



BOOK REVIEW

LOBBYING AND ADVOCACY: PROJECT SUPPORT INFORMATION (PSI) CONSULTANTS BY JITONGA, BA. NAIROBI, KENYA 2013. ISBN: 978-9966-1544-39: 194PP.

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ABSTRACT

The need for reviewing this book came as a result of its fundamental importance to our students at the Colleagues and Universities. It has been one of the most important resource books particularly on lobbying and advocacy, gender issue, resource mobilization and project planning and management courses. Since its last edition, eight years have elapsed so it was important to review it in order to know what still useful and what is missing for the contemporary time so as to make it more meaningful. Lobbying and Advocacy are very pertinent tools in spearheading community projects and socio-economic development in any nation. Community socio-economic interventions need skills, knowledge and attitudes which can be obtained through Lobbying and Advocacy. Therefore, the Lobbying and Advocacy book provides helpful insights on capacity building through knowledge and skills development which are necessary for their holistic community development. Practitioners of socio-development programs will find this book very pertinent in their day to day duties and responsibilities. The Lobbying and Advocacy book of 2013 is a simplified version of 2011 with new sub-themes such as strategic management of Lobbying and Advocacy, managing risks in lobbying and advocacy, advocacy projects and managing knowledge in Lobbying and Advocacy. This has made this Lobbying and Advocacy book to be more knowledgeable and imponderable for different users in academics, community work and project related activities or social development programs where Lobbying and Advocacy is needed. Lobbying and Advocacy book is highly recommended to lecturers and trainers at different academic levels (undergraduate and post graduate) in Lobbying and Advocacy as well as capacity building and empowerment.

Key words: Lobbying, Advocacy, Advocacy Projects, Program and Empowerment

Paper type: Book Review

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1. SYNOPSIS OF THE BOOK

In a nutshell, Lobbying and Advocacy book revised edition of 2013 by Gitonga has managed to cover different pertinent areas in lobbying and advocacy organised in ten (10) chapters as follow: Introduction to Advocacy. Under the introduction to advocacy the following issues were covered including;



Introduction, meaning of advocacy, the role of advocacy, various definitions of the term advocacy, characteristics of advocacy, what advocacy is not, foundation of effective lobbying and advocacy project, important activities in lobbying and advocacy, technical effective lobbying and advocacy, challenges facing lobbying and advocacy efforts, the importance of advocacy in social change, types of advocacy, target audience for the advocacy, the principles of advocacy, advocacy issues in the society, criteria for advocacy issues identification and selection, conducting advocacy issues analysis, the Logical Framework Approach, Factors influencing Lobbying and Advocacy and measures for managing challenges in lobbying and advocacy.

Strategic management of lobbying and advocacy projects covered the following: Introduction, lobbying and advocacy strategy, planning lobbying and advocacy projects, factors to consider when designing lobbying and advocacy strategy, reasons for lobbying and advocacy strategy development, lobbying and advocacy project planning and implementation strategy, defining the target beneficiaries of lobbying and advocacy, choosing lobbying and advocacy goal and setting objectives, characteristics of lobbying and advocacy objectives, choosing lobbying and advocacy priority, criteria for establishing characteristics issues for advocacy, defining the decision makers, preparing the requirements for lobbying and advocating organisation, SWORT analysis, identifying stakeholders and checking whether lobbying and advocacy is the right instrument.

Other issues covered in chapter two include lobbying and advocacy action planning, developing messages and selecting channels of information, appropriate medium for advocacy message, the message and the purpose of advocacy, communicating assertively and listening, designing messages for different respondents, a case study example of Economic Partnership Agreement (EPAs), lobbying and advocacy planning, implementing the lobbying and advocacy action plan, principles of effective lobbying and advocacy plan implementation, factors to consider when working with lobbying and advocacy alliances, lobbying and advocacy project-monitoring evaluation and reporting, planning for lobbying and advocacy, advocacy project evaluation designs, evaluation for informing decision-making, evaluation for learning, tools and techniques for monitoring and evaluating lobbying and advocacy, checklist for effective monitoring and evaluation of lobbying and advocacy and check for effective monitoring and evaluation of lobbying and advocacy.

