Southern Voices
on Climate change

Engaging the Public

Climate Change Advocacy Toolkit no. 6

Engaging the Public

The purpose of this toolkit is to help readers plan and deliver effective public campaigns that seek to change people's awareness and behaviour and/or build public pressure on government and others to take action.

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Case Studies

The Climate Change Advocacy Toolkits

These toolkits aim to guide and support civil society actors in the South in their efforts to advocate for pro-poor climate policies. They include a mix of:

- instructions on how to plan and conduct advocacy interventions,
- a range of case stories on how civil society works to influence climate change policy-making, and
- references for further reading.

The toolkits are developed and published by *Southern Voices on Climate Change*. Since 2011, this Programme has supported around 20 civil society networks in the global South to advocate for climate policies that benefit poor and vulnerable people. The Programme is implemented by the Climate Capacity Consortium, comprised of four Danish and two international NGOs, with CARE Denmark as lead agency, and IIED as co-publisher of the toolkits. Funding is from DANIDA from the Danish climate finance envelope.

Further information on the Southern Voices networks and the Programme is available at **www.southernvoices.net**

Why engage the public?

Do you want to change how governments respond to climate change? Are you winning the technical arguments with ministry officials, but losing the big wars on climate change policy and budget allocation? Or are policies in place but not being implemented? If you answer yes to any of these questions, then it is likely that you need to engage the public and mobilise them to push national and local governments to take swifter and bolder action.

Do you want the public to reduce their carbon footprint or prepare themselves for climate change effects? Then you need to engage the public to inform, educate and change their behaviour.

Or perhaps you want both. Your goals for public engagement should come from your advocacy planning (see *Toolkit 2: Planning Advocacy*) and should be informed by your overall messaging (see *Toolkit 3: Framing the Debate – Messages and Communications*).

We also need to continually promote our messages about climate change:

- To impress upon people that the problem is real, serious, and will not go away, unlike more transitory news events;
- Because the state of knowledge is evolving fast and new information is becoming available all the time; and
- To counter the misinformation from the small but very vocal/powerful minority of people who deny that climate change is happening and/or obstruct attempts to do something about it.

One aspect of public engagement is through the mainstream media (radio, TV, newspapers and magazines). That aspect of public campaigning is sufficiently big and specialised to have its own toolkit (see *Toolkit 7: Engaging the Media*).

This toolkit describes some other ways of informing, educating and mobilising the public to take action, including using local/community media, social media, engaging youth, and protest.

Key questions when planning public engagement

Resources for public engagement are invariably limited, so in order to decide how best to allocate them, answer the following questions:

1. **What are you trying to achieve?** Your immediate objective could range from simply civic education to more ambitious mobilisation for action or to influence key decision-makers.
2. **Who are you trying to reach?** Different audiences will need different communication approaches and styles, including perhaps different 'messengers' for your materials.
3. **How will you reach them?** Based on your chosen audience you will need to select appropriate media, products and timings for your campaign.
4. **Why should people listen to you?** This needs to be a critical part of your key messages, so that you are sure they contain not only what you want to say, but also what they would be interested to hear.

You also need to be aware of the risks and constraints that you face. In some countries, being too critical of the government may be dangerous or counter-productive, so your messages and tactics may need to be crafted in a more positive way.

Engaging local communities

Reaching out to local communities to raise their awareness and understanding of climate change is an important aspect of our campaigning – both practically and ethically. Here we explore and give examples of different methods for engaging with those communities. (Going beyond awareness raising and helping them to input their views into local and national policy dialogues is covered in more detail in *Toolkit 8: Supporting Local Voices*).

Local radio

Media coverage varies from country to country and from district to district, but in general FM radio broadcasting in local languages is the most accessible and influential source of news and information for local communities. Depending on the ownership and style of the radio stations, there may be opportunities to be interviewed on news programmes, to be part of a panel discussion, or even to produce your own programme exploring the impact of climate change on local communities.

