NAVIGATING COMPLEX DYNAMICS IN ADVOCACY CAMPAIGNS

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NICE TO MEET YOU!

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WHY THIS PRESENTATION?

So many group dynamics in advocacy campaigns!

They keep coming up, even if we don’t ask about them...

They are common, and important!
Different goals, strategies and measures of success

Different resources and inequitable power dynamics

Different stances on findings dissemination

Pre-existing relationships across people and organizations in campaigns
CONSIDERATIONS

- Be honest about whose voices you will center
- Understand power dynamics in the ecosystem
- Get support from people within or familiar with the campaign and its context
- Don’t hide dynamics, but get consent before sharing
- Create multiple feedback loops
RESOURCES

• Community Science (2017). Evaluators and social change: Into the cauldron we go!


THANK YOU!

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