In chapter three on Managing Risks on Lobbying and Advocacy Projects, the author covered the following issues: Introduction, importance of knowledge management, how to share lobbying and advocacy project in risk management, analysing risks, managing risks and possible lobbying and advocacy project risk outcome. Chapter four discusses about managing knowledge in lobbying and advocacy projects. In this chapter the following aspects were covered: Introduction, importance of knowledge management, how to share lobbying and advocacy knowledge, process of knowledge management and examples of knowledge management tools. In chapter five policy research and advocacy issues were discussed. In this chapter therefore the following issues were covered: Introduction, definition of terms, types of policy research, major sources of information for policy research, objectives of research in advocacy, role of research in advocacy, steps in research processes, planning lobbying and advocacy research, challenges in adopting policy research findings by policy makers, remedies for the challenges facing the adoption of research findings and the typical policy making process.

Chapter six discusses about mass media and advocacy. In this chapter, the following issues were covered: Introduction, meaning of media advocacy, medium through which media advocacy is carried out, planning a media message, contacting the media, tools for media advocacy (means of media advocacy), role of mass media in advocacy, factors influencing choice of a media, 6Cs effective messages in advocacy, personnel of mass media, principles of developing effective media message and impact of mass

media in advocacy. In chapter seven, the author managed to cover the following issues with regard to partnership building: Introduction, terms and concepts, project partnership in advocacy and lobbying, conditions for successful partnership, techniques of building partnership, principles of effective partnerships in advocacy and lobbying, challenges facing networking and partnership efforts in advocacy, impact of partnership in networking and advocacy, negative impact or risk, conflicts and sources of conflicts in partnership and strategies of partnership in advocacy.

In chapter eight on lobbying, the following issues were covered: Introduction, levels of lobbying, characteristics of lobbying, basics of successful lobbying, dos and don'ts of lobbying, advocacy network and lobbying, criteria for forming effective advocacy network, suggested lobbying tools, code of ethics in lobbying, making case to public and elected officials' support the lobbying issues, differences between advocacy and lobbying, steps in the lobbying process, steps for power mapping in lobbying, lobbying techniques (conflicts resolution, consensus building, negotiation, coalition building, multiple means of communication and problem solving and decision making). Chapter nine present several and critical issues on human rights, lobbying and advocacy as listed here-under: Introduction, meaning of human rights, universal human rights, human right set out in the declaration, human rights violation, the universal declaration of human rights and violation of human rights, characteristics of human rights, online of the human rights violation, advocacy and lobbying in human rights, principles of human rights based approach to development and advocacy. In discussing about the emerging issues in lobbying and advocacy, the following issues were on focus: Introduction, gender based violence (GBV), gender; sex and power, violence against women, types of gender based violence, sources of gender based violence, gender based violence policy issues for lobbying, corruption issues-lobbying and advocacy, community and sustainable development advocacy, sexual offence-lobbying and advocacy, ethical dilemmas in lobbying and advocacy; summary.

2. BOOK CONTRIBUTIONS AND REVIEWERS CONCERNS

Gitonga (2013) edition, has managed to bring together many impressive chapters, sub-chapters and themes on lobbying and advocacy which cut across both developing and developed nations. The author has been able to share his insights on relevant issues that matter for the global socio-economic and political transformation. This transformation on one hand is truly a critical facet of the global general economic, social and political development prospects. Therefore, a book "Lobbying and Advocacy" is a remarkable one that highlights important and timely issues affecting different communities world-wide. In addition to increase the knowledge base, providing policy-relevant and pushing forward development efforts, "The Lobbying and Advocacy hand book" serves as a solid reference point for current and future scholars, researchers and policy makers interested in informing and executing disruptive innovations across the globe.

Furthermore, the Lobbying and Advocacy hand book by Gitonga (2013) second edition, is one of the appropriate resources for students (certificates, diplomas, bachelors and post graduate), social work, community development and project planning and management or any other program requiring lobbying and advocacy in one of its units. It is furthermore, a resourceful book for people working in social development programs where lobbying and advocacy is needed. In addition, lecturers and trainers will find the book very imperative particularly on issues related with lobbying and advocacy, capacity building and empowerment in different dimensions.

