

ADVOCATING FOR CHANGE



A TOOLKIT FOR COMMUNITIES FEATURING
PRACTICAL TOOLS AND ADVICE TO
ADVOCATE FOR SOCIAL CHANGE



ASIA PACIFIC
TRANSGENDER
NETWORK

EFFECTIVE ADVOCACY ENABLES ORGANISATIONS TO INFLUENCE IMPORTANT ISSUES AND ENSURE THAT COMMUNITIES HAVE A VOICE IN THE POLICIES THAT IMPACT THEIR LIVES.

WHAT IS THE PURPOSE OF THIS TOOLKIT?

APTN country partners and community leaders have expressed the need for structured advocacy as well as tips to navigate local advocacy spaces and outreach to key stakeholders, including legislators, policymakers, national human rights institutions (NHRIs), and other key political allies. Effective advocacy enables organisations to influence important issues and ensure that communities have a voice in the policies that impact their lives. APTN hopes that this toolkit will assist country partners to conceptualise and streamline future advocacy interventions.

If you're interested in learning more about advocacy and it can promote change, check out APTN's series [#SkillsforChange: Public Campaigning for Advocacy & Social Change](#) of four online workshops for trans and gender diverse advocates from Asia and the Pacific to enhance their skills for public campaigning for advocacy. Public campaigning through engagement with traditional, online, and social media has proved to be a powerful tool to increase awareness and visibility of lived experiences of LGBTI people, to shift the narratives around SOGIESC rights issues in both public and political realms, and to amplify LGBTI advocates' call for action for social change.



DEFINING WHAT YOU WANT TO CHANGE

Advocacy can include a wide range of activities and is a process of influencing policymakers, stakeholders and targeted audiences in order to address an issue and achieve a specific outcome. Effective advocacy enables organisations to influence important issues and ensure that communities have a voice in the policies that impact their lives.

Advocacy efforts should contribute to advancing the overall organisational vision and there may be many advocacy efforts to achieve different short-term aims. After establishing the specific policy or area that you would like to engage in advocacy, you can identify the main objective of the campaign. Depending on your country, organisation and political context, you may be actively engaging with policymakers in an existing bill or perhaps your objective is purely to educate people on a topic and reach new audiences in the preparation to draft a bill.

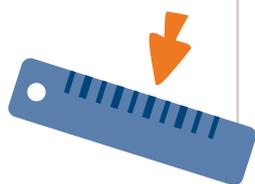
From this, you should develop an objective that you want your advocacy to address and try to be as specific as you can as this will help you measure and review your advocacy. The SMART Approach is an effective tool that can help reach your objectives and is an acronym for:



Specific: Objectives should be well-defined and measurable.

Some questions you might ask to clarify this include:

- Who is involved with this project?
- Target Population: Who is your audience/target population?
- Action: What action do you want from this action?



Measurable: Progress towards the goal can be measured with quantitative or qualitative descriptors where the objectives have a benchmark and target, to help determine whether and by how much the objective is achieved.

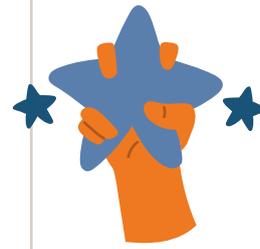
Some questions you might ask to clarify this include:

- How much change is expected?
- What information can we gather that will show our impact?
- Where will this data come from?

Attainable: The objectives should be within reach for your team or program, considering available resources, knowledge, context and time.

Some questions you might ask to clarify this include:

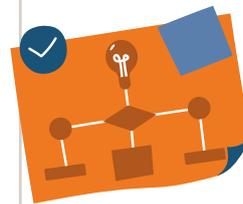
- Given the current time frame and socio-political environment, can this objective be achieved?
- What limitations or constraints stand in our way?



Relevant: The objectives need to be in line with your mission, vision, and goals.

Some questions you might ask to clarify this include:

- Will this objective lead to achieving our organization's goals?
- Will the impact have a measurable change on people's lives?



