

9. POLICY ANALYSIS AND ADVOCACY

The objective of this section is to assess the organization's ability to analyze public policies related to its organizational focus and its capacity to plan and implement advocacy initiatives.

► Sub-Sections under POLICY ANALYSIS AND ADVOCACY

- 9.1 Organizational Commitment
- 9.2 Knowledge and Skills
- 9.3 Policy Analysis
- 9.4 Advocacy Strategy and Implementation
- 9.5 Engagement with Government
- 9.6 Sectoral Leadership

► Resources you may wish to refer to in this section:

- Organizational strategic plan; action plan; work plan;
- Advocacy strategy or action plan;
- Position papers; policy briefs; advocacy materials; and
- Project documents or reports related to advocacy projects.

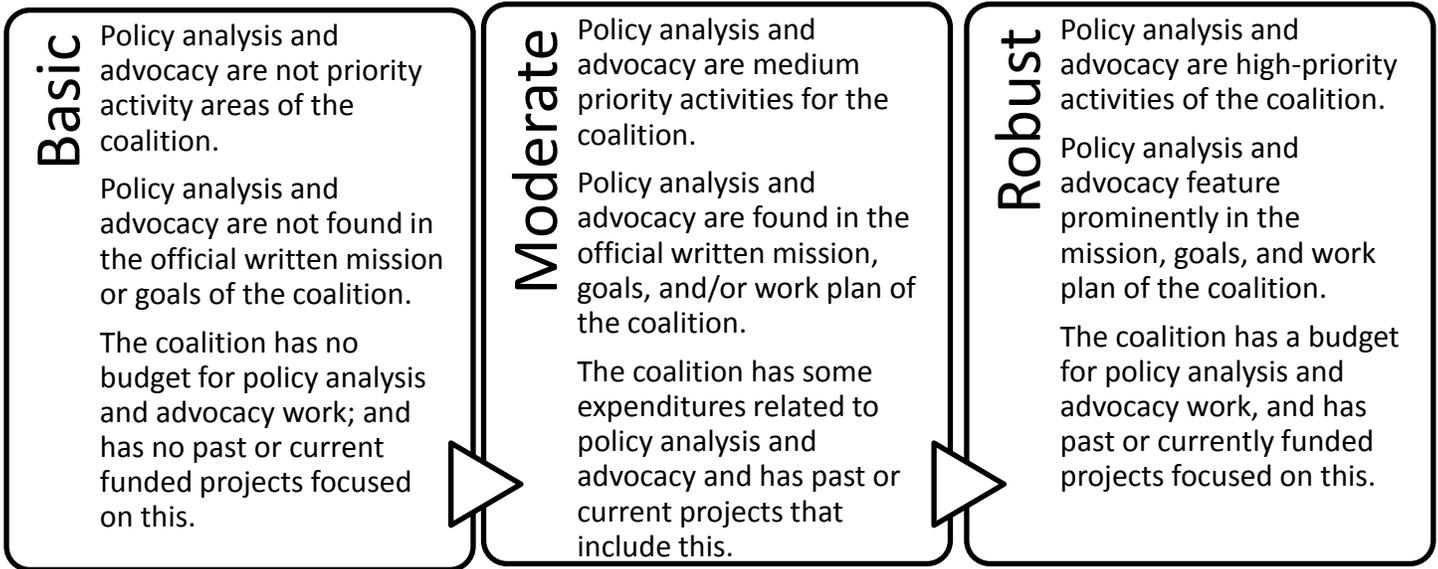
9.1 Organizational Commitment

Importance: To be successful in the areas of policy analysis and advocacy, an HFC coalition needs to devote time, resources and “organizational energy” to making these things happen.

➤ **Discuss some or all of the following questions:**

- What do the HFC coalition’s mission, goals, strategic plan, work plan etc. say about policy analysis and advocacy?
- What is the coalition’s budget for policy analysis and advocacy?
- Does the coalition have any past or currently-funded projects that include policy analysis and advocacy or focus exclusively on this?
- Would member organizations or stakeholders describe the coalition as an “advocate?”

➤ **Come to consensus: Where does the organization fall on this spectrum?**



Indicate where you approximate your organization to be in this category on a scale of 1 to 5.

Basic		Moderate		Robust	
1	2	3	4	5	N/A

Discussion Notes/Rationale for rating.

On the above scale of 1 – 5, where would you like to see your organization in 12 months? _____

Brainstorm briefly: how could the organization get to where it wants to be?