Case Study 1. Raising awareness amongst network members and the general public in Cambodia

Vulnerable farmers and communities in Cambodia have little knowledge that would help them adapt to climate change. Most are unprepared for extreme events and have limited adaptive capacity. Local authorities also lack the relevant knowledge, experience and expertise needed. The NGO Forum on Cambodia has therefore been working to raise awareness on climate change amongst the general public and its 300 NGO members. The Forum helped organise radio talks on climate change policy and issues concerning vulnerable communities. It also organised the Fourth Farmers' Forum, the third National Forum on Climate Change and a World Environment Day Campaign at national and sub-national levels.

Many forum activities focused on raising awareness and capacity amongst the 300 network members so they could better conduct their own climate change advocacy activities. Bi-monthly meetings helped share information amongst network members and plan advocacy activities.

Source: Ung Soeun, NGO Forum on Cambodia, and Nop Polin, DanChurchAid/Christian Aid

Community media

More labour intensive and time consuming, but potentially more engaging, is the use of 'community media'. This covers a wide range of techniques including community theatre, public talks, community meetings and workshops, and educational posters. Messages can also be passed through traditional leaders, religious leaders and other networks.

Case Study 2. Exchange visits, participatory video and community theatre in Zimbabwe

Community Based Adaptation in Africa project activities in Zimbabwe involved a number of innovative ways to raise awareness about climate change. Community exchange visits helped communities share information about how they were coping with climate change impacts. Rural project communities from Munyawiri visited communities supported by the Zimbabwe Homeless People's Federation and Dialogue on Shelter in Chinhoyi. Communities from Harare also joined this visit. These urban communities later visited Munyawiri where the local community showcased the use of rope and washer pump technologies and conservation farming.

Participatory video was used for project monitoring and evaluation. Community members made videos that were shown to other communities and also to policy makers. They were also played at various national and international meetings and made available on YouTube.

Community theatre helped simplify climate information and allowed communities in Munyawiri to explain climate change in their local vernacular. The drama they developed helped spread the climate change message to other communities and policy makers. Advocacy messages were embedded in the drama.

Source: Sherpard Zvigadza, ZERO

Case Study 3. The *Draw The Line* campaign in Lebanon

The Mediterranean coastline is one of Beirut's most enviable features. But while most people enjoy strolling alongside the sea, or going for a swim, few would particularly like to live along it. According to environmental activists, much of Beirut could end up under water if climate change continues unabated. To draw attention to Lebanon's potentially watery future, one NGO, the League of Independent Activists (IndyACT), took a rather unusual step. For several weeks in 2007, the streets of Hamra, Achrafieh, Verdun and Ain al-Mreisseh were draped in red and blue plastic tape, reading `Sea water level' and `Draw the line 9 Dec 07' in English and Arabic, marking a rough estimate of just how high the Mediterranean could rise. IndyACT's campaign aimed to generate interest ahead of a larger multi-national walkathon later that year, touted as being the `biggest environmental action in Arab history'. Traces of the imaginary sea level line can still be seen in some locations today.

Source: Patricia R. Sfeir, IndyACT

Case Study 4. Raising awareness in India in the city of Allahabad, Uttar Pradesh

In June 2012, All India Women's Conference (AIWC) arranged a simple climate change awareness raising programme in the city of Allahabad in Uttar Pradesh, India. This targeted the general public, but particularly women and youth. Academics, doctors, lawyers, social activists and AIWC staff helped raise their awareness about climate change through discussions and seminars. Activities included a quiz and a painting competition, the winners of which were given tree saplings as prizes. Students presented a short drama and sang several songs on the theme of climate change. It was clear that youth were sensitive to the issue and enthusiastic about undertaking advocacy activities. Youth groups attending the programme agreed to engage in a number of subsequent climate change awareness raising efforts as well as mitigation and advocacy activities.

Source: Usha Nair, INFORSE South Asia / AIWC

Engaging different audiences

The table below[1] sets out a range of different methods of engaging with different audiences and their benefits and drawbacks.

