



**Consolidating the Foundations of Democracy**

**ADVOCACY STRATEGY**

**‘Nothing for Us Without Us’**

**‘YOUTH EMPOWERMENT FOR  
PARTICIPATION IN LOCAL GOVERNANCE  
IN MALAWI’**

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**MHRYN**

Malawi Human Rights Youth Network



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## GLOSSARY OF TERMS

### Target Audiences

Target audiences are the actors and stakeholders who have the power and authority to address the issues that have been identified under each change goal area, and that we need to target in order to influence them. These have either got the power to make the ultimate decision (*primary audiences*) or can be targeted to influence those in authority to make decisions in favor of what we want to change (*secondary audiences*).

### Governance

The term refers to the management and moderation of public affairs. It can be seen as the exercise of economic, political and administrative authority to manage a country's affairs at all levels. It comprises of mechanisms, processes and institutions through which citizens and groups articulate their interests, exercise their legal rights, meet their obligations and mediate their differences.

### Participation

A process through which stakeholders influence and share control over the priority setting, policy-making, resource allocation and access to goods and services.

### Joint decision-making

It implies some right to negotiate the contents of the programme.

### Advocacy

It is to speak or plead on behalf of another person in order to bring about justice or change.

### Lobbying

It is a form or method of advocacy. It means speaking directly to the target, too explain in detail what the problem is, and what the solution could be.

### Rights Holders

The person who has the human right.

### Duty Bearers

The state and the others who have the duty related to a right.

### Power Analysis

This addresses the questions *who is for or against the change we want, and why? Who is undecided? Who can be influenced?* Power analysis will look at the target audiences and institutions that have an interest on the issue and the objectives the advocacy strategy would want to achieve.

### Target

It is usually the person, group of persons, or institution that has the power to change policies, actions or decisions.

### Allies

Allies are likeminded organizations that support the advocacy goal and objectives, or those whose support we can rely on. These could be the ones we have a formal relationship with through networks, coalitions, alliances etc and/or those that we can stimulate into action.

### Messages

These are critical messages that we need to convey to the target audiences and allies. These will appear in all our communications (both written and oral), to be delivered either in private or in public.

### Method, Tools and Tactics

It is the way the advocate speaks to the target. This could be through campaigning, media or directly. These are the actions we will use to influence our target audiences, allies, opponents and those that are neutral under each advocacy objective. The advocacy strategy outlines the best tactic or combination of tactics and tools to employ.

# 1.0 INTRODUCTION

This advocacy strategy will guide the advocacy interventions for MHRYN and its affiliates in Malawi in the period 2015/16. It outlines the advocacy issues and strategies that MHRYN and its members shall address and focus on, within the change goal areas isolated during the Youth Consultative Meetings from the Declaration of 10 Commitments signed by the President elect Prof. Peter Wa Mutharika for children and youth in Malawi in 2014.

The advocacy strategy provides a framework that will facilitate a shift in the ways of working of MHRYN in Malawi, from an isolated standpoint to a more concerted approach of engaging with structural causes of apathy in local governance in Malawi, especially among youth as a vulnerable and marginalized group. The advocacy strategy identifies the key issues that shall be the focus of the advocacy work in the next two years and presents the goals and objectives under each change goal area. It also identifies the key stakeholders, to be engaged, outlines the key strategies to be used based on the analysis of the political economy, and provides tools for monitoring and evaluation.

The advocacy strategy brings together all interventions from all MHRYN members into one document to strengthen the one programme approach, and to ensure that there is complementarity and synergy in addressing the causes of youth apathy in local governance through advocacy and campaigning. The advocacy strategy realizes that there are issues that have to be addressed within each change goal area, but also that there is need to bring together efforts among the various stakeholders from different change goal areas to address issues that cut across the change goals.

## 2.0 RATIONALE

MHRYN has embarked on to a more concerted approach of engaging with structural causes of apathy in local governance in Malawi, especially among youth as a vulnerable and marginalized group thereby aiming at influencing the structural causes of poverty and suffering among the youth.

In Malawi, youth participation in the democratic processes at the grassroots level is declining and is severely under threat as the local governance structures continue to marginalize them. The youth cohort comprises over 65% of Malawi's total population yet remains side-lined in the social, political and economic arena.

