



Lead the Shift: Advocacy for African Development

Making impactful advocacy in Africa during times of change.

Lead the Shift: Advocacy for African Development

Formats of delivery: 6 weeks e-course \ 2 Days In- person and online

The course, “**Lead the Shift: Advocacy for African Development**”, responds to the urgent need for strategic advocacy skills in Sub-Saharan Africa, where persistent poverty, inequality, and political instability, coupled with shifting global aid priorities and limited resources, demand that development leaders, programme managers, and communication specialists lead the shift toward internally driven, impactful, and sustainable change.

OUTCOMES AND GOALS

- Gain a strategic understanding of advocacy within development, including tools, frameworks, and entry points for influencing change.
- Understand development advocacy, the communication strategies that support it, and how to effectively use existing communication tools in advancing development goals.
- Have an outline of an advocacy strategy and the skills to start using the tactics.

COURSE DESCRIPTION

It helps equip development leaders, programme managers, and communication specialists with the strategic skills and frameworks they need for effective advocacy across sectors like health, education, climate, and gender. The course focuses on the unique African context and empowers participants to influence policy, engage communities, and drive systems change on the continent. The course is available online, making it easily accessible and adaptable to different schedules. The course grounds participants in both theory and practice, from power analysis and coalition-building to ethical storytelling and media strategy.

KEY TOPICS

What is Development Advocacy?



- Definitions and distinctions: advocacy vs communication, policy advocacy vs social advocacy.
- Advocacy as a tool for systems change and public engagement

Frameworks and Approaches



- Theory of Change and advocacy logic models
- Power analysis and stakeholder mapping
- Policy windows and agenda-setting

Advocacy Tools and Tactics



- Strategic messaging
- Coalition-building
- Grassroots mobilisation vs high-level influencing
- Use of media and digital platforms

Working with Evidence and Emotions



- The role of evidence in advocacy
- Ethical storytelling and lived experience
- Balancing data with human-centred narratives

Planning for Impact



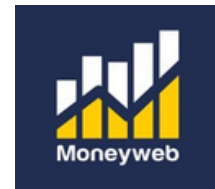
- Setting advocacy goals, outcomes, and indicators
- Integrating communication into programme design
- Navigating risks and opposition.

From Knowledge to Action:



- How to use communication, media engagement, storytelling, and evidence

our *clients*



fraycollege has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke
Head: Media24 Academy
Media 24

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received.

Kate Skinner
Executive Director
AIP

fraycollege demonstrated an unwavering commitment to delivering comprehensive and cutting-edge content, tailored to the evolving needs of participants. What truly sets this training apart is its emphasis on practical application and real-world relevance, through interactive sessions, case studies, and hands-on exercises. We are confident that the knowledge gained from fraycollege will continue to drive success in our communications efforts at UNDP Rwanda.

Immy Mulekatete
Head of Communications
UNDP Rwanda



fraycollege is a pan-African, feminist organisation that provides accredited and non-accredited communications and in journalism training to all sectors and industries across the African continent and beyond. Over the past 20 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice. Our fraycollege facilitators are qualified industry experts with a passion for learning, training and information sharing.

For more information contact us at:



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