Mobilisation Methods	Benefits	Drawbacks
Media campaigns: Use of radio and TV discussions (see Toolkit 7).	Reaches out to the wider public.	Access might be limited to some people in some cases.
Exhibitions in public places to raise awareness.	Photos, video and audio are very visual and people will stop and take notice.	Time-consuming. Often weather dependent.
Newsletters: Regular information sharing with those who are interested.	Keeps people up-to-date. Encourages regular and alternative actions.	Can be time-consuming and expensive to produce. Potentially limited readership and 'preaching to the converted'.
Production of materials (reports, briefings) usually with policy recommendations.	Gives credibility among supporters and decision-makers. Educates others.	Time-consuming and expensive to produce. Danger they will not be read.
Launching of study reports: Stakeholders are invited to listen to revelations from studies conducted on issues/problems.	Makes evidence publicly available and provides basis for the public to support a cause. Attracts media coverage and policy makers' attention.	Involves some additional cost and time commitment from others beyond report authors.

1. Table adapted from the Tearfund advocacy toolkit *Practical Action in Advocacy* by Graham Gordon (2002).

Mobilisation Methods	Benefits	Drawbacks
Community fora: Platform for sensitisation and education on issues of interest.	Very effective for grassroots mobilisation.	Involves multiple travels to communities with associated costs.
Drama/role play: Involves the creation of scenarios relating to specific problems, their causes and effects and the way out.	Improves understanding, sticks in people's minds and keeps them reflecting on it. They may play out what they have learnt when they are confronted with same situation.	Sometimes difficult to set in an environment that reflects reality.
Working with faith-based organisations to tap into their networks and benefit from more outreach opportunities.	Engaged religious leaders have large followings and captive audiences.	Excludes non-religious people.
Capacity building around the issue: Workshops organised for targeted stakeholders on specific issues.	Targeted stakeholders spread information relating to the issues and this helps to mobilise the public against or for the issues.	May involve costs.
Public meetings: Bringing people together for a debate during which decision-makers are open to public questioning.	Might get good publicity. Decision-makers hear views directly. Chance for discussion. No-one is excluded.	Time-consuming and expensive to set up. Possibility of disruption or confrontation.
Boycotts: Naming and shaming companies which have negative effects on climate change, including refusal to buy their products.	Can affect profits and bring pressure for change. Good media coverage and therefore good for raising awareness of the issue.	Ineffective if few people participate, or do it silently without publicity.
Internet campaigning such as signing petitions or sending letters to decision makers.	Easy to set up. Flexible and responsive. Can get many people involved.	Excludes those without internet access. May be ignored because impersonal.
Postcards and petitions: People sign a petition or write a message on a postcard to decision-makers.	Quick and easy to do. Many people likely to act. Can be a good starting point for mobilising the public.	Impersonal, so possibly ignored by decision makers.
Stunts or unusual activities which draw media attention to your cause, such as street drama/poetry/song performances.	Good media attention. Powerful for getting message across to public and decision-makers.	Can go wrong and look unprofessional. If very controversial, public may be hostile. Also, publicity can focus on the stunt, rather than the message you are trying to convey.
Writing blogs, tweets, and other internet-based commentaries (see tool below on writing for blogs).	Easily disseminated to a global readership, with potential for mass mobilisation.	Accessible only for people with internet. Potentially risky for authors in countries with restricted freedom of expression.
Meetings between decision-makers and groups of concerned people.	Decision makers hear concerns directly from those affected. Builds local support for a campaign.	Difficult to co-ordinate messages if the platform is too broad.
Sending text messages through mobile phones (SMS) or internet (tweets).	Very easy way of reaching many including key government officials/policy makers and other relevant leaders with specific targeted message.	Easy to ignore, or dismiss as impersonal; short message not suitable for more complex statements.
Personal letters to decision-makers.	Letters to elected representatives often viewed by policy-makers as a measure of public concern. In some countries it is mandatory that letters to elected representatives receive a reply.	Decision-maker might receive many letters, so difficult to distinguish from other campaigns. In countries with poor governance, may create risk to individuals.
Vigils, fasting, demonstrations and protests: People gather at a symbolic place to make a visual protest to decision makers.	Can be very visual and powerful. Good media coverage.	Possible violence. Might lose access to decision-makers if confrontational. Can be ineffective if media attention is not maintained beyond the event.
Picketing: A group of campaigners pitching camp outside the premises where leaders could be holding a conference.	This draws public attention to the problem at hand and makes leadership/target feel guilty.	May require campaigners to be in the scorching sun/rain.