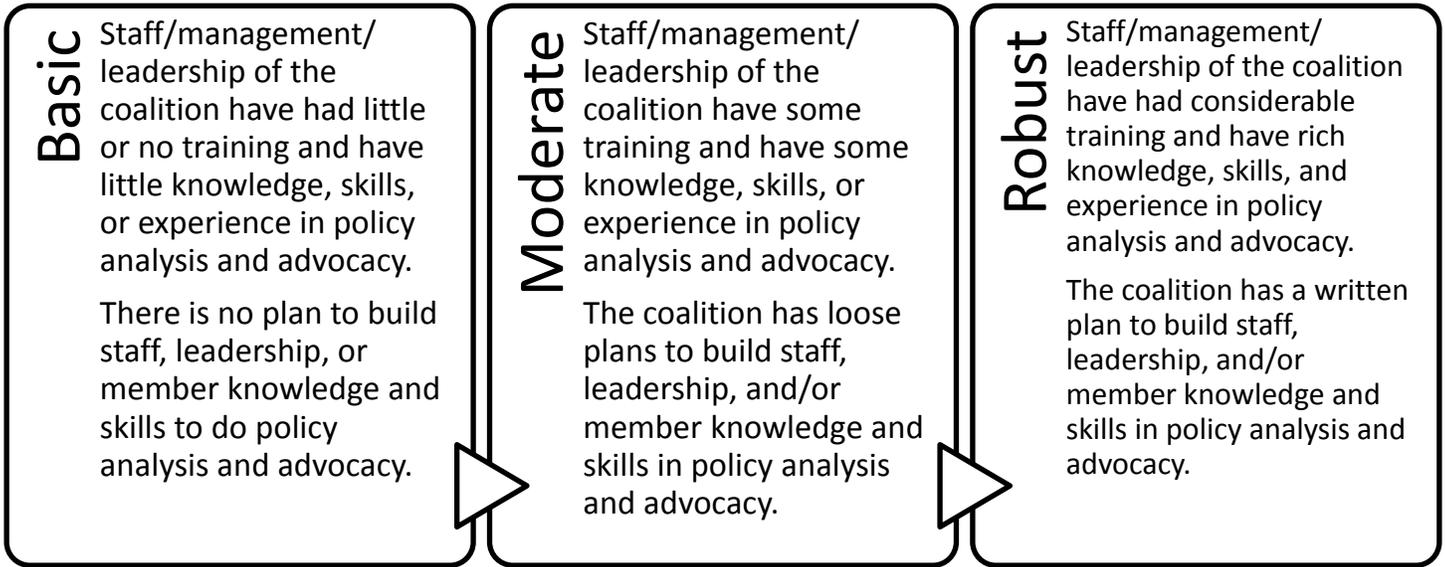
9.2 Knowledge and Skills

Importance: As with technical sectors like health or agriculture or education etc., to effectively carry out policy analysis and conduct advocacy, it takes knowledge, skills, attitudes, and experience.

➤ **Discuss some or all of the following questions:**

- What kind of background, training and experience do coalition staff and leadership have in policy analysis and advocacy?
- What training and experience do the member organizations have in policy analysis and advocacy?
- Does the coalition have a plan for training and building the advocacy knowledge of staff, leadership, member organizations, and clients/program participants?
- Has your coalition identified useful resources for developing an advocacy strategy?

➤ **Come to consensus: Where does the organization fall on this spectrum?**



Indicate where you approximate your organization to be in this category on a scale of 1 to 5.

Basic		Moderate		Robust	
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Discussion Notes/Rationale for rating.

