



**SIAP SIAGA**  
Australia – Indonesia Partnership  
for Disaster Risk Management



**Australian Government**

# GEDSI Mainstreaming in Disaster Management: Toolkit 2

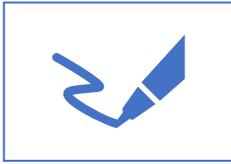
## Gender Equality, Disability and Social Inclusion Advocacy in Disaster Management in Indonesia

*Prepared as part of the SIAP SIAGA GEDSI  
Engagement Initiative in Disaster Management in  
Indonesia*

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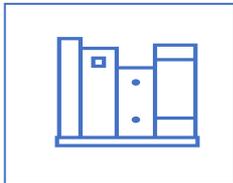
## Inside this toolkit, you will find:



Definitions of advocacy and advocacy processes



Step-by-step guidance for designing and implementing advocacy initiatives



Advocacy Resources

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## List of Abbreviations

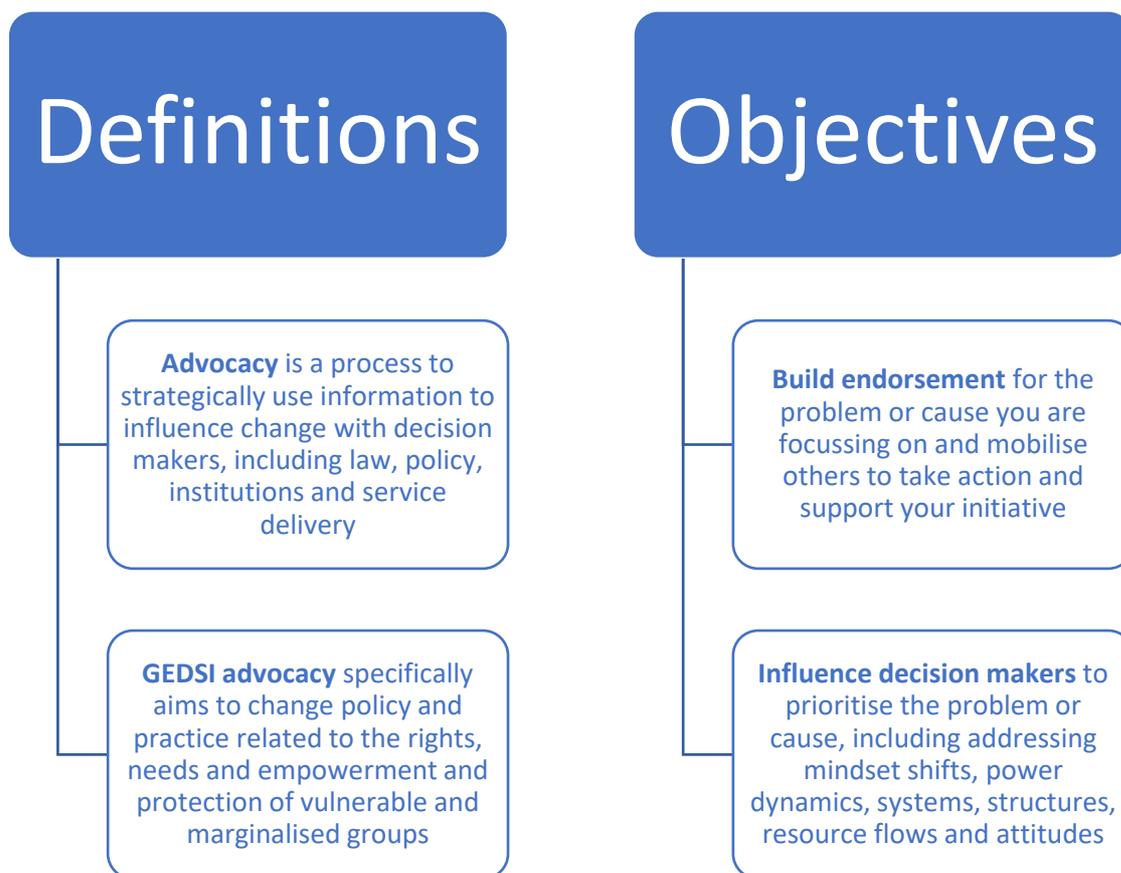
Bappenas	National Development Planning Agency
BPBD	Subnational Disaster Management Office
BNPB	National Disaster Management Agency
CEDAW	Convention on the Elimination of all Forms of Discrimination Against Women
CRPD	Convention on the Rights of Persons with Disabilities
CSO	Civil Society Organisation
DFAT	Australian Department of Foreign Affairs and Trade
DFID	UK Department for International Development
DRA	Disaster Risk Analysis
DRM	Disaster Risk Management
DRR	Disaster Risk Reduction
GBV	Gender-based Violence
GDD	Gender Disaggregated Data
GEDSI	Gender Equality, Disability and Social Inclusion
GEM	Gender Equality Mainstreaming
IASC	Inter-Agency Standing Committee
IEC	Information, Education, Communication
LGBTQIA	Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual
MSS	Minimum Service Standards (for Disaster Management)
MoHA	Ministry of Home Affairs
MoSA	Ministry of Social Affairs
MoWCP	Ministry of Women's Empowerment and Child Protection
OPD	Organization of Persons with Disabilities
WRO	Women's Rights Organisation
UNCRPD	United Nations Convention on the Rights of Persons with Disabilities