However, despite this book (Lobbying and Advocacy) being very analytical and comprehensive on matters related to lobbying and advocacy in different paradigms, the following shortcomings are to be rectified to make its chapters to be in a good chronological order and able to provide students, researchers, academicians, non-profit making organisations and community at large with adequate skills,

methods and knowledge on the subject matter. First and foremost, in chapter one which is about the introduction to advocacy, it is recommended the chapter to read as “Introduction to Lobbying and Advocacy” This is because these are the catch-up words for this book and therefore it will sound better if at all they are defined in the upfront. So when it comes to the details of the chapter immediately after the meaning of advocacy is given out, it should be followed by the meaning of lobbying. Because what is seen here in chapter one’s details is the meaning of advocacy but the meaning of lobbying is missing.

Thereafter, the chapter starts by linking together lobbying and advocacy on different issues before illustrating clearly the meaning of lobbying as it was given out for the case of advocacy. If that will be rectified, then the discussions on other chapters and sub-chapters can go on smoothly and the two concepts be simultaneously applied throughout the book. Additionally, I recommend the chronological order of the chapters to alter a bit whereby, chapter two which is on Strategic Management of Lobbying and Advocacy to be chapter three and the chapter eight which is on Lobbying to be chapter two. This will enable readers to be quite familiar on the two important concepts “Lobbying and Advocacy” and therefore able to make proper use of them in discussing the forthcoming chapters, and definitely it will bring up a good flow of the discussions.

Secondly, the “Lobbying and Advocacy” hand book managed to divide its chapters into ten (10) categories but unfortunately chapter ten is not exhaustive enough especially when this book can be used by the university students or academicians at different levels. There are pertinent issues or sub-themes which were overlooked but still very fundamental such as Lobbying and advocacy on environmental problems (deforestation, bush fire, dynamite fishing, uncontrolled mining activities and pollution-air, land and water), lobbying and advocacy on health problems (anti-smoking, family planning, HI/AIDS and many other communicable and non-communicable diseases), lobbying and advocacy against bad cultural practices (widow inheritances, land ownership, female genital mutilation and bride price), and lobbying and advocacy in politics (civic education, good governance, equal rights and opportunities as well as gender equality) as recommended by Mikidadi, (2021): Greenfield, (2009): Indraprastha, (2008): Gosling and David, (2007): SGMSC, (2007): UNDP, (2007): CHI, (2004): Secretariat of Person with Disabilities, (2006) and PDA, (1995). In economic sphere, there is a need of having lobbying and advocacy to remove disparities in ownership and sharing of resources for example between men and women and accessibility of community based activities to all members, IFAD, (2012) and Yachkasch, (2005). Hence these issues if accommodated, the hand book will be very enticing and comprehensive to cater for almost many of the community problems requiring lobbying and advocacy.

3. CONCLUSION AND RECOMMENDATIONS

Having reviewed the book titled “Lobbying and Advocacy” by going through its main chapter and sub-chapters, the following can be concluded: The author has managed to cover extensively and deeply different issues on lobbying and advocacy including introduction to advocacy, strategy management of lobbying and advocacy, managing risks in lobbying and advocacy projects, managing knowledge in lobbying and advocacy projects, policy research and advocacy, mass media and advocacy, partnership building for advocacy, lobbying, human rights lobbying and advocacy and emerging issues in lobbying and advocacy.

It was revealed that there is a need to re-arrange the chapters and sub-chapters in order to come up with a good chronological order of the discussions. It is recommended among other things, the concept lobbying has to be defined immediately after the concept advocacy been defined and if chapter one discusses about advocacy then it is recommended the chapter two to be about lobbying in order to create a good flow of the discussions hence making the book more attractive, informative and orderly written.

Furthermore, chapter ten appears inadequate in the sense of not being able to holistically accommodate sub-themes falling under emerging issues in lobbying and advocacy. It is therefore recommended that pertinent emerging issues in lobbying and advocacy be included. These are like lobbying and advocacy on environmental problems (deforestation, bush fire, dynamite fishing, uncontrolled mining activities and pollution-air, land and water), lobbying and advocacy on health problems (anti-smoking, family planning, HIV/AIDS and many other communicable and non-communicable diseases), lobbying and advocacy against bad cultural practices (widow inheritances, female genital mutilation and bride price), and lobbying and advocacy in politics (civic education, good governance, equal rights and opportunities as well as gender equality). But, otherwise, 'Lobbying and Advocacy' is one among the highly recommended pertinent resource book to be used by researchers, development activists and practitioners, community members, non-profit making organisations, academicians and university students at all levels.

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