Over the years, there has been a realization that social development projects, which focus on service delivery, only have limited success if they are conducted within an environment of gross inequality in power and wealth and most importantly marginalization of vulnerable groups such as the youth and women. In order to achieve maximum impact, organizations have focused their efforts in addressing these inequality and marginalization issues through advocacy projects and programmes. These advocacy projects and programmes either complement their other development efforts or have become their primary strategy.

Therefore, under the '*Youth Empowerment for Participation in Local Governance in Malawi*' project MHRYN is emphasizing on advocacy and campaigning as well as capacity building in order to focus on and address the inequalities that have been characterized by high poverty levels, increased vulnerability, marginalization and gender inequalities among the youth. One of MHRYN's strategies under this project emphasizes on advocacy and campaigning, with a focus on a rights-based-approach (RBA) to programming. Advocacy and campaigning are, therefore, among the core strategies that have been used in programming within this project by MHRYN in Malawi.

The MHRYN still envisages working with partner organizations from local civil society organizations, academic and research institutions, the private sector and other stakeholders that share the vision of MHRYN in Malawi and that can facilitate the achievement of its strategic goals. Through advocacy and campaigning and capacity building, MHRYN in Malawi shall join, support and mobilize citizens to hold Government and development partners to account and develop a solid platform of activists and people's movements that can sustain the voices of the poor and vulnerable youth in Malawi.

In order to achieve such ways of working, MHRYN and its affiliates require a framework that shall guide the advocacy and campaigning work that they shall undertake. This advocacy strategy is complemented by capacity building initiatives for affiliates in advocacy and campaigning that the organization is undertaking, and it shall provide a direction on the key advocacy and campaigning areas to focus on.

## 3.0 ADVOCACY ISSUES

The advocacy strategy shall focus on issues that have been identified per change goal area. These advocacy issues have been prioritized based on a criteria for issue prioritization that looked at a number of factors including: giving people their own sense of power; creating opportunities for marginalized people; promoting awareness of and respect for rights; and their considered relative importance to bring about change and contribute to the achievement of the goals of the MHRYN Strategic Plan. The following are the issues that shall drive the MHRYN in Malawi and partners and affiliates advocacy strategy for the period 2015/16:

### 3.1 Youth Empowerment

1. According to the Census 2008, unemployment rate in Malawi for a total working age population is at 3%. Youth are the ones who are affected the most from unemployment - prevalence among the youth (age 20-24) is as high as 24%. However, the statistics of unemployment hides the real magnitude of issues related to employment in Malawi as a great proportion of those who are 'employed' are 'underemployed' with short work hours and therefore reduced income.
2. In Malawi, youth participation in democratic processes at the grassroots level is declining and is severely under threat as the local governance structures continue to marginalise them. The youth cohort comprises over 65% of the population yet remains side-lined in the social, political and economic arena.

The overarching development policy agenda for the country is derived from the Malawi Growth and Development Strategy (MGDS). The government is presently implementing MGDS II running from 2011 to 2016. The MGDS recognises that attainment of sustainable development can only be achieved through devolution of certain responsibilities to local authorities.

The local governance structure allows for promotion of one of the principles of good governance which is popular participation of the rural communities in socio-economic development. Both the Decentralisation Policy and Local Government Act allow for representation in the Councils to include elected Councillors, Members of Parliament from within the City, Municipality, Town or District Council, Paramount Chiefs, Senior Chiefs and full Traditional Authorities, and Five representatives of Special Interest Groups. Councils recognise special interest groups to comprise women's groups, youth, people with disabilities, people living with HIV/AIDS, the elderly etc; however common practice clearly shows that youth are marginalised in favour of older people and senior citizens. This therefore implies that in terms of decision-making, the youth are marginalised at Village, District and Local levels. This has made District Development Plans fail to prioritise youth issues since the local structures are non-supportive of youth participation. This has led to disgruntlement among youth and expression of their anger through apathy, hooliganism and political related violence.

It is not possible to achieve meaningful development if there is no mechanism through which the needs of all local community key stakeholders can be accommodated.

Unless citizens, especially the youth, have faith in the democratic institutions and unless they engage with and participate in large numbers in the various processes of self-governance, democracy may end up being no more than an empty shell, devoid of substance and merely providing a veneer of democracy for dictators and authoritarian regimes" (Electoral Institute for Sustainability of Democracy in Africa & Southern Africa Development Cooperation: Youth Movement Report 2010).