Timely: Sets a realistic date for campaign objectives, carrying out advocacy and monitoring impact.

Some questions you might ask to clarify this include:

- When will this objective be achieved?
- Is this time frame realistic?
- Should the timeline be closer or further in the future to be more effective?



The **5W1H** questions are an acronym standing for **how, who, what, where, why,** and **when** and can help you further understand and define your objective.

- **How** will you achieve this?
- **Who** are our allies and audience?
- **What** is the intent of this action? What do we want to get out of it?
- **Where** will be best to attain your objective?
- **Why** is the objective important?
- **When** do we want to achieve our objective?

IDENTIFYING YOUR AUDIENCE AND STAKEHOLDERS

A target audience is a group of people with shared interests that are most likely to be able to make the changes that your advocacy is calling for. Different audiences will be at different stages of awareness regarding the topic, some will be knowledgeable, while others will require information about the issues first.

A helpful method to identify the key audience and possible co-collaborators and challenges is called 'Power Mapping'. Power mapping is an activity that helps navigate the campaign and provide an analysis and visual diagram. A common power map has two intersecting lines, one which denotes the influence of the target and the other about their support with the objective. In this instance, we created an example power map where the vertical axis indicates support and the horizontal line shows their ability to influence the issue. For example, if a target has a lot of power over your issue and was in support of your issue, you would place that person in the top left of your map. In contrast, if a target did not wield much power over the issue and opposed your stance, then you would place them in the bottom right.

When identifying people to place on a power map, some questions you might want to ask are:

- Who are the main decision makers that have influence over the outcome?
- Who are your allies in your community? How do you leverage their power to support your agenda and influence others?
- Who is in the middle that might be able to be brought over to your side?
- Who is your main opposition?
- How could you build power through your organizing with allies?
- How do you strategically position all these pieces in order to have the most effective and successful plan of action?



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DEVELOP CLEAR AND EFFECTIVE MESSAGING

Effective messages and communication with the audience should be compelling, concise, consistent, and include a call to action for a solution. An effective key message consists of a statement + evidence + call to action.

The messages used in the advocacy campaign will determine how your target audience perceives the issue. Effective messages and communication with the audience should be compelling, concise, consistent, and include a call to action for a solution. An effective key message consists of a statement + evidence + call to action. The key message will help guide the development of more specific, secondary messages that will be directed at different audiences, perhaps on different aspects of the primary message.

Using research to support your issue and strengthen messaging is an effective and important part of advocacy. Established and well-grounded research allows you to back up your statements with facts and also prepares you for the opposition's arguments. Another compelling approach to use if there isn't much research to substantiate is to personalise the messaging and share the stories of individuals affected. With time and as policies change, the messages may need to be revised as you learn more about your policy issue and what appeals to your target audiences.

After clarifying the audiences to be reached for each advocacy goal, the next step is to design the type of outreach that is most likely to reach them effectively. There are many different ways to reach out to the audience and get their attention to demand for change such as writing a letter, developing a policy brief, lobbying specific politicians, or protesting. Think about what would work best for your context and perhaps you'll take multiple approaches.



MOVEMENT BUILDING

Advocacy initiatives are complex and usually involve many different players and collective action. It's important to develop relationships and partner with other organisations and leaders that share a similar agenda can help carry your message further and more effectively over a longer period of time. Movement building is a crucial element of effective advocacy because it allows individuals and organizations to come together, share their ideas and experiences, and work towards a common goal. By building a movement, advocates can leverage the collective power and influence of their supporters to drive change and create a greater impact.

Movement building also allows for the creation of networks and relationships that can facilitate collaboration and the sharing of resources and expertise. This can help to amplify the efforts of individual advocates and organizations, and can lead to more coordinated and effective advocacy campaigns.

