



COMMUNICATION FOR **ADVOCACY** (**C4A**) TRAINING PROGRAMME DAY 1

terre des hommes

stops child exploitation



ICE BREAKER GAMES





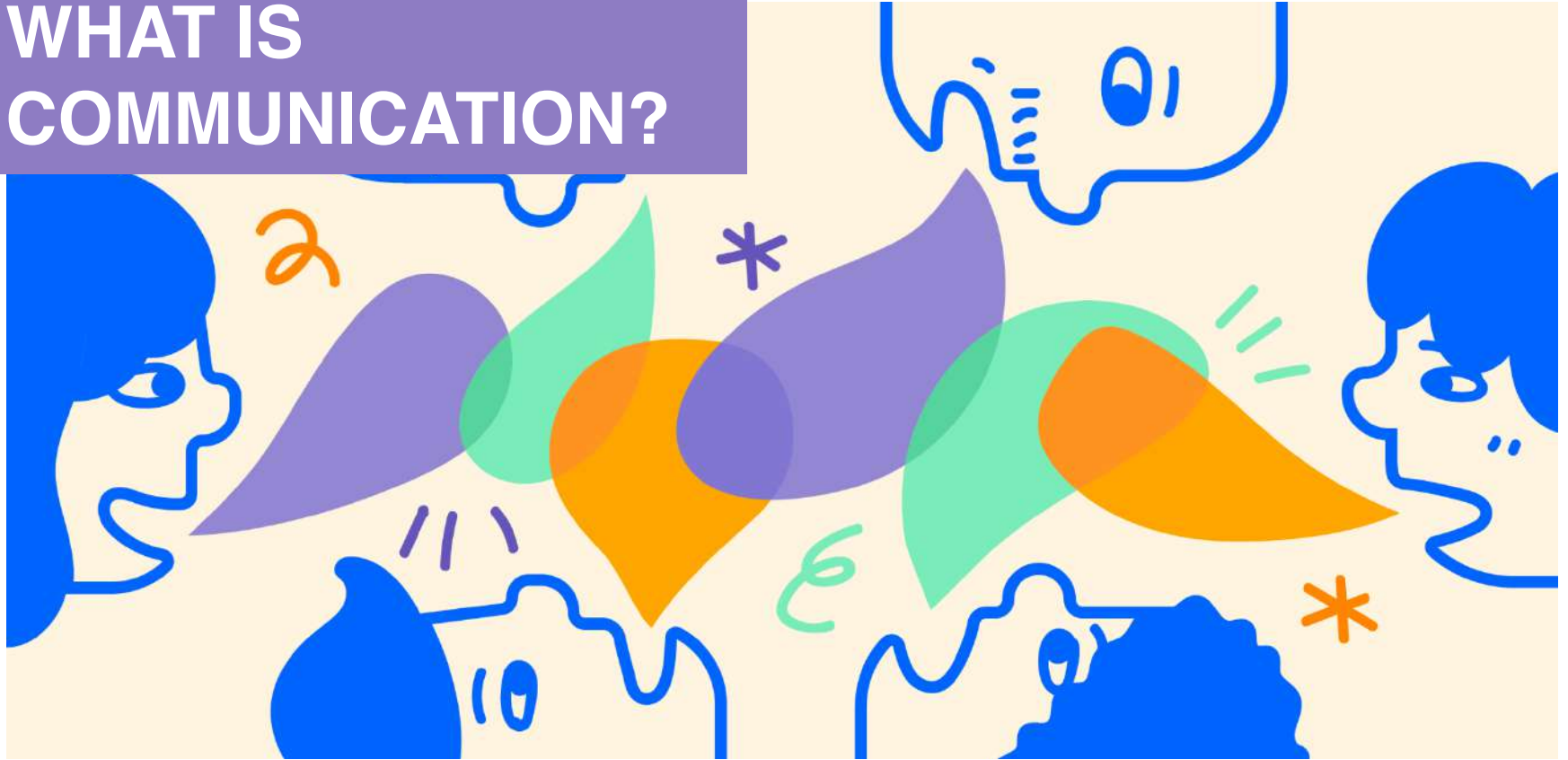
DAY 1 Plan

1. Introduction to Advocacy
2. Introduction to Communication
3. C4A - Purpose, Process and Tools
4. Writing
5. Public Speaking
6. Exercise

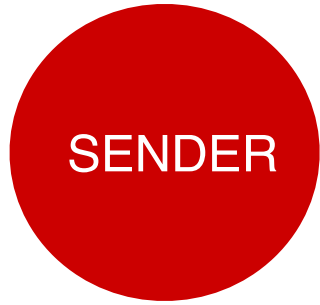
WHAT IS ADVOCACY?