## Part 1: What is Advocacy, and What is Advocacy for GEDSI?

In this section, you will find:

- ✓ Definitions of advocacy and GEDSI advocacy
- ✓ Information on advocacy processes

## Definitions and Objectives of GEDSI Advocacy



## GEDSI Advocacy in Disaster Management

Increase the resilience of vulnerable and marginalised groups to the impacts of disaster by ensuring that their rights and needs are addressed

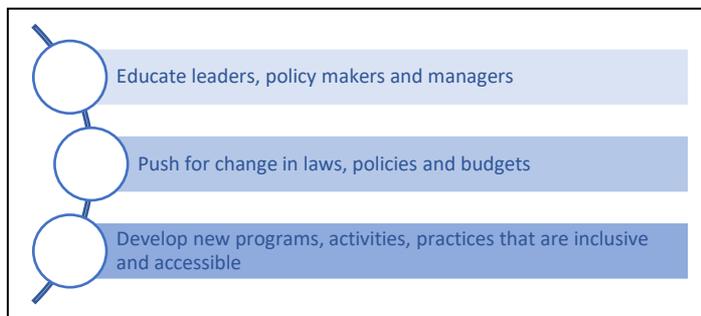
Empower vulnerable and marginalised groups to participate in disaster management initiatives

Influence public policy, regulations, and practice to build inclusive disaster management policies and practices