Policy change is often a long-term process and advocacy initiatives often take place over long periods of time. Movement building can help to create a sense of community and solidarity among advocates, which can be a powerful source of motivation and support. It can also allow advocates to connect with others who share their values and goals, which can be a meaningful and rewarding experience.

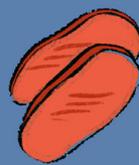


FRAMEWORK OF MOVEMENT BUILDING

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Addressing the capacity needs in leadership, critical analysis, advocacy, documentation and institutional strengthening

Creating space for intersectional alliances



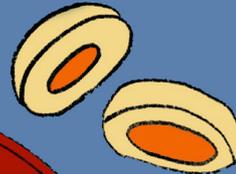
Building Capacity

Alliance Building



Creating Knowledge Sources and Tools

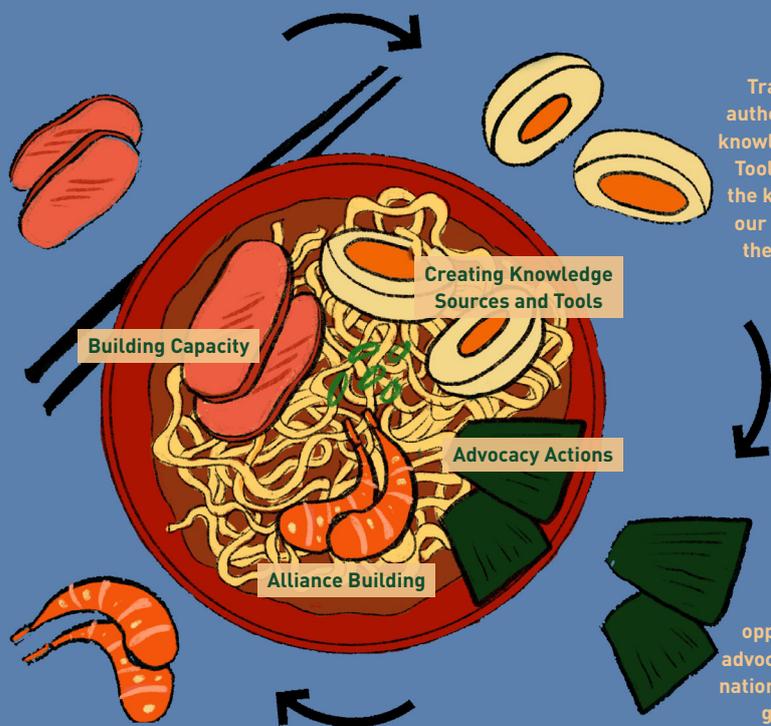
Advocacy Actions



Trans people as authors of their own knowledge resources. Tools that harness the knowledge from our community for their betterment

Creating opportunities for advocacy at the local, national, regional and global levels

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MONITORING

As the process of influencing policy change is likely to be long and complicated, it is important to document progress and setbacks towards the advocacy objective. Monitoring advocacy efforts over the long term is crucial to ensure that the issues being addressed are being addressed effectively and that the desired outcomes are being achieved. This can involve regularly collecting and analyzing data on the progress of advocacy campaigns, conducting surveys or focus groups to gather feedback from stakeholders, and engaging in dialogue with advocates and other stakeholders to assess the impact of advocacy efforts.

Long-term monitoring also allows for the identification of any challenges or setbacks that may arise, and the development of strategies to address them. By staying engaged in the process and regularly evaluating the effectiveness of advocacy efforts, organizations and individuals can ensure that their efforts are having the desired impact and continue to be relevant and effective over time.



ADVOCACY FOR THE LONG TERM

Looking at the long term, advocacy efforts should contribute to advancing the overall organisational vision, new objectives and challenges may arrive but the final objective should be maintained.

Long-term advocacy is essential for creating change and requires a commitment to the issues being addressed and a willingness to stay engaged and adapt to changing circumstances over time. The ability to adapt and adjust strategies in response to challenges and changes in the political and social landscape is important. By taking a long-term approach, organizations and advocates can build momentum, strengthen relationships and make lasting changes that have a positive impact on the issues, and communities, they are advocating for.

