

Advocacy and Dissemination of Research Outcomes

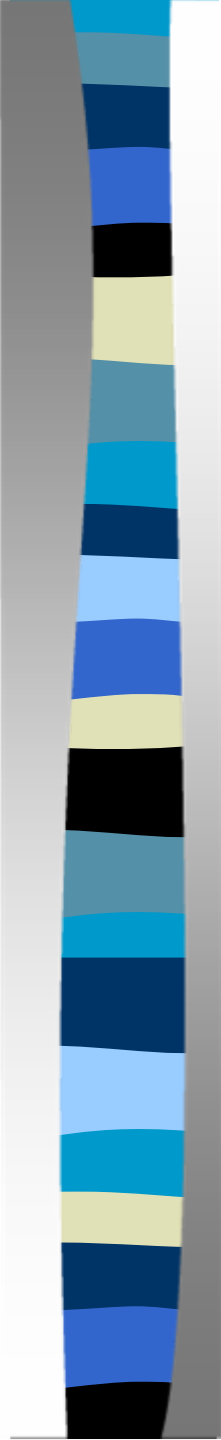


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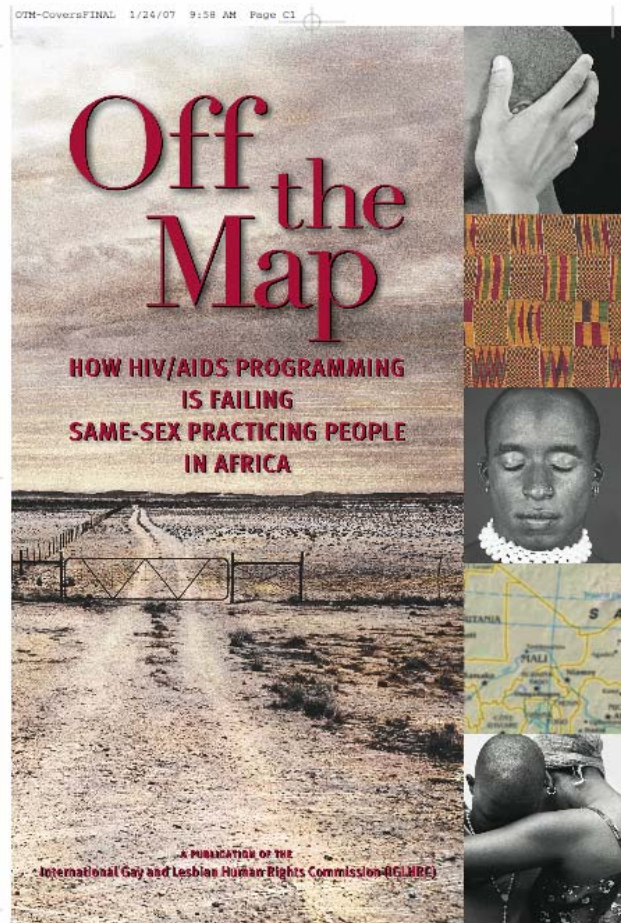
International Gay and Lesbian
Human Rights Commission

Capetown, April 2008



Ten Easy Steps to Using the
Critical Research that you have
developed in order to advance
your political and programmatic
objectives.

Based on IGLHRC's practical experience with Off the Map





Step 1

Identify your objectives

- Advocacy for what? To what end?



What do we want?

- Do we want to change behavior in our own community?
- Do we want funding for our organization for HIV Programs? If so, how much?
- Do we want MSM included in the national AIDS prevention plan? By when?
- Do we want the Ministry of Health to have a better understanding of our needs?
- Do we want to launch an HIV prevention program from our offices?
- Do we want LGBT-friendly services at local health stations?



Make Objectives SMART

- 1. Specific - Objectives should specify what they want to achieve. □
- 2. Measurable - You should be able to measure whether you are meeting the objectives or not. □
- 3. Achievable - Are the objectives you set, achievable and attainable? □
- 4. Realistic - Can you realistically achieve the objectives with the resources you have? □
- 5. Time - When do you want to achieve the set objectives?



Step 2

Understand Your Data

- Discuss it in groups
- Ask questions
- Ask for specialists to discuss it with you
- Develop a FAQ



Step 2 (continued)

Understand that you can use your data strategically

- Who needs this data (to do something positive)?
- Does everybody need all of the data?
- Who can't handle it?
- Can you control who gets the data and how they use it?



Step 3

Identify your targets

- Individuals (LGBT & MSM, academics, religious leaders, civil society leaders, PFLAGs etc.)
- Institutions (government, civil society, FBOs, etc.)
- Ministries of Health, National AIDS Control Programs
- Local, national, regional, international
- Community level
- Event Sites, (Global Fund/ICASA, National AIDS Conferences, NACC Meeting in Mombasa, etc.)



Step 4

Do a snail mailing

- Relatively inexpensive
- Puts the data physically in the hands of key targets
- Broadbased, scattergun approach
- Send to NGOs, government
- Media Mailing - with a press release or FAQ



Step 5

Host a launch

- Quick, broad way of getting your data out and explaining it **ON YOUR OWN TERMS**
- Identify your allies and make use of them
- Invite your friends to the launch
- Be prepared for challenges and conflict



Step 6

Be prepared to deal with difficult questions

The Fine Art of Spin

- Stereotypes abound, i.e. MSM are promiscuous; all African gay men are bisexual; MSM are indoctrinated by foreigners, mainly Europeans; most MSM are sex workers
- Make a list of difficult questions
- Practice responses
- Develop a fact sheet, frequently asked questions
- Obtain media training



Step 7

Develop Articles for Publication

- Local/national newspapers
- National and regional academic journals
- Letters to the editor/Op-eds
- Websites/Blogs
- Ghost-writers



Step 8

Key Meetings with Targets

- Don't start setting up these meetings until you are comfortable with the data
- Start with friends, move toward “enemies”
- Go in groups
- Bring along straight allies
- Bring along LGBT
- Start with stories showing the ways in which the data is really about the lives of individuals



Step 9

Preparing for Negative Response

Backlash Blues

- Media. Remember that most media is commercial. They exist to sell papers, advertising, etc. They are not impartial, fair or there to tell your story.
- Your data is hot. High seroprevalence. High levels of bisexuality. Perceptions of promiscuity. It must usually be contextualized.
- MSM are not drivers of the epidemic. Homophobia and silence drive the epidemic.



Step 10

Evaluate

- Based on your objectives
- What did you accomplish?
- What has changed?
- Who are allies who were not previously?
Whose opinions have you influenced?
- What services are you providing or are others providing to your community that were not available previously?
- What additional data do you now need?