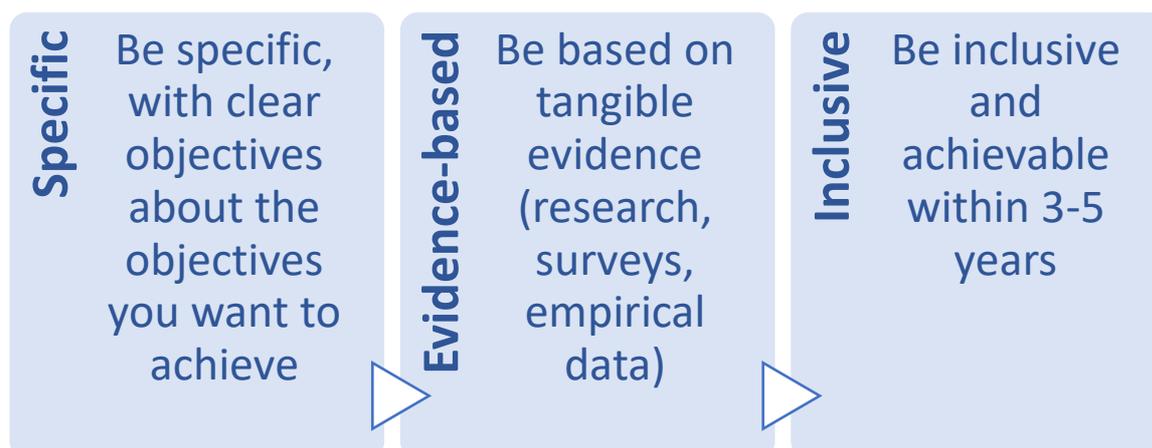
## Advocacy Strategies and Processes

### Advocacy Strategies

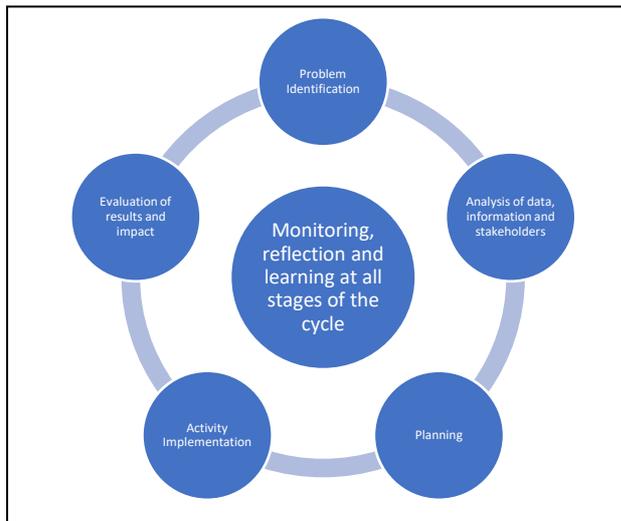
An advocacy strategy is like an activity or project monitoring strategy – it helps to define what you want to do, who you want to target, and how you will do it. Advocacy strategies can have several objectives.



### Advocacy Messages



## The Advocacy Cycle



Your organisation or project's advocacy strategy should be developed in line with the advocacy cycle to ensure the highest possibility for success.

## Part 2: Designing and Implementing an Advocacy Strategy

In this section, you will find:

- ✓ Guidance on designing and implementing GEDSI advocacy initiatives in the disaster management sector
- ✓ Tips to ensure your GEDSI advocacy strategy is inclusive and participatory

## Designing Your GEDSI Advocacy Strategy

### Problem Identification

- Identify the problem you want to address through advocacy work. You can use SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) or policy analysis to narrow down the problem(s) you want to focus on. Ask questions like which institutions are responsible for the policy, and what are the policy gaps related to the problem we want to address?

### Research and Analysis

- Research the issue you want to focus on. What are your short term, medium term and long term objectives? Collect and analyse related qualitative and quantitative information on the issue vis-à-vis your objectives. Make sure you ask yourself questions that can help to identify the cause and effects of the particular problem you are trying to address. Brainstorm and elaborate possible solutions based on the objectives you want to achieve.
- Identify the sources of power who allow the problem to go unaddressed/remains entrenched/prefer business as usual. Whose interests are at stake if the problem is resolved? Whose interests are at stake if the problem goes unaddressed. Who are your potential champions/who has the power to influence change, that you can target to support your work? Who is the wider audience for your advocacy work.
- Define the roles and responsibilities of your team members, and those in your wider network who have agreed to support your work.

### Planning

- Decide, and agree, on the necessary activities to achieve your short-, medium- and long-term objectives. Define the impact you want to achieve, and outcomes (possible changes) that will help determine if you are on track to achieve the objectives. What outputs (tangible results) will lead to your outcomes, and how will you measure success? Be sure the target audience for all activities, approaches to stakeholder engagement and the network needed to implement activities are all defined. Clarify any risks and assumptions.

