



# YOUTH ADVOCACY TOOL KIT



# 1. Introduction



Young people play a critical role in shaping policies and programs that affect their lives. However, many youths lack the knowledge, confidence, and tools to engage decision-makers effectively.

This Advocacy Toolkit, developed by **Youth Chaperon** Uganda, equips young people with practical guidance to advocate for crucial issues.

(Iconic Checklist Layout)

- **Girls' education** and school re-entry
- **Sexual and Reproductive Health and Rights (SRHR)**
- **Gender equality**
- **Meaningful Youth Participation.**

The toolkit supports youth to hold duty bearers accountable and influence policies and services in their communities.



## 2 .Understanding Advocacy

### **What is Advocacy?**

Advocacy is the process of influencing decision-makers to create, change, or implement policies, laws, and practices that improve people's lives.

### **Who Are Duty Bearers?**

Duty bearers are individuals or institutions responsible for ensuring rights and services. Young people engage these actors to ensure policies are implemented and services reach communities.

### **Examples Include:**

- Local government leaders & District officials
- Members of Parliament
- School administrators
- Health workers & Police officers
- Ministries and government agencies

# 3. Key Advocacy Principles

Youth advocacy should be guided by these core principles:

Principle	Description
Rights-Based Approach	Advocacy should promote human rights, gender equality, and social justice.
Evidence-Based Advocacy	Use data, community experiences, and research to support advocacy messages.
Participation	Young people must be actively involved in identifying problems and solutions.
Inclusiveness	Ensure participation of girls, youth with disabilities, rural youth, and out-of-school youth.
Accountability	Duty bearers must be held accountable for their commitments.

# 4. Steps for Effective Youth Advocacy

## Step 1: Identify the Issue

Choose a clear problem affecting young people.

- Examples: Teenage pregnancy affecting attendance; Lack of youth-friendly health services.
- Ask: What is the problem? Who is affected? What evidence do we have?

## Step 2: Gather Evidence

- Effective advocacy requires strong evidence.
- Types: Community stories, Youth surveys, School attendance data, Government statistics.
- Result: Evidence makes advocacy credible and convincing.

## Step 3: Identify Duty Bearers and Stakeholders

Map key actors who influence decisions.

- Primary: District Education/Health Officers, Local Council leaders.
- Secondary: Teachers, community leaders, media, CSOs.



## **Step 4: Develop Key Messages**

Advocacy messages should be Clear, Short, Evidence-based, and Solution-oriented.

- Example Message: “Adolescent mothers should be supported to return to school through implementation of the national school re-entry guidelines.”

## **Step 5: Choose Advocacy Strategies**

- Community Dialogues: Bring youth, parents, and leaders together.
- Policy Engagement: Meet district leaders to discuss implementation.
- Media Advocacy: Use radio, social media, and campaigns.
- Youth Forums: Create platforms for youth to discuss issues with decision-makers.



## 5. Tools for Engaging Duty Bearers

01

### Tool 1: Policy Dialogue Meetings

*Youth representatives meet duty bearers to discuss specific issues. Preparation: Prepare briefing notes, identify demands, use data, propose solutions*

02

### Tool 2: Community Scorecards

*Scorecards allow communities to evaluate public services (e.g., Youth-friendly health services, SRHR access). Results are shared with duty bearers to improve services.*



# 03

## Tool 3: Social Media Advocacy

*Young people can use platforms like Facebook, Twitter/X, and WhatsApp to raise awareness, share stories, and hold leaders accountable*

# 04

## Tool 4: Storytelling for Advocacy

*Personal stories make advocacy powerful and help humanize statistics.*

- **Structure:**
- *The problem → How it affects youth → Why change is needed → Proposed solution.*



## 6. Conducting Effective Meetings with Duty Bearers

### Before the Meeting

- Research the issue
- Prepare talking points and gather evidence
- Assign roles to youth representatives

### During the Meeting

- Be respectful and professional
- Present evidence clearly
- Focus on solutions
- Ask for commitments



## After the Meeting

- Document outcomes
- Share feedback with the community
- Follow up on commitments

# 7. Ethics, Safety, and Monitoring

## Advocacy Ethics and Safety

Advocacy should promote constructive dialogue and partnership. Youth advocates should:

- Respect different opinions
- Avoid confrontation and violence
- Protect personal safety and maintain confidentiality



## Monitoring Advocacy Progress

- To track progress, ask:
- Did we meet the duty bearers?
- Did they make commitments?
- Have policies or services improved?
- What lessons have we learned?



## Key Tips for Young Advocates

- Know your rights
- Be confident and organized
- Work as a team
- Use evidence and facts
- Build alliances

Follow up

## Conclusion

- Youth advocacy is a powerful tool for social change. When young people are equipped with the right knowledge and skills, they can effectively engage duty bearers, influence policies, and ensure services respond to their needs.
- Through this toolkit, **Youth Chaperon Uganda** aims to empower young people to become strong advocates for education, gender equality, and **SRHR** in their communities.



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## SHE SOARS

**Sexual and reproductive Health  
& Economic empowerment**

**Supporting Out of school Adolescent  
girls' Rights and Skills**



**RESTLESS  
DEVELOPMENT**

*CENTER for*  
**REPRODUCTIVE  
RIGHTS**