WHAT IS COMMUNICATION?



EXERCISE



WHAT IS C4A?



*“Any form of communication
used to initiate or influence
to initiate social action”*

WHY C4A?



1. *Issue Awareness*
2. *Evidence*
3. *Policy changes*
4. *Behaviour Changes*

C4A Process

1. *Issue Identification*
 2. *Target Audience*
 3. *Key Message(s)*
 4. *Platforms*
 5. *Collaboration and Mobilising Support*
1. *Execution*
 2. *Evaluation*
 3. *Way Forward*



C4A Tools and Platforms

1. Writing

2. Public
Speaking

3. Audio Visual
communication

4. Social
Media

5. Campaigns



TAKE
a ↗
break

LUNCH

Writing

*“Words are in my not so humble opinion,
are our most inexhaustible source of magic”
- Albus Dumbledore*



Writing

When and Where?



Writing

When and Where?

1. In a speech
2. In a poster/pamphlet
3. In a script
4. In a letter
5. In an article
6. In a social media post



Writing

How?

1. Use short sentences
2. Use active voice
3. Pen down all thoughts first and then summarise
 1. Put your heart into it
 2. Follow platforms
 3. Talk directly to your target audience
 1. Make it conversational
 2. Call to Action



Examples

Get Inspired



Gandhi - Editor of this journal gained momentum for a nationwide dissent against the British through his writings. This translated to widespread support for the **Non-Cooperation Movement of 1921-22.**



Yusuf Meherally & Lala Lajpat Rai gave the slogan “Simon Go Back” opposing Simon Commission which turned into a widespread agitation. The British finally had to come up with **Government of India Act** that served Indians rather than the British.

Public Speaking

“Words when spoken to the heart with conviction, initiate action” - Anonymous



Public Speaking

When and Where?



Public Speaking

When and Where?

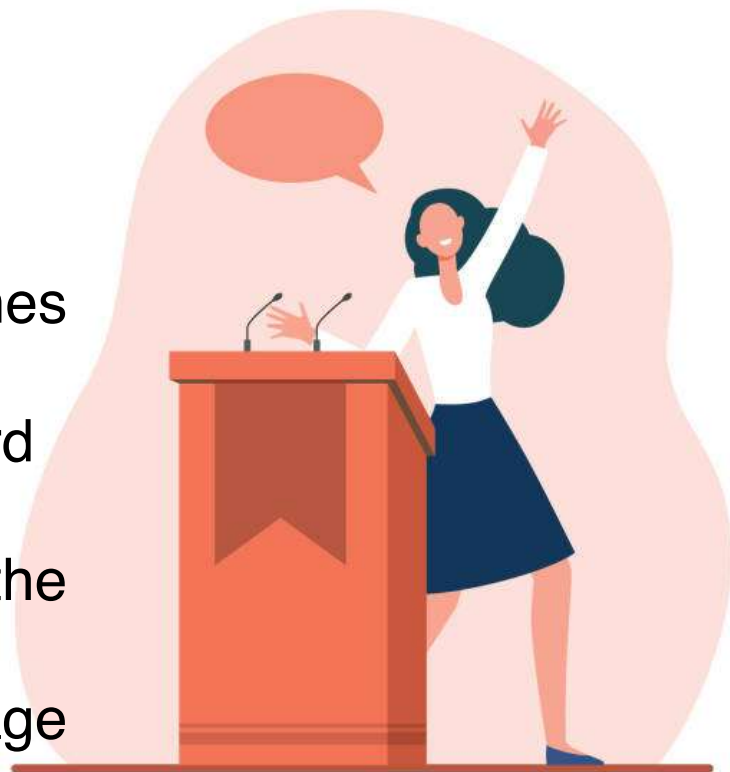
1. In a meeting/conference
2. In a rally
3. In a video appeal
4. Interpersonal communication



Public Speaking

How?