ADVOCACY IN PRACTICE...

LEGAL GENDER RECOGNITION IN FIJI: SOCIAL MEDIA ADVOCACY CAMPAIGN



WHAT IS THE PURPOSE OF THIS TOOLKIT?

Ensuring there are rights-based gender recognition laws that make it easier for trans people to legally change their name and gender marker on official documents is one of APTN's priorities. This toolkit is to be used as a tool by trans communities and allies to raise awareness of the importance of legal gender recognition and call for a review of existing laws and policies to be consistent with international human rights standards.

This advocacy toolkit is based on the report *Legal Gender Recognition in Fiji: A Legal & Policy Review in the Context of Human Rights* published in 2022 by APTN. While the examples in this toolkit are particular for Fiji, they can be adapted to the situational context and used in other countries and contexts for advocacy. APTN has conducted reviews on the laws, regulations, court decisions, policies and practices that impact transgender people's right to change their name or gender marker and to be recognised and protected under the law.

HOW CAN THIS TOOLKIT BE USED TO ADVOCATE FOR LEGAL GENDER RECOGNITION?

- To raise awareness on the issue of legal gender recognition and its importance in updating documents to prevent discrimination and stigma
- Foster better understanding on the needs and concerns impacting transgender people
- Encourage more policymakers to be advocates of transgender-inclusive medical practices, especially amid the backdrop of the COVID-19 pandemic which has pushed in the backseat other equally important healthcare issues and concerns.
- Provide guidance on communication strategies and tools including working with and providing content and suggestions for working with different audiences and stakeholders in different contexts.
- Shared with allies, organizations, and stakeholders who are interested in sharing the importance of legal gender recognition and serve as allies with a unified message but not so familiar with the key messages
- Serve as a reference when developing succeeding set of information and communications materials or toolkits on legal gender recognition and other rights-related advocacy



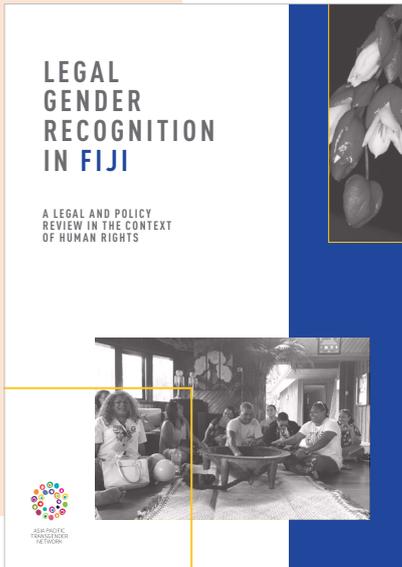
TO RAISE AWARENESS ON THE ISSUE OF LEGAL GENDER RECOGNITION AND ITS IMPORTANCE IN UPDATING DOCUMENTS TO PREVENT DISCRIMINATION AND STIGMA



DEFINING WHAT YOU WANT TO CHANGE

The report *Legal Gender Recognition in Fiji: a Legal and Policy Review in The Context of Human Rights* presents the most recent and thorough review of gender recognition laws in the country. One of the key recommendations from the report includes strengthening all laws, policies and practices in accordance with SOGIE protections in the Constitution to eliminate discrimination on political, economic, social and ethnic grounds to achieve equality among all citizens.

For this advocacy campaign, a social media campaign was created with the key action calling to policymakers to commit to review and amend laws and policies to extend the protection from discrimination based on one's sexual orientation to also include gender identity and gender expression, and to ensure affirmative action or special measures encompass transgender people.