Although participation in local governance is only one measure of civil participation, many youth do not know the various local governance structures and their roles and responsibilities; very few know how to influence those structures. Because youth are much less likely to participate in the local governance structures, they are also less likely to engage with elected duty bearers to influence decision-making in relation to their interests and aspirations. Therefore, this effectively implies that their interests are less likely to be represented. It would thus appear that opting out of the democratization process is an indication of the cynicism that the youth feel about local governance and the elected duty bearers therein (Electoral Institute for Sustainability of Democracy in Africa & Southern Africa Development Cooperation: Youth Movement Report 2010).

Malawi has a youthful population with over 65%; with young people categorized as those aged between 15 and 35. It is only logical that the youth constituting the majority of the population, should be used as agents of change to bring about vertical and horizontal, civil and political transformation. Most importantly they should be considered seriously, more so as a major stakeholder.

### 3.2 Gender Justice

1. According to data from the Education Management Information System (EMIS) in 2012, at least 15% of girls drop out due to pregnancy, 85% due to marriage and at least 15% due to lack of tuition. In Malawi, both girls are doing poorly in education in terms of accessing and surviving at school, with girls struggling more. Overall dropout is high at 21%, but disparities start to emerge from standard 8 only 35 %for girls while it is 41% for boys, meaning for every cohort that starts standard 1 only 35 girls reach standard eight.
2. Girls generally perform poorly with the Primary School Leaving Certificate (PSLC) results indicating a pass rate of 62% for girls in comparison to 75% for boys. Transition to secondary schools is subsequently very low with only 215 of children entering lower secondary (UNESCO, 2012). Furthermore, secondary education favours boys with gender parity ratio at 0.84 EMIS (2012) further shows that 58 % of girls dropout of secondary school.
3. Social economic factors adversely affected girl's participation in Malawi. Many factors are woven in traditional beliefs that generate or perpetuate alienation of violence and violence against girls. Girls aged 10-19 are among the most vulnerable in Malawi as victims of harmful cultural practices, early marriage and ultimately HIV/AIDS infections. Case reports indicate that at least 68% of girls compared to 35% boys are likely to be victims of abuse and sexual violence. In addition, 23.8% of the children, mostly girls, report having been forced into sex, with sexual debut on average beginning at the age of 13.
4. There is considerable evidence which suggests that providing secondary education to girls has many economic returns. For girls in particular, schooling offers the chance of independence. Girls who are educated are less likely to be exploited, less likely to fall victim to trafficking and less likely to be infected with HIV. Girl's education also creates a vicious cycle; women who are educated are more likely to have healthy children of their own.
5. Minimal young women's representation and participation in politics and decision making. The representation of young women in politics and decision making positions in Malawi is currently at less than 30% in the public sector which has contributed to skewed development priorities to those areas that are not young women and child friendly, and development of policies and legislation that are not favorable to the needs of young women.
6. Government should ensure that girls are kept in school to Standard 8, improving survival rate from 35% (2012) to 80%.
7. There is increasing evidence across multiple country contexts that violence and abuse has profound and complex effects on the cognitive, social and emotional development of the child. Exposure to one or more adverse experiences in childhood has been repeatedly shown to have life cycle impacts on the ability to learn, health outcomes and utilization of services, levels of income later in life and the likelihood of social problems.
8. Exposure to violence in childhood may also result in greater susceptibility to lifelong social, emotional and cognitive impairments, to obesity, and to health-risk-behaviors such as substance abuse, early sexual activity and smoking. Thus the opportunity to prevent violence against children promises to address a host of longer-term problems that impose a substantial social and economic burden on the nations of the world.
9. Sexual violence can lead to unintended pregnancies, induced abortions, gynaecological problems and sexually transmitted infections, including HIV. A 2003 analysis by WHO found out that women who had been physically or sexually abused were 1.5 times more likely to have a sexually transmitted infection and in some regions HIV, compared to women who have not experienced partner violence. They are also twice as likely to have an abortion.
10. Government should therefore ensure that physical and sexual violence against girls and women 15-19 years of age be reduced from 33 2010 to 15% in 2019.

