

UNIT
1.2

Understanding Policy & the Policy Landscape

MODULE

Foundations of
Advocacy &
Leadership

FORMAT

Presentation

TIME REQUIRED

60 minutes

**MATERIALS
NEEDED**

Computer and
screen for sharing
slides

Exercise
worksheets
(printed or
distributed
electronically)

Pens/pencils for
exercise (if
in-person)

Slide presentation with speaker notes. The presentation defines policy and addresses why policies are created. The session also explores different types of policies, how to assess policy implementation, and (briefly) analyzing policy through a gender lens. The presentation introduces the concept of the policy landscape, including some questions participants can explore to begin to understand the policy landscape for their issue.

KEY LEARNING CONCEPTS

- What policy is, the purpose of policy, and how it is created
- Components of the policy landscape and how to analyze and understand it

ASSOCIATED EXERCISE

- "Policy Landscape" Worksheet (Exercise 1.2, also see slide 24, "Do the Work!"). This is a foundational exercise that will help to inform the development of participants' multimedia policy advocacy campaign plans. Participants should form small groups with others who have the same or similar issues of concern (3-5 individuals per group). These individuals should continue to work together for all group exercises moving forward. Allow 15-20 minutes for groups to complete their worksheets. If you have more time, you may want to ask some participants to share answers with the rest of the group and have a short discussion. **Collect the completed worksheets or ask participants to keep track of them—they will need to refer to them in future sessions.**

REQUIRED PREPARATION

- Print worksheets for Exercise 1.2 (or distribute PDF versions to participants). This is a small group activity, so each group will need a worksheet.