### Activity Implementation

- When implementing your advocacy activities, make sure you develop and commit to specific statements/messaging that can be communicated to target audiences clearly and easily. Messaging should include a description of and the proposed solutions to the issue you are addressing.
- Identify the appropriate media to communicate to target audiences. This can include a range of options such as media briefings, distributing flyers, public debates, conferences, radio or television announcements, community meetings and social media.
- Develop a plan for the implementation of activities and agree the timeline for implementation to coordinate with partners in your network who support your activities.

### Monitoring and Learning

- Undertake continuous data collection to assess the progress of activity implementation (against your indicators of success) and determine if you are achieving any of your outcomes. Determine if there are any problems that need to be addressed, stakeholders that need to be included, or opportunities to take advantage of. Adjust your strategy and workplan accordingly.
- Share lessons on your successes and challenges to your team, network, and beneficiaries to ensure transparency as wider learning in the community.

### Evaluation

- Collect and analyse information at the end of advocacy activities to determine if outputs and outcomes have been achieved, and whether your activities have had any impact or created momentum for change.

## Tips to Ensure an Inclusive and Effective GEDSI Advocacy Strategy

Identify and analyze root causes of exclusion and/or discriminatory practices in disaster management



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graph TD; A[Identify and analyze root causes of exclusion and/or discriminatory practices in disaster management] --> B[Understand the stakeholders you are targeting at different levels, and tailor your messages according to what they can influence]; B --> C[Engage vulnerable and marginalised groups in the design of your messaging and communication products to ensure the language and communication mediums are inclusive. Use disaggregated data and evidence to support the delivery of your message]; C --> D[Ensure your advocacy strategy utilises the knowledge of networks of vulnerable and marginalised groups, with representatives from those communities taking on leadership roles in the advocacy activities]; D --> E[Continually get feedback to identify unrecognised biases and address them. Use feedback to adapt your messages to respond to changes in context, stakeholders, and updated information received through monitoring and learning processes];
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Understand the stakeholders you are targeting at different levels, and tailor your messages according to what they can influence

Engage vulnerable and marginalised groups in the design of your messaging and communication products to ensure the language and communication mediums are inclusive. Use disaggregated data and evidence to support the delivery of your message

Ensure your advocacy strategy utilises the knowledge of networks of vulnerable and marginalised groups, with representatives from those communities taking on leadership roles in the advocacy activities

Continually get feedback to identify unrecognised biases and address them. Use feedback to adapt your messages to respond to changes in context, stakeholders, and updated information received through monitoring and learning processes

## Part 3: What is Advocacy, and What is Advocacy for GEDSI?

In this section, you will find:

- ✓ Tips for GEDSI Advocacy
- ✓ Additional resources to support the adoption of good practices, tools, and training

## Tips for GEDSI Advocacy

### # 1

In order to mainstream GEDSI in disaster management, the primary targets of any advocacy activity should be communities and decision makers. This includes raising awareness among vulnerable and marginalised groups on their right and responsibility to participate in community activities, and to support the building of confidence and skills to engage in and support community decision making and activity implementation.

### # 2

In order to obtain buy-in or acceptance of gender equality mainstreaming activities/approaches, it is necessary to bring awareness to multi-stakeholders on what we are going to achieve, what the concrete result of our intervention would be, who our main partners and counterparts are, setting clear timelines, targets, and deliverables.

### # 3

Utilize the term “engage” instead of “involve” since the term “engage” implies more responsibilities and consequences for the program and for the institutions involved in the activities.

### # 4

When conducting desk reviews or research to develop advocacy documents, three points need to be considered for reference: a) regulation or policies, b) institutions, and c) women’s experiences in the respective communities.

### # 5

Training on GEDSI issues and GEDSI mainstreaming in disaster management for community facilitators and activists is very important for their awareness on the specific needs of vulnerable and marginalised groups when facilitating and accommodating their meaningful participation in discussions and activities.