Making a good exhibition poster[2]

Posters are useful places to summarise key messages and information. They may be put up in a temporary exhibition, and/or made available for general circulation so people see them more regularly and absorb the information over time. To make a poster useful,

- Make it possible to read in less than five minutes. Avoid conveying too much information or detail.
- Write simply to make sure it is accessible to your audience. Avoid technical information, jargon and acronyms if the people reading your poster are not climate change experts.
- Break your poster up into sections and label all sections with titles. Bullet points and headings can help break up dense blocks of text.
- Lay out the poster segments in a logical order, so that reading proceeds in some kind of linear fashion from one segment to the next. One successful pattern is in columnar format, so the reader proceeds vertically first, from top to bottom, then left to right.
- Make your poster visually appealing with a good balance between text and images/charts. Use an attractive colour scheme and page layout.
- Ensure all figures/images have a legend/title so they can 'stand on their own' in case the viewer skips all other sections of the poster.
- Make the font big enough for people to be able to read all poster text from a distance of 1.5 metres or 4 feet. If there is not enough space to fit all your text in, shorten your text rather than reduce your font size.
- Include contact details (names, emails, websites) so people can reach you and find out more information if they want to.

There are a number of computer programmes for making posters. PowerPoint is most commonly used, but layout applications such as QuarkXPress, InDesign, and LaTeX are also options that allow you to wrap text around images and place text in specific text blocks on the page. Postergenius is good if you feel you need a lot of help. Scribus software is freely available to everyone (open-source)[3].

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2. Adapted from: Steven M. Block. 1996. *Do's and Don'ts of poster presentation.* Biophysical Journal 71:3527-3529. Available at: www.stanford.edu/group/blocklab/dos%20and%20donts%20of%20poster%20presentation.pdf
3. http://visualisingadvocacy.org/resources/visualisationtools

Engaging youth

Many civil society organisations emphasise the importance of working with children and youth. This is because young people are the environmental custodians of the future and also because they will be on the receiving end of future climate change impacts. Increasingly, however, children and youth are recognised as being active agents in the development process as opposed to just the passive victims of extreme events.

While general good-practice guidelines for public campaigning apply to working with youth, there are some additional considerations to take into account that are illustrated in the two case examples from Vietnam below.

Case Study 5. Working with children and youth in Vietnam

Many civil society organisations in Vietnam now place emphasis on child/youth centred work. Key lessons learnt are as follows:

- Children are very creative; their ideas should be highly valued.
- Programmes involving children/youth are often low-cost and highly effective, with good participation levels leading to much higher community awareness.
- Experiences can be highly replicable.
- Child/youth focused approaches can strengthen disaster preparedness and response, promote creativity and active engagement in forming ideas and plans/solutions and monitoring results, give children/youth a sense of responsibility and involve them in decision-making.
- Educational materials for children should be dynamic, visual and creative, such as learning games and puzzles. Active participation in learning should be encouraged.
- Actively applying, updating and using online communication channels and information sharing activities can attract youth and student participation.
- An 'open youth network' approach without fixed governance structures can provide the flexibility to accommodate youth trends and links with social media.
- Regular support is required, however, because young people have limited skills in terms of developing strategies, activity planning and financial management. Youth often don't take full advantage of potential support from local authorities due to their lack of experience with complex administrative procedures.
- The spirit of volunteerism can lead to successful youth clubs, but clubs must be flexible because key leaders may leave for work, studies or family commitments

Source: *Experience of non-governmental organisations in Vietnam in responding to climate change: a summary.* Centre for Sustainable Development and CARE

Case Study 6. Introducing climate change into the curriculum in Vietnam

In Vietnam, as in many countries, information about climate change is produced primarily for adult audiences or scientific purposes. It is important that young people learn about climate change but existing materials limit opportunities for this.