### 3.3 Health

1. In Malawi, 31 new born babies for every 1,000 live births die before reaching 28 days after birth. Malawi is one of the countries with unacceptably high rate of new-born deaths. According to the Malawi Demography and Health Survey (2010), 13 districts have a neonatal mortality higher than the national average as follows Mzimba 49, Salima 48, Chiradzulu 44, Neno 41, Machinga 38, Kasungu 37, Nsanje 37, Thyolo 37, Ntchisi 36, Mangochi 36, Lilongwe 35Mwanza 34 and Ntcheu 33.
2. The Northern Region has a higher average of 39 per 1,000 live births, while Central and Southern Regions are at 33 and 32 concurrently. The three main causes of new born deaths are:-i) Complications that occur when the baby is born too soon-before 37 weeks of pregnancy (prematurity); ii) infections of new born and iii) unable to breath after birth. In Malawi, 18% of all babies are born before 37 weeks of pregnancy (prematurity), which is the highest in the world.
3. Reduction of neonatal mortality is therefore a priority because the numbers of mothers dying due to

complications of pregnancy is very high, data from DHS 2010 indicates that for every 100,000 live births 675 women lose their life due to child birth. As such, interventions before and during pregnancy and in the postnatal period can significantly contribute to improvements in new born health. The future of the country depends on the new born, therefore for growth and development of the country we need concerted efforts to save the lives of the newborns.

4. The proposed target for 2019 for mortality is 25 per 1,000 live births from the current 31 per 1,000 live births. This can be achieved given that the country has political will and accountability to facilitate a conducive environment for new born survival and for each new born to reach the maximum potential as a productive citizen of Malawi.
5. Globally there is a consensus that the reduction of stunting/malnutrition in under-five year old children is the most pressing policy priority in nutrition. Stunting affects 47 per cent of all children under five in Malawi (DHS 2010), which represents one of the highest in the African continent.
6. Malawian children often suffer from micronutrient deficiencies and therefore, rates of anemia, iodine deficiencies and deficiencies due to Vitamin A are high. The Demographic and Health Survey (DHS) 2010 shows that the prevalence of anemia is 64 per cent in children 6-59 months and 29 per cent in non-pregnant women aged 15-49.
7. Stunting, compounded with micronutrient deficiencies among children negatively affects not only their physical growth but also their cognitive development. This is the reason why stunting has a long lasting impact on children and society as a whole. Stunting is considered a public health problem of very high significance. According to World Bank estimates, under nutrition can cost countries 2-3 per cent loss in GDP per year. Stunting is thus an important marker of human development and non-income face of poverty.
8. According to the Malawi Demographic and Health Survey (MDHS) 2010, more boys 951.1% are stunted than girls (43.3%). Stunting is also more prevalent in rural (48.2%) than urban (40.7%) areas. The Southern Region (Nsanje, Chikhwawa, Mwanza, Neno, Thyolo, Mulanje, Phalombe, Chiladzulu, Zomba, Machinga, Balaka, Mangochi and Blantyre) and the Central Region (Ntcheu, Dedza, Mchinji, Kasungu, Dowa, Ntchisi, Nkhotakota and Salima) are worse off with almost 47% in both regions compared to the Northern Region (Mzimba, Rumphu, Karonga, Nkhatabay and Likoma) which has a stunting prevalence of 44.7%.
9. Therefore stunting is important to address in Malawi since unlike other forms of under-nutrition, the effects of stunting are irreversible. It jeopardizes child survival, growth and development. Under-nutrition during pregnancy and early childhood has a lifelong negative impact on brain structure and function causing irreversible brain damage, poor school performance and increased risk of non-communicable diseases which all contribute to reduced income earning capacity in adulthood. Often the cycle continues in the next generation.
10. Evidence shows that the economic consequences of under-nutrition in Malawi indicate a progressive total loss of US\$446 million between 2006-2015 of which US\$71 million due to mental impairment, US\$207 million due to stunting and US\$ due to deficiency anemia.
11. The government should therefore reduce the prevalence of stunting among children less than 5 years of age from 47.1% (DHS 2010) to less than 20% by 2020.