IDENTIFYING YOUR AUDIENCE AND STAKEHOLDERS

For this advocacy toolkit, policymakers and decision-makers are the primary audience as they are the ones to make high-level decisions and address policies and institutions and there is already a level of involvement and collaboration with Fiji transgender advocates. From the research, the interviews with government agencies indicated an interest in learning more about legal protection for the transgender community to achieve its broader social goals to reduce discrimination, poverty, inequality, social and economic exclusion, prevent violence and uphold equal rights to education, employment and healthcare. Based on this information and the change being called for, these decision-makers may include the government officials, health or human rights ministers, parliamentarians, and funding agencies.

The secondary audience of this campaign will be human rights organizations associations, civil society groups, and LGBTQ+ organizations which actively promote human rights and interests of LGBT/trans/transgender communities. The objective of directing messages to this audience is to provide more information to possible allies and supporters who could possibly advocate and call for decisionmaker's action with increased knowledge and resources on the topic.



DEVELOP CLEAR AND EFFECTIVE MESSAGING

In this instance, we developed messages to be used in a social media campaign to raise awareness about legal gender recognition. In this are some example messages crafted to be shared on social media which utilise the suggestion of statement and evidence in order to inform the audience of the topic. In these messages, we created a series of posts focusing attention on the topic and providing more information to the audience about the need to review policy to include transgender people. APTN has published several key reports, policy and technical briefs, in partnership with other community-based groups and multilateral organisations, that have been used to inform policy and law. We encourage you to use a policy, human rights-based and factual approach to advocate for change.

APTN's reports on Legal Gender Recognition compiles evidence about the health and human rights needs of trans people in Asia and the Pacific, with The vast majority of transgender people across the Asia-Pacific region are unable to obtain any official identification documents that reflect their gender identity. This lack of gender recognition fosters widespread social exclusion, stigma, discrimination and violence when individuals are perceived to deviate from gender norms because their gender identity and/or expression does not coincide with their sex assigned at birth. The documents review policy and legislation, and offer suggestions of the best methods possible to create meaningful metrics and change in legal gender recognition policy.



MOVEMENT BUILDING

For this campaign, we suggest reaching out to organisations and leaders that share a similar agenda for support. This might include human rights organizations associations, civil society groups, and LGBTQ+ organizations which actively promote human rights and interests of LGBT+ community who can help carry your message to a wider audience.

As a method of movement building, these organisations would be reached out to promote and share the message and also the messaging would consider this as the secondary audience of the campaign. The objective of directing messages to this audience is to provide more information to possible allies and supporters who could possibly advocate and call for decisionmaker's action with increased knowledge and resources on the topic.



GROUP DISCUSSIONS AND REFLECTIONS WITH THE TARGET AUDIENCE AND YOUR TEAM WILL ALLOW YOU TO REVISE, ADAPT, AND STRENGTHEN YOUR MESSAGES

MONITORING

When carrying out advocacy, it is important to be able to document campaign achievements and review the outcomes and SMART objectives that were identified. Group discussions and reflections with the target audience and your team will allow you to revise, adapt, and strengthen your messages. In the short term, when you release your campaign messages, it is important to be able to document campaign achievements and review the outcomes and SMART objectives that you identified. Group discussions and reflections with the target audience and your team will allow you to revise, adapt, and strengthen your messages. Some questions to consider while reviewing your advocacy campaign are:

- What went well, what could have been improved, and what are possible next steps?
- How did people respond to your advocacy?
- Is your audience understanding your message and the call for action? Is there any way you could communicate more effectively?
- Revisit the social and political contexts following your campaign, have things changed?. What are some of the contextual factors that affect your initiative?
- What are some enablers and barriers to your work's progress?

Routinely reviewing your advocacy objectives and reflecting on the impact and shifts in context and updating your strategy and

ADVOCACY FOR THE LONG TERM

Discussions with a range of your target audience, as well as community perspective, in the long-term monitoring of advocacy efforts is important because it allows for a more holistic understanding of the impact and effectiveness of these efforts.