A number of Climate Change Working Group (CCWG) members including Live & Learn, Plan International and Save the Children have been working with the Vietnamese Government Ministry of Education and Training (MOET) to specifically address this information gap. The approach to engaging with young people on climate change is based on a model with three key stages: awareness, action and advocacy. Under the model, students move along a continuum from being relatively unaware of climate change to becoming ambassadors for positive actions to address it. This was the first time that climate change had been integrated into the school curriculum in Vietnam. The model was refined based on results from pilot projects, and MOET found the approach so effective that it is now rolling it out in a number of provinces across the country.

Key lessons for others wishing to replicate this advocacy initiative include:

- Climate change education should be interactive rather than one-way communication. Develop colourful, engaging and easy-to-use materials to encourage active participation in exciting lessons. Lessons should be action-oriented and activities should be fun and simple for school teachers to deliver.
- Adapt material developed based on feedback from pilot schools.
- Train key teachers and roll out the programme more broadly. Involve the appropriate government ministry in all stages of planning.
- Establish forums where students can discuss how to change behaviour and raise awareness amongst other students, their families and neighbours.
- Provide young people with seed funding to develop and run projects in primary and secondary schools. Award prizes to the best projects.
- Help students develop projects advocating for behaviour change amongst their peers and the community by helping them apply the knowledge and skills they have acquired.
- Connect emerging projects and initiatives with each other to empower a larger community.

Source: Ha Thi Quynh Nga, CARE / CCWG

Using social media

Using social networks / social media can be an effective way to raise awareness about climate change. It is a simple, smart way to bring people together and share information. It allows everyone to voice their views because unlike traditional media outlets (television, radio, newspapers…) that rely on editors to select and alter which information is shared, it has no 'gatekeepers'. Information can be accessed through mobile phones, which is important in areas where there is no internet connectivity. Using social media is, however, more volatile than traditional media, and information comes and goes much faster.

Whilst working with social media is easy, there are techniques for doing it well. For example, it is important to know what platforms people prefer. Facebook is globally the most popular of all social media platforms (with over a billion active users), but in some countries other platforms dominate (for example, QZone in China). The use of each platform can also vary according to the age and status of the user. LinkedIn is very popular among the business community while Twitter is popular with celebrities, activists and some politicians. Who is using what, and on which type of device, can change rapidly, so it is good to find out the latest facts and avoid relying on old data.

General principles for using social media include:
- **Be genuine.** Let your personality show, use humour, and be transparent about who is posting content. Try not to simply broadcast; rather, when possible, speak as an individual, to individuals. This will help give you credibility as a trusted source.

- **Stay focused.** The people and organisations that follow you on social media have certain expectations about the type of content you post and the way in which you engage with them. If you stray too far from your objectives, you will lose their trust and attention.
- **Be reliable.** Share quality content from trusted sources, and avoid amplifying erroneous messages from unreliable sources. Reliability also means posting to your social media services regularly. Frequently sharing reliable, meaningful content helps establish you as an important source of information and ideas for your community.
- **Get social.** Above all else, social media is about conversation. Share and comment on other people's or organisations' posts to start new conversations, and join in the conversations that are occurring on your social media pages. The more you engage with your followers, the more they will understand that your priorities are their priorities too.

Writing a successful blog

A blog is a piece of writing (called a 'post') on the internet which can be open either to subscribers or to the general public. It may also be open for comments by readers, so it can be used to start off a dialogue. Often people draw attention to their blogs through a 'tweet' (on the website Twitter), which is a short message somewhat like a phone text message sent via the internet, or else through a social media site such as Facebook. Otherwise people may find your blog using a keyword search in an internet search engine.