### 3.4 Education

1. The availability of well-constructed classrooms is key to increasing access and to improving educational quality, given that overcrowded classrooms present a real challenge for teaching and learning. In Malawi, a shortage of classrooms has been hindering access to quality education for children. Despite the increase in the number of permanent classrooms between 2004 and 2010 from 29,589 to 32,679, it is estimated that there is still a shortage of 30,000 classrooms across the country.
2. The pupil-classroom ratio measures the average number of learners per classroom. The National Education Sector Plan (NESP) set targets for the pupil/classroom ration to be 79 by 2012 and 57 by 2017. However, evidence shows that from 2008 to 2012 the pupil-classroom ratio fluctuated between 100 and 120. The latest available data from the Education Management Information System (EMIS) in 2012 reports this rate at 107. This confirms a serious shortage of classrooms in Malawi.
3. Given the findings presented above, there is a need to accelerate the construction of classrooms. One way of doing this could be to decentralize to the district level the responsibility for classroom construction in existing schools. Alternatively, one could increase the number of classrooms that are used through double shifting.
4. Government should therefore reduce the student/classroom ratio in all primary schools from 107 pupils per classroom (2012) to 60 pupils per classroom by 2019.
5. According to data from the EMIS, the percentage of children with disabilities attending primary school in Malawi was only 1.88% of the total number of children in a schools. In 2011, this figure was a little higher at 2.195. With the lowest estimates of numbers of school-age children with disabilities in Malawi at 10% this suggests that there may be approximately 350,000 children of school age with



- disabilities, meaning that they may be between 290,000 to 300,000 children with disabilities out of school across the whole country.
6. There is a problem of invisibility and the huge challenge of gathering data to inform the actions required to address the needs of children with disabilities in Malawi. Enhanced data on children with disabilities and the documentation and sharing of practices on effective, culturally appropriate practices required, as is the promotion of inclusion in policy frameworks.
  7. Government should invest in inclusive education because children with disabilities are disproportionately denied their right to education, which undermines their ability to enjoy their full rights of citizenship or even find gainful employment and take up valued roles in society. As long as children with disabilities are denied equal access to their local schools, the Government of Malawi cannot achieve Millennium Development 2: Universal Primary Education for all.
  8. The right to education is reflected in International and Regional Instruments as well as commitments to provide education for all. This strategy recognizes the fact that education is a right for all citizens and children with disabilities are not exempted from this
  9. Both UNICEF and the World Bank studies concluded that schools have no standard system to use for the identification of disabled children. Their approaches for collecting, organizing and storing data are not systematic and most schools in Malawi are unable to produce any statistics on disabled children attending school.
  10. Most importantly the first steps towards inclusion are neither in early learning institutions or primary schools but in families at home. In the absence of love, social inclusion, health care and early sensory stimulation, young children are at risk of missing out on important developmental milestones which can affect the realization to their full potential. Therefore, with family and community support from earliest years children with disabilities can better placed to make the most of their school years and prepare themselves for productive and healthy citizenry.
  11. Government should therefore ensure increased enrolment rate of school-age children with disabilities from 19% (2003) to 30%.

## 4.0 THEORY OF CHANGE

Development of this Advocacy Strategy is based on the issues that were identified under each change goal area within the Declaration of 10 Commitments signed by the President elect Professor Arthur Peter Mutharika, some Members of Parliament and Councillors in various districts across the country for children and youth in Malawi in 2014,. These issues have been identified from an assessment of the political, social and economic situations that are driving Malawians into poverty, and perpetuating their poverty and vulnerability positions. The identified issues are at policy, practice, institution and behavior levels, and in addressing these issues MHRYN in Malawi shall contribute towards achieving change in the lives and livelihood of the poor and vulnerable youth.

There are a number of assumptions that that have been made in developing this advocacy strategy. The key assumption is that change shall be brought about by a proper analysis and understanding of the target audiences that affect each issue. MHRYN, its affiliates and partners shall put their efforts in understanding both the primary and secondary audiences that have got the power and authority to make decisions to address the identified issues. The other key assumption is that addressing the power relations underlying decision making is important to bring about change. MHRYN, its affiliates and partners shall work towards understanding these power relations through effective power analysis to understand who is for and/or against efforts to address the issues and those that would be undecided. Mobilizing the necessary support through allies, developing well targeted messages and using a variety of tools and tactics are other key assumptions that are the basis for the development and implementation of the advocacy strategy.

Based on the issues identified, MHRYN, its affiliates in Malawi and other partners shall aim to achieve the following goals and objectives. Each change goal area shall aim to achieve specific goal and objectives based on the issues that have been identified. These presents the solutions to the issues identified (goal) and sets out the changes that need to be achieved to contribute towards realizing the goal (objectives).