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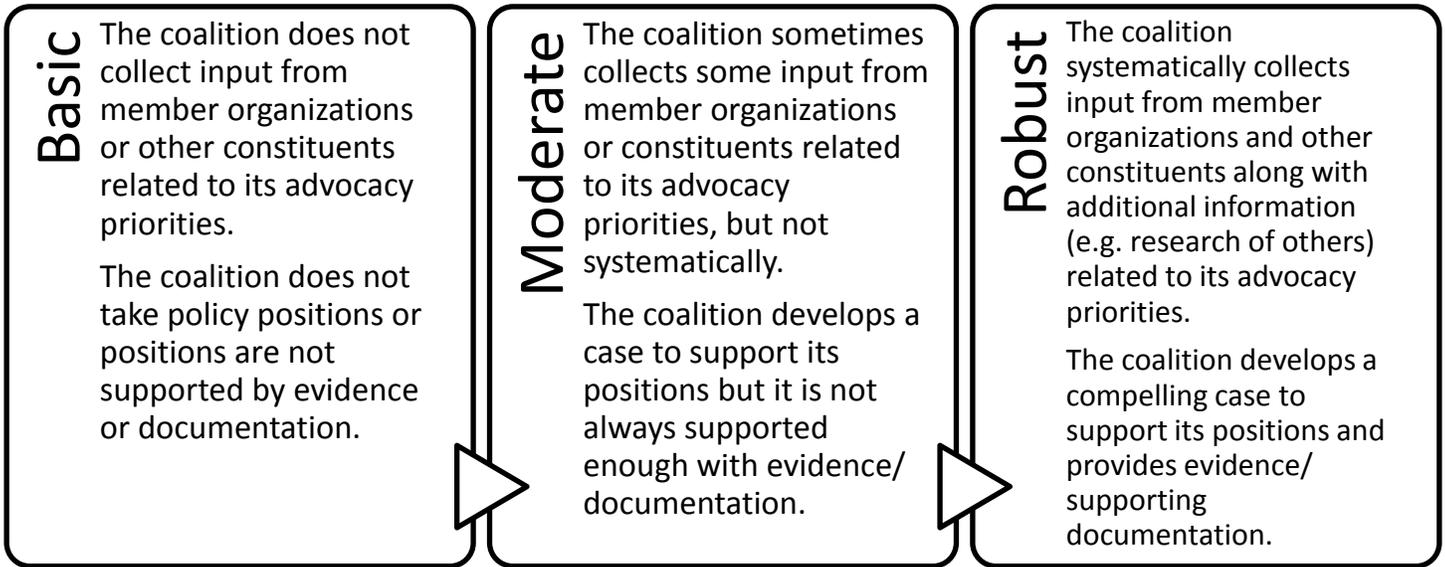
9.3 Policy analysis

Importance: The processes for gathering information and input from constituencies affected by public policies, and developing a strong case for policy change or reform that is based on evidence, are paramount.

➤ **Discuss some or all of the following questions:**

- Does the HFC coalition consult with members and other constituents (e.g. farmers, SNAP recipients, etc.) as it develops its policy positions on advocacy priorities?
- Does the network tap into the research done by other organizations or institutions to develop its policy positions?
- How are the policy positions of the network presented to others?

➤ **Come to consensus: Where does the organization fall on this spectrum?**



Indicate where you approximate your organization to be in this category on a scale of 1 to 5.

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Discussion Notes/Rationale for rating.

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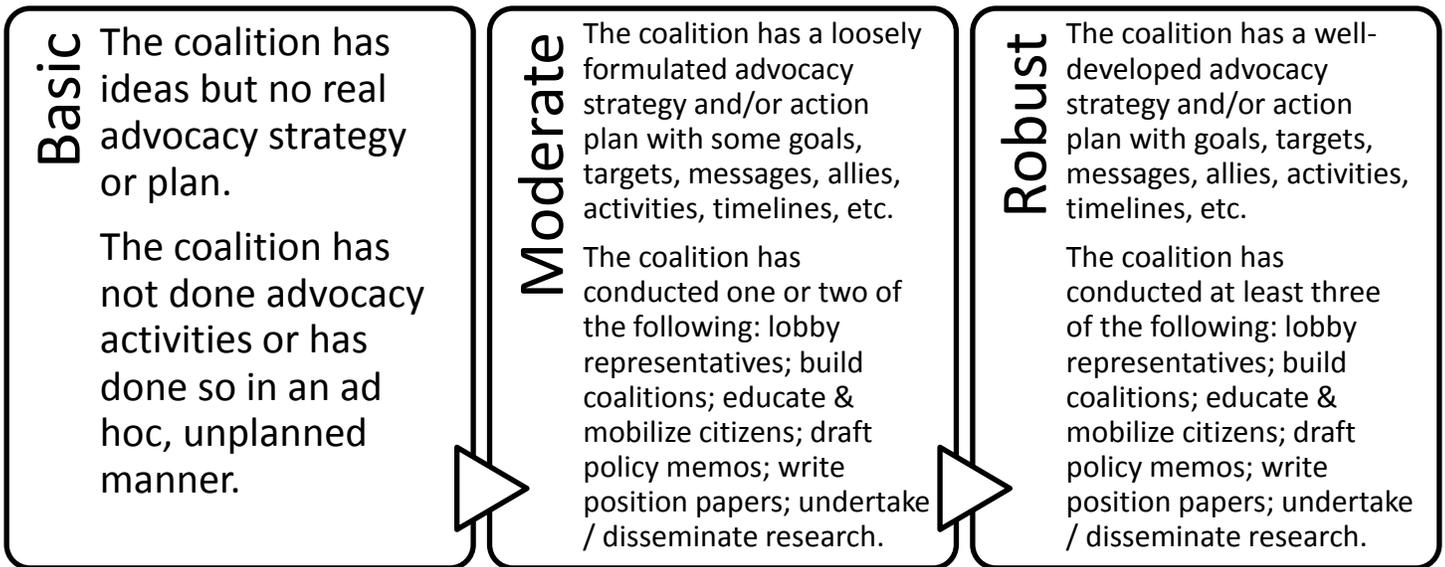
9.4 Advocacy Strategy and Implementation

Importance: Advocacy can be more effective if it is planned with a strategy that identifies goals, targets, allies, messages, methods, timelines, responsibilities, etc. An organization should consider in its strategy conducting advocacy using multiple methods/approaches.