1. Maintain eye contact
 2. Speak slowly
 3. Pause before and after impactful lines
 4. Address your target audience
 5. Practice before a mirror/video record to check
1. Speech volume to be according to the venue
 1. Relaxed and confident body language





EXERCISE DAY 1

Write and give a 2 min
speech on a change you
wish to see

TG - Team panel



COMMUNICATION FOR **ADVOCACY** (**C4A**) TRAINING PROGRAMME DAY 2

terre des hommes

stops child exploitation





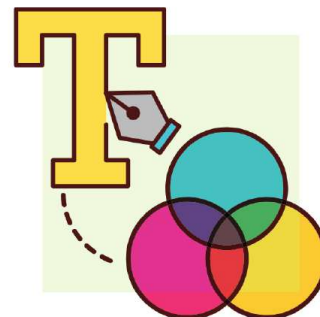
DAY 2 Plan

1. Recap of Day 1
2. Audio Visual Communications
3. Social Media Communications
4. Campaigns
5. Exercise
6. Way Forward

TIME FOR RECAP

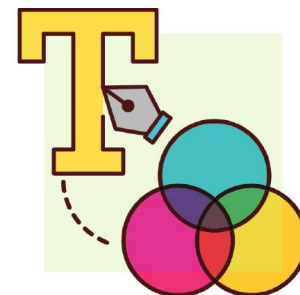
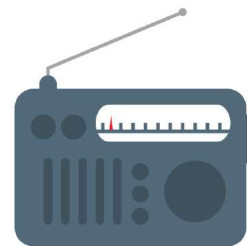
Audio Visual

"A picture is worth a thousand words"



Audio Visual

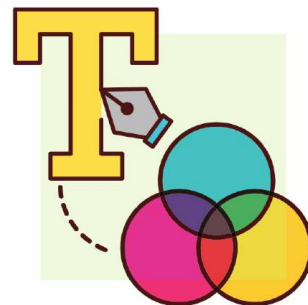
When and Where?



Audio Visual

When and Where?

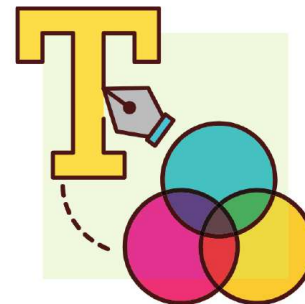
1. In awareness programmes
2. In conferences/meetings
3. On social media
4. Other media



Audio Visual

Tools

1. Photography and Videography
2. Audio
3. Graphic Design

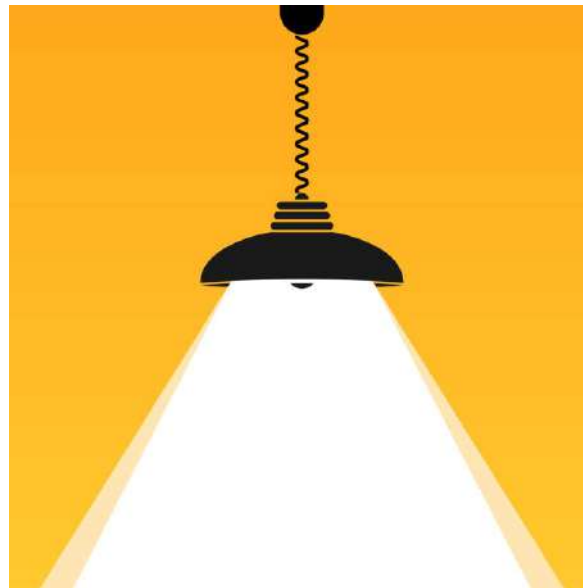


Photography and Videography

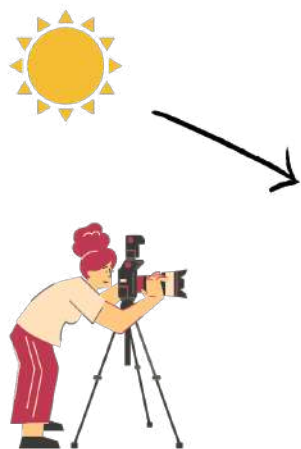
How?

