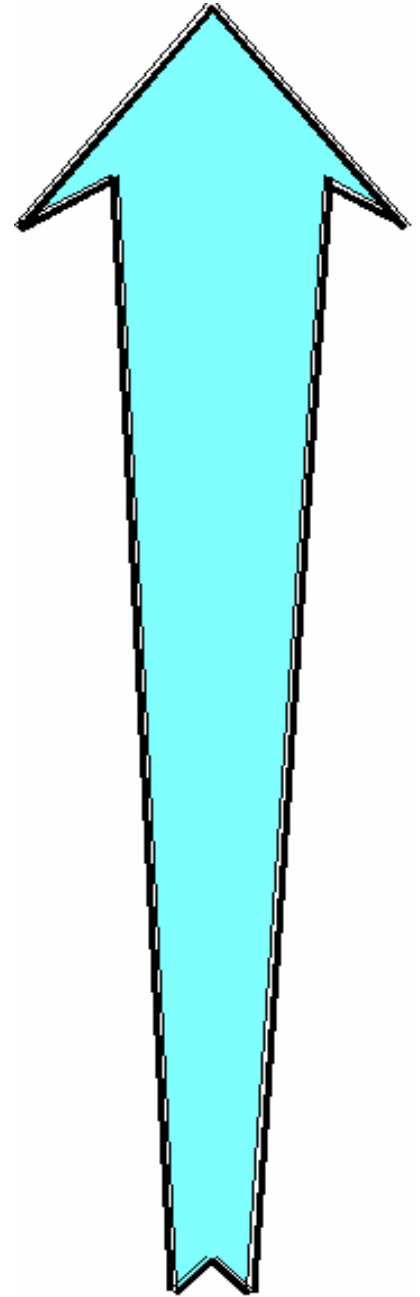
The decision making process is changed toward more:

- Involvement of citizens
- Transparency
- Accountability

1

### **Policy Change**

A problem is dealt with by having a law amended, a policy made, decree issued, etc.



<sup>1</sup> Adapted from a document by Nader Tadros, 2000. People's Advocacy – 2006 ©