➤ **Discuss some or all of the following questions:**

- Does the HFC coalition have a written advocacy strategy or action plan? Is it well-developed with goals, targets, messages, allies, methods, timelines, responsibilities, etc.?
- What advocacy methods has the coalition used? What advocacy activities has the coalition implemented?
- How successful has the advocacy been? Is more strategic planning needed? More or different methods/ approaches?

➤ **Come to consensus: Where does the organization fall on this spectrum?**



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Discussion Notes/Rationale for rating.

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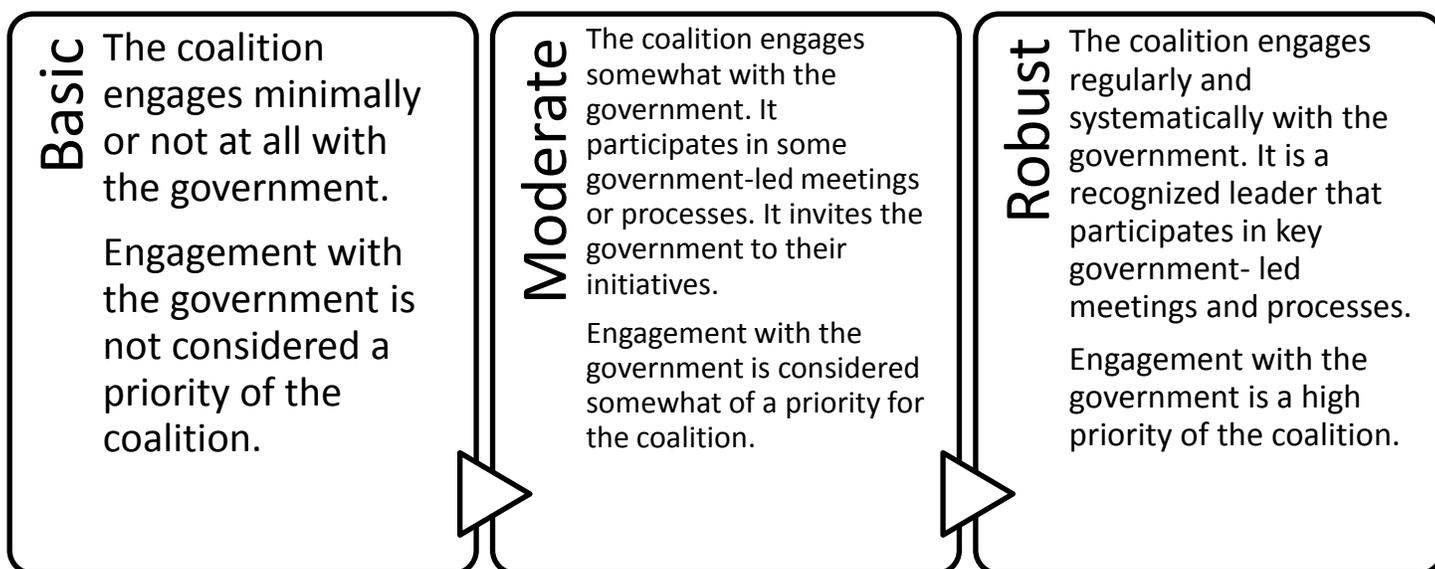
9.5 Engagement with Legislators and Other Government Officials

Importance: Regular and effective engagement by a coalition with their government representatives is essential for fostering dialogue and promoting policies and programs and mutually supportive actions that will have a positive impact on their anti-hunger advocacy efforts.

➤ **Discuss some or all of the following questions:**

- How and how often does the HFC coalition engage with the government? Face-to-face? Via communications?
- Does your coalition prioritize advocacy directly from people with lived experience of hunger and poverty?
- Does the coalition invite government representatives to participate in activities or forums or meetings?
- Does the coalition get invited to participate in government-led forums or meetings or processes?
- Does the coalition organize its own or participate in lobby days, or collective advocacy actions hosted by leading coalitions?