Blogs and tweets are an increasingly popular way to attract the attention of readers, and they need a different writing style to writing for print. People read differently online – they scan content rather than reading word-by-word. Here are some tips for when writing a blog[4]:

- **Write using a conversational style and tone.** Try to write as if you are speaking to a family member. Avoid jargon and clichés. Even if you are writing on a specialised topic for a niche audience, anyone might stumble upon and read your blog, so it should be accessible to the general public.
- **Start with an engaging title.** The title is crucial to getting readers to read the first line of your post. If the title is boring, complicated or confusing, few people will read the post. Don't make the title too clever or cryptic because search engines won't find the post and most readers won't know what you're talking about. The title appears in search engine results, links from other bloggers and social media sites, so it affects whether people find your blog.
- **Include keywords in the title and ensure they are repeated throughout the text.** This will ensure search engines rank your blog higher when people are searching for something with these words.
- **Start with the conclusion and key points,** then fill in the details in later paragraphs, with one idea per paragraph. The first and second sentences should allow people to decide if they want to continue reading. Another (less conventional) way to structure a blog is to ask an intriguing question or tell a story so people are drawn in to read to the end.
- **Make your blog easy for readers to scan** quickly by using highlighted keywords, meaningful sub-headings and bulleted lists. You should aim for half the word count (or less) of conventional writing.
- **Use links** from the posts to your main website to help drive readers onto the site, to find out more, take action etc. Links to your own website can also improve the ranking of the website in search engines. Highlight the links in bold.
- **Post often.** This is much better than long and irregular postings. Blogs that attract the most readers are often the ones with frequent updates.
- **Ask readers to take an action / comment on your posts.** Add one action call per post. This could be finding out more about something on your website, or asking readers to respond to a question you pose in the final paragraph.
- **Promote your blog** through your website, on social media, in your email signature, through Facebook and on Twitter.

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4. Source: Suzanne Fisher and IIED; see also the notes by Gitte Jakobsen on the *Southern Voices* website: http://southernvoices.net

Protest

Sometimes it is not enough to have built public concern on climate change – you may also need to mobilise the public to act so that governments and other actors are made aware of the breadth and strength of public concern.

What actions are appropriate, legal and safe will vary from country to country, so you need to assess the risks of adopting any particular tactic. Some ideas are:

- People to wear a badge or other symbol to signify their support for action on climate change
- Putting up posters in their home or workplace
- Writing to or meeting their elected representatives to ask them to take action
- Marches, rallies, vigils and other demonstrations.

American academic Gene Sharp researched and compiled a list of 198 non-violent tactics for protest, inspired by (among others) the campaign for Indian independence led by Mahatma Ghandi and by the civil rights movement in the USA. This was published in 1973, so many of these ideas are out-dated or may not be suitable for your particular strategy or context, but hopefully they can stimulate some creative thinking among your team on campaign actions that you can organise (See Further information and resources).

Case Study 7. Showing solidarity for the victims of Typhoon Haiyan through fasting and vigils

Typhoon Haiyan hit the Philippines in November 2013. The strongest typhoon to make landfall on record, it left 1000s dead and many more homeless, and without food or a way to earn a living. At the same time, the UNFCCC opened the international climate change negotiations in Warsaw. In his opening speech, Naderev (Yeb) Saño, the lead negotiator from the Filipino delegation described the destruction and his own personal losses, and announced his intention to fast for the period of the negotiations. Many others joined him. Building on this momentum, Mr Saño declared his intention to fast every month in solidarity with vulnerable people affected by dangerous climate impacts. Faith groups also pledged a continued spiritual fast throughout the year ahead. Some 28 faith-based organisations from around the world – with a membership base of 1.3 billion people – joined the initiative. By choosing not to eat on the first day of every month, a growing movement of fasters, including many youth groups and environmentalists, are calling for world leaders to act to confront the climate crisis.

Following the typhoon, the Global Call for Climate Action (a coalition of more than 400 environmental, development and faith-based NGOs, youth groups and trade unions) reported that all across the world, people had converged in their communities for vigils to reflect on its impacts. They also called on world leaders to take action for climate justice to honour the many lives lost.