The advocacy objectives are focusing on three levels in order to achieve a comprehensive change in the advocacy interventions: Policy Objectives which focus on laws, policies, resource allocations etc; Process Objectives that focus on policy formulation and enforcement, role of citizens, access to justice etc; and Civil Society Objectives that focus on citizen understanding of political processes, empowerment of people, organizing citizens to engage duty bearers, involvement of citizens i.e youth in decisions that affect them etc.

## 4.1 Youth Empowerment

### 4.1.1 Priority: Youth Unemployment

#### 4.1.2 Goal

The goal for Youth unemployment is *'creation of jobs and reduction of unemployment among youth'*.

#### 4.1.3 Objectives

The following are the objectives that shall contribute towards the achievement of the goal:

1. To influence government to create jobs and reduce youth unemployment from 24% to 10% by 2019
2. To convince government to consider reviewing the retirement age from 60 to 50 by 2019.
3. To influence government to provide depoliticized loans to youth for small scale businesses.
4. To influence government to establish more technical training centres.
5. To convince government to introduce internships and volunteer programmes in the public service

### 4.1.4 Priority 2: Increased Youth Participation in Local governance

#### 4.1.5 Goal:

The goal for youth participation in local governance is to *'increase youth participation in the decision-making processes in local governance'*.

#### 4.1.6 Objective

1. To convince government to review the Local Government Act in order to accommodate increased youth participation in local governance.

## 4.2 Gender Justice

### 4.2.1 Priority: Realizing the potential of the girls

#### 4.2.2 Goal

The goal for Gender Justice is *'Girls live with dignity, free from violence and progressively enjoy their rights'*

#### 4.2.3 Objectives

The following objectives shall contribute towards the achievement of the goal:

1. To influence government to keep girls to standard 8, increasing primary school completion rate from 35% to 80%
2. To lobby duty bearers to reduce all forms of violence against girls (aged 15-19) from 33 to 15%
3. To influence duty bearers to reduce early marriage among girls (aged 15-19) from 33 to 15%
4. To persuade duty bearers to pass and assent to the Marriage Act (with minimum marriage age of 18 years)

## 4.3 Health

### 4.3.1 Priority: Survival of children to 5 years

### 4.3.2 Priority: Youth friendly health facilities

#### 4.3.3 Goal

The goal for Health is *'all children and youth in Malawi enjoying their right to health'*.

#### 4.3.4 Objectives

The following objectives shall contribute towards the achievement of the goal:

1. To lobby government to reduce mortality rate from 31 deaths per 100 live births to 25 deaths per 100 live births.
2. To influence government to reduce chronic malnutrition rate (stunting) from 47% to 20%
3. **To influence government to ensure youth friendly health services (to delete)**

## 4.4 Education

### 4.4.1 Priority: High quality education for all children and youth

#### 4.4.2 Goal

The goal for Education is *'all children and youth in Malawi enjoying their right to education'*.

#### 4.4.3 Objectives

The following objectives shall contribute towards the achievement of the goal:

1. To lobby government to reduce student/classroom ratio in all primary schools from 107 pupils per classroom to 60 pupils per classroom.
2. To influence government to increase school enrolment rate among children with disabilities from 19 % to 30%.

## 5.0 OPERATIONALIZING THE ADVOCACY STRATEGY: TARGET AUDIENCES, POWER ANALYSIS, ALLIES, MESSAGES, TOOLS AND TACTICS

### 5.1 Youth Empowerment

**Objective 1: To influence government to create jobs and reduce youth unemployment from 24% to 10% by 2019**

#### Target Audiences

Primary Audiences	Secondary Audiences
The State President, Minister of Labour	The Secretary to the Treasury, Minister of Youth, Minister of Economic Planning and Development, Director of Budgeting in the Ministry of Finance, Chief Secretary in the Office of the President and Cabinet, Secretary to Local Government and Rural Development, Heads of key Donor Agencies supporting HIV and AIDS (DfID, World Bank, Norwegian Embassy), the First Gentleman, Leader of Opposition

#### Power Analysis

The **State President** signed a social contract of Declaration of 10 Commitments for Children and Youth indicated his support and commitment towards implementing and fulfilling the targets set by children and youth of this country upon assumption of office as the State President of the Republic of Malawi after May 2014. The Minister of Labour, Honourable Henry Mussa alluded to the President's commitment during the Commemoration of the World Day against Child Labour in support of among others this objective. The **Heads of Development Partners** are also likely to support the objective. However, there is need for more research to be done to determine the position of the other target audiences (both primary and secondary) to develop appropriate tools and tactics targeting them in order to influence their positions.