➤ **Come to consensus: Where does the coalition fall on this spectrum?**



Indicate where you approximate your coalition to be in this category on a scale of 1 to 5.

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Discussion Notes/Rationale for rating.

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Brainstorm briefly: how could the organization get to where it wants to be?

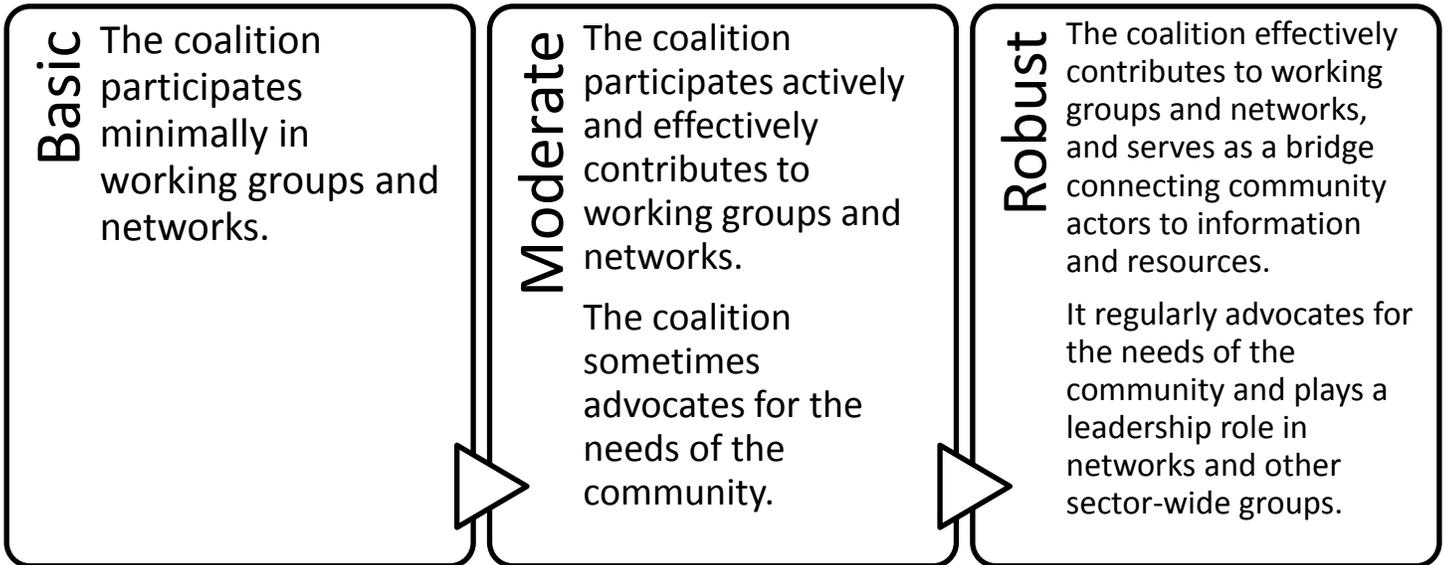
9.6 Sectoral Leadership

Importance: Sectoral Leadership refers to how a HFC coalition engages with the broader civil society in which it operates and how it contributes to the overall strength and vitality of the community.

➤ **Discuss some or all of the following questions:**

- Does the HFC coalition belong to and participate in larger networks (statewide, for example) or working groups? Which ones?
- How active is the coalition in these larger networks?
- Is the coalition one of the leading members of larger networks, or is it still getting “up to speed?”
- Has the coalition presented on its work at any regional or national meetings or conferences? Does the coalition have a budget so that representatives can attend meetings or conferences each year?

➤ **Come to consensus: Where does the organization fall on this spectrum?**



Indicate where you approximate your organization to be in this category on a scale of 1 to 5.

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Brainstorm briefly: how could the organization get to where it wants to be?

Helpful Resources: Policy Analysis and Advocacy

- [Alliance to End Hunger: Advocacy Playbook](#)
The Alliance to End Hunger's Advocacy Playbook includes step-by-step instructions for scaling up your organization's advocacy efforts. This comprehensive resource features about 30 advocacy activities.
- [A Positive Partnership: Advice from Witnesses to Hunger on Engaging Your Community in Advocacy](#) (Drexel University Center for Hunger-Free Communities)
This toolkit from Witnesses to End Hunger can help your organization begin to engage individuals with lived-experience of poverty and hunger in your own advocacy efforts.
- [Community Tool Box: Getting an Advocacy Campaign off the Ground](#)
This tool reviews the basic components of advocacy and guiding questions for getting started.