## Additional Resources

### Advocacy and Intervention with National Authorities

UN Office of the High Commissioner for Human Rights

This book provides key steps for human rights organizations in planning and implementing and implementing advocacy strategies to address human rights concerns with the authorities

### Advocacy: Building Skills for NGO Leaders

The Centre for Development and Population Activities (1999)

This is a manual based on CEDPA's experience in building the skills of NGOs leaders to advocate for change in the reproductive health arena. This manual is based on a participatory training approach which introduces the basic principles of advocacy in the format of a three-day workshop design

### The CARE International Advocacy Handbook

CARE International (2014)

This handbook provides the stages taken in the advocacy planning and implementation cycle and analytical tools.

### Making Research Evidence Matter: A Guide to Policy Advocacy in Transition Countries

Policy Society Foundation (2012)

This book provides an instructive guide to bridging policy research with policy change through methods in research evidence in influencing policy making; and advocacy planning frameworks

### Advocacy Toolkit: Guidance on How to Advocate for More Enabling Environment for Civil Society in your Context

Open Forum for CSO Development Activities

This toolkit discusses how to advocate for a better enabling environment for CSO activities

### Policy Development and Policy Advocacy: Course Materials

National Democratic Institute (NDI)

This workbook provides step by step guidance on the cycle of an advocacy initiative: verifying issues, conducting research, developing policy, identifying opportunities for influence and impact, community mobilization and outreach, and communicating policy

### Advocacy Toolkit

Tearfund (2015)

This toolkit is an introductory and comprehensive guide to the theory and practice of advocacy. It provides an overview and guidance about advocacy based on the key questions: what, where, who, why, and how. It is designed to be freestanding and as handouts in a training workshop

### Workshop Facilitator Guide for the Advocacy Toolkit

Plan International

This facilitator guide provides clear, precise and detailed step by step instructions on advocacy cycles

### A Guide for Girls and Young Women to Start Their Own Advocacy Campaigns

The World Association of Girl Guides and Girl Scouts

This guide serves as a simple step-by-step tool to be used to design and deliver girls and women's own advocacy campaigns

**Pelayanan Publik bagi  
Disabilitas: Kajian  
Praktik Baik dan Inovasi  
dari Mitra Program  
Peduli Pilar Disabilitas  
Fase 1**

**Program Peduli  
(2015)**

This book of good practices on public services for persons with disabilities in five provinces in Indonesia supported by the Asia Foundation and the Embassy of Australia in Indonesia through the Peduli Program

**Kesetaraan Gender,  
Disabilitas dan Inklusi  
Sosial dalam Praktik:  
Pengalaman Riset dan  
Advokasi Mitra Knowledge  
Sector Initiative**

**Knowledge Sector  
Initiative (2022)**

This book shares experiences of partners of KSI in applying GEDSI perspectives into their research and advocacy. The topic collected covers research and advocacy on women as victims of violence, disability, migrant workers, young farmers, women at village, and child marriage. This book is meant as a reference for public and policy makers on women empowerment issues, disability issues, and strengthening marginalized groups

**Toolbox Praktik dan  
Gagasan Program:  
Banjarmasin Kota  
Ramah Disabilitas**

**Unesco (2019)**

This is a toolbox of research activities and recommendation of "Banjarmasin: Sebuah Profil Kota Ramah Disabilitas" and provides a series of program initiatives proposed as alternate solutions in handling constraints and challenges faced by persons with disabilities

## References

*The How and Why Advocacy*. March 2005. London: BOND.

*Advocacy*. Key Information Sheet 4. [www.networklearning.org](http://www.networklearning.org)

Watson, J., *Advocacy Toolkit*. 2015. 2<sup>nd</sup> Ed. Tearfund.

*The CARE International Advocacy Handbook*. 2014. CARE International.