1. Lighting

- *Sources of Light*
- *Key Light, Fill Light and Backlight*
- *Subject faces the light*



Lighting



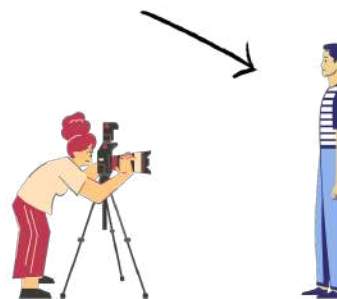
Fill Light

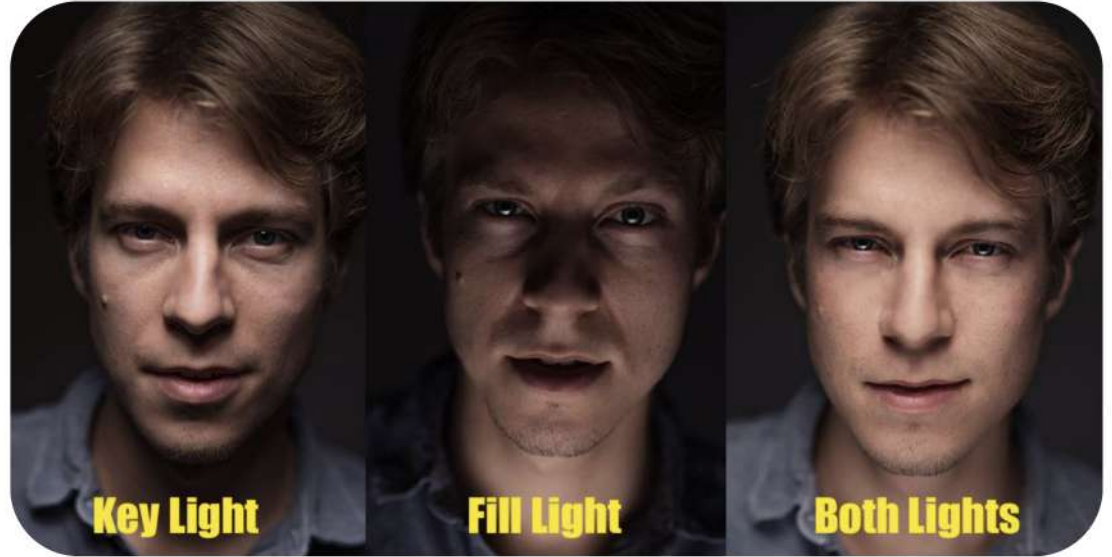


Key Light



Back light





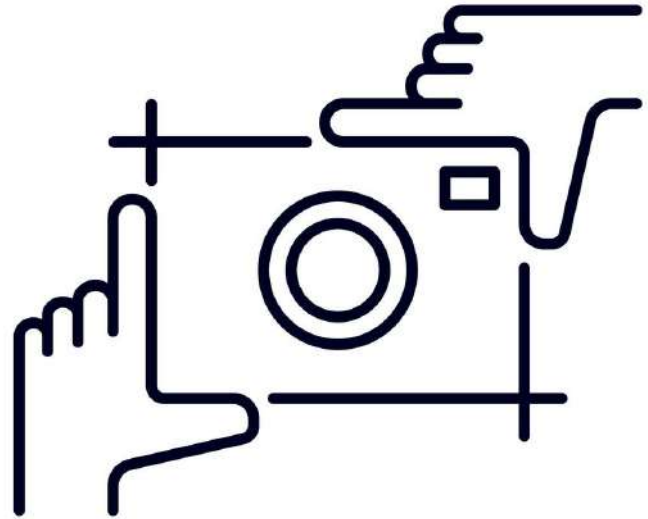
Key Light, Fill Light
and Back light

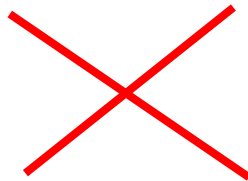
Photography and Videography

How?

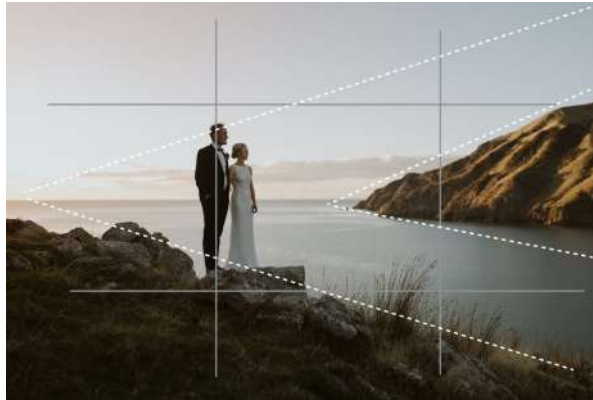
2. Composition

- *Subject and Background*
- *Keep a simple background*
- *Rule of thirds*
- *Multiple angles and shot types*





Rule of thirds



Photography and Videography

How?