By engaging with and gathering input from individuals at the local level, organizations and advocates can gain a better understanding of how advocacy efforts are impacting communities and individuals on the ground. This can include gathering feedback from community members and engaging in dialogue with local leaders and organizations to understand the local context and any challenges or opportunities that may exist. By actively seeking out and incorporating a community perspective, organizations and advocates can ensure that their efforts are responsive to the needs and priorities of the communities they are seeking to serve.



SOCIAL MEDIA EXAMPLES

This social media toolkit provides a set of sample social media messages and design assets you can use. In particular, this set is for people to distribute and amplify the importance of Fiji's LGR advocacy. We encourage you to re-use and revise them to fit your advocacy and situation accordingly.

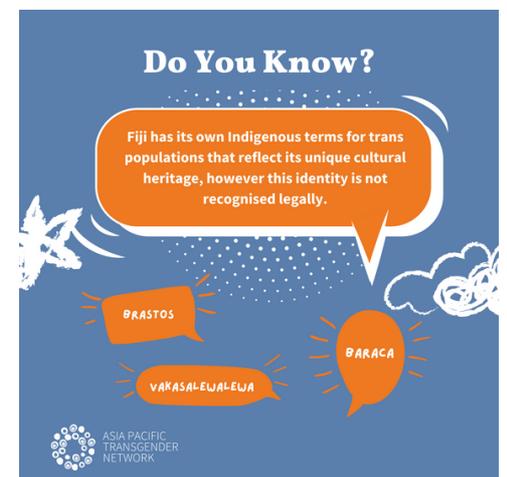
Example Social Media Post #1: Introduction of topic

Example Caption: The Human Rights and Anti-Discrimination Commission Act 2009 prohibits discrimination on the grounds of actual or supposed personal characteristics or circumstances, including race, ethnic origin, colour, place of origin, gender, sexual orientation, birth, primary language, economic status, age or disability. It is worth noting that, unlike the Constitution, this Act does not list either gender identity or expression.



Example Social Media Post #2: Providing Context

Example Caption: In the Pacific there is recorded documentation to state the acknowledgement of the third gender and their roles included social and sexual norms and practices inclusive of the arts and traditional medicine.”. "Vakasalewalewa is often used to denote trans women and baraca or brasto for trans men. Vakasalewalewa, and baraca populations face many obstacles to realizing their legal rights and achieving social acceptance."



Example Social Media Post #3: Informing Audience on Importance

Example Caption: Globally, there is increasing attention being placed on the legal basis for States' obligations to recognise a person's gender identity. This has seen a movement towards laws and policies that enable transgender persons to register a change in sex or gender details to match their gender identity, based on human rights principles of self-determination and bodily autonomy. However, such changes are not the case in Fiji yet



Example Social Media Post #4: Call to Action

Example Caption: Outdated policies can often be a barrier to progress and perpetuate harm and inequality for the community. We urge policymakers to take the time to carefully review and consider the impacts of current policies, and to engage directly with the trans community and trans-led organizations.

By proactively reviewing and updating policy, policymakers have the opportunity to make a real difference in the lives of their constituents and to create a more just and equitable society. We urge policymakers to take this important step and to commit to ongoing review and refinement of policy to ensure that it is meeting the needs of all members of our communities.



Collaborate with local advocates: If you are advocating for a cause in a new context, it can be helpful to collaborate with local advocates and organizations. They can provide valuable insights into the local context, help you tailor your messaging, and provide a more authentic and credible voice for your cause.

By editing and tailoring your social media advocacy toolkit to the context, you can create more effective and impactful content that resonates with your audience and drives positive change.

Example Social Media Post #5: Personalisation

Example Caption: The Pacific continues to have among the highest rates of violence against women, LBT and gender non-conforming peoples.

Advocacy initiatives are complex and usually involve many different players. For this reason, allyship and collective action is very important. Well-respected thought leaders that share a similar agenda can help carry your message further and more effectively over a longer period of time.



We encourage you to re-use and revise these examples to fit your context and advocacy needs.

You can download the social media posts and messages using the QR code below!



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