Further information: www.flickr.com/photos/350org/sets/72157637934198395/

Further information and resources

Participatory Advocacy: A toolkit for VSO staff, volunteers and partners, published by VSO is a good manual for engaging local communities in advocacy. It is available as a free download from: www.vsointernational.org/Images/advocacy-toolkit_tcm76-25498.pdf

The Advocacy Toolkit: Guidance on how to advocate for a more enabling environment for civil society in your context, (Constanza de Toma, Open Forum for CSO Development Effectiveness, 2011) is focused around CSO relationships with governments, but it does contain a number of campaign planning tools that could be used in climate change advocacy, as well as guidelines on using social media. It is available as a download from: http://cso-effectiveness.org/Toolkits

Powercube – Understanding Power for Social Change, Institute of Development Studies, UK: www.powercube.net

Practical Action in Advocacy by Graham Gordon, published by TearFund (2002) www.tearfund.org or www.sasanet.org/curriculum_final/downlaods/CA/Books%20&%20 Articles/B4%2-%20Practical%20Action%20in%20Advocacy.pdf

Advocacy Toolkit, by Joanna Watson, published by TearFund (2014) 2nd edition of *Practical Action in Advocacy.* http://tilz.tearfund.org/~/media/files/tilz/publications/roots/english/advocacy%20 toolkit/second%20edition/tearfundadvocacytoolkit.pdf

198 Non-violent tactics by Gene Sharp (1973): www.aforcemorepowerful.org/resources/ nonviolent/methods.php

The Green Memes *Most Amazing Online Organising Guide Ever* (2014) can be downloaded here: http://greenmemesteam.tumblr.com/guide

How to not suck online – download a simple poster with 16 important tips on social media use at www.howtonotsuckonline.com

Some tips for using Facebook at www.socialmediatoday.com/content/social-advocacy-politics-3-steps-optimizing-facebook-page-wall-posts-action

Some downloadable graphics and pictures about climate change at http://globalwarmingart.com

FrontlineSMS provides free software programmes to enable users to send and receive text messages with groups of people through mobile phones and laptops: www.frontlinesms.com

Global Voices is a community of more than 200 bloggers around the world who work together to make available translations and reports from blogs and citizen media from around the world: www.globalvoicesonline.org (English) and http://ar.globalvoicesonline.org (Arabic)

Tactical Technology Cooperative, an international NGO helping human rights, advocates the use of information, communications and digital technologies to maximise the impact of their advocacy work: www.tacticaltech.org

The following books are only available for sale:

A New Weave of Power, People and Politics: The Action Guide for Advocacy and Citizen Participation by Lisa VeneKlasen with Valerie Miller (Practical Action, 2nd Edition, 2007) is an excellent advocacy manual that includes a lot about engaging with local communities.

Advocacy for Social Justice: A Global Action & Reflection Guide by David Cohen and others, published by Kumarian Press in 2001, is a comprehensive manual that covers most forms of advocacy, including public campaigning.

How to win campaigns: communications for change by Chris Rose (Routledge 2010) gives a good overview of campaign planning and message development.

Rules for Radicals by Saul Alinsky (Vintage Books 1989, first published 1971) is a stimulating read but its approach to campaigning may be too confrontational for some.

If you want to explore more about how to monitor and evaluate your campaigning, then reading *Is your campaign making a difference?* by Jim Coe and Ruth Mayne, published by NCVO in London in 2008 would be a good place to start.

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These toolkits were collated, written and edited by Hannah Reid, Ian Chandler, Raja Jarrah and Peter With.

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Toolkits in this series

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Have your say

Readers are invited to provide feedback on the Advocacy Toolkits and experiences of their use at the Southern Voices discussion forum: http://forum.southernvoices.net/categories/toolkit

Cover photo: Staging events such as 'Fossil of the Day' held during UN Climate negotiations can help frame the issue to reach a wider audience
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Strengthening southern voices in advocating climate policies that benefit poor and vulnerable people

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