3. Camera Angles

Eye level



Low angle



Top angle

Photography and Videography

How?

4. Types of Shots



Audio

Where and How?

- Radio shows
- Podcasts
- Loudspeaker campaigns
- *Use Sound effects*
- *Keep it rhyming (esp jingles)*



Audio

Where and How?

Example

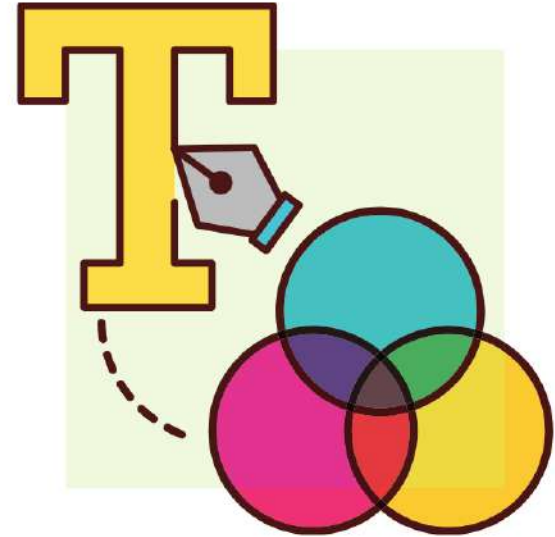


**Radio PSA
(Drive Safely)**

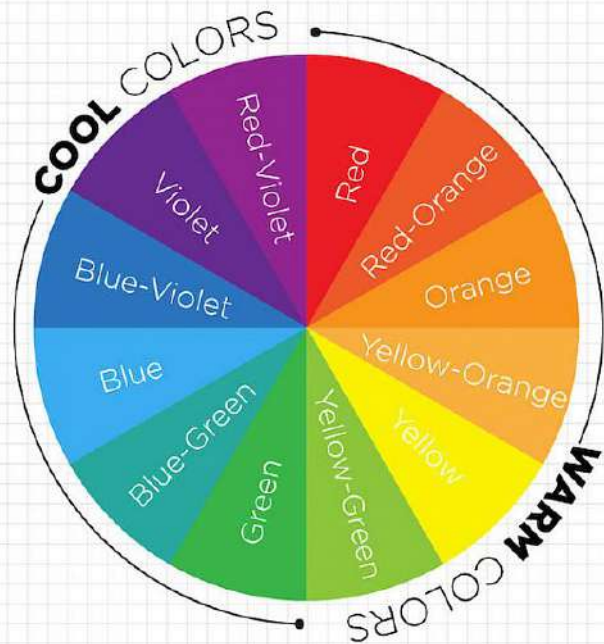
Graphic Design

Where and How?

- Print material
- Social media posts
- *Uniformity*
- *Balance*
- *Symmetry*



COLOR WHEEL



THEMES OF WORK

ADDRESSING **ISSUES IN INDIA**



Child Labour



Child Marriage



Child Sexual Exploitation



ENSURING
HUMANITARIAN
ASSISTANCE



THEORY OF CHANGE

We partner with local NGOs to implement our work which reaches out holistically to key stakeholders, encouraging meaningful child participation at all levels.

CROSS CUTTING THEMES



CHILD
PARTICIPATION



GENDER
MAINSTREAMING



INCLUSION OF
CHILDREN
WITH DISABILITIES

DO YOUR PART

Don't touch your face &

**WASH
YOUR
HANDS**

often & for 30 seconds

**STOP THE SPREAD OF
COVID-19**

**MASK ON
PASS
IT ON**



PROTECT OUR PEOPLE
PROTECT OUR MISSION

**STOP THE
SPREAD**

www.Hill.af.mil/coronavirus
www.CDC.gov/coronavirus

SOCIAL MEDIA COMMUNICATIONS



EXERCISE DAY 2

Do social media audio

visual posts

TG - Team panel

CAMPAIGNS





WAY FORWARD
AND
CONCLUSION