#### Allies

Parliament, UNICEF, DfID, USAID, Civil Society, MHRYN Affiliates.

#### Messages

1. *Young population are the ones that are affected the most from unemployment-prevalence of unemployment among the youth (age 20-24) is as high as 24%. Youth unemployment and underemployment remains a challenge for the country, especially for youth seeking full-time employment and decent employment opportunities.*
2. *One of the great bottlenecks for translating growth into adequate employment creation is on the demand side, with the formal sector of the economy able to create only 30,000 positions a year while there are 130,000 new entrants. As a consequence, a great proportion of new graduates from secondary school does not find an adequate job.*
3. *In Malawi, nearly two-thirds of youth job seekers have no educational qualification at all. With a ratio of 35 per 100, 000 inhabitants, Malawi has one of the lowest technical education outcomes in the SADC region. Government should therefore reduce unemployment rate among the youth (age 20-24) from 24% to 10%.*

#### Tools and Tactics

1. Conduct a study to understand the position of the target audiences and other stakeholders in terms of supporting, blocking and being neutral on the advocacy issue and objective.
2. Undertake a study on various alternative sources of employment.

3. Produce and disseminate position papers targeting the target audiences and allies on the advocacy issue.
4. Hold meetings to mobilize allies on the advocacy objective.
5. Conduct lobby meetings targeting primary audiences and selected secondary audiences.
6. Engage the media to highlight the trends and underlying causes of unemployment among the youth and the consequences hitherto the country's development process.
7. Support public debates on youth unemployment in the country.
8. Document and disseminate evidence on the likely effects of youth unemployment.

**Objective 2: To convince government to review the Local Government Act in order to accommodate increased youth participation in local governance.**

**Target Audiences**

Primary Audience	Secondary Audience
State president, Parliament, Ministry of Local government	Minister of Local government, Minister of Economic Planning and Development, Ministry of youth, Director of Budgeting in the Ministry of Finance, Chief Secretary in the Office of the President and Cabinet, Secretary to Local Government and Rural Development, Heads of key Donor Agencies, DfID, World Bank, Norwegian Embassy,

**Power Analysis**

The Declaration of the 10 commitments which the president signed towards implementing and fulfilling the targets set by children and youth of this country regards youth participation and inclusion in local governance as key to development of this country. The president already demonstrated his commitment to promote youth participation in local governance structures by signing this commitment and through a number of programmes which the government is currently implementing including the devolution of powers to local authorities. The Minister of local government and rural Development Honourable Tacizio Gowelo MP also reiterated government's commitment in promoting youth inclusion and participation in local governance structures during the launch of capacity building trainings aimed at empowering the youth to participate in Local governance held on 10<sup>th</sup> March 2015 at Kim Koreana Lodge in Lilongwe. The Ministry of Youth and Sports Development, National Youth Council directors and all 55 youth organizations affiliated to Malawi Human rights Youth Network and other youth organizations are also in support of this objective and those who are not aware are most likely to support it. More research and consultations will also continue to update tools and tactics to be used so as to have more concerted objectives for a more concerted change of the act.

**Allies**

MHRYN Affiliates, National Youth Council of Malawi (NYCOM), Ministry of youth, Parliament, Youth organizations, UNICEF, DfID, USAID, UNDEF

**Message**

1. *Youth Empowerment cannot be fully realized if the local governance structures continue to put the youth on the "other interested groups and not as key stakeholders who should drive the policy or development agendas from grassroots to districts structures. Since the youth comprises of over 60% of the population they are a majority and in any Democracy the Majority should rule in this case drive and influence policy and development agendas. It is a contradiction of the principles of democracy for the majority population to be put such as majority on the "other interested group" in the Councils and completely omit them in the grassroots structures especially in the Village Development Committees VDCs)*
2. *Capacity development of youth to demand the right to participation in the decision-making processes in local governance structures is central to development. With the majority population of the youth, who are very energetic, eager to learn and looking for new challenges but not being regarded as just the other interested group in local governance structures and other avenues of participation and moreover, not aware of how they can participate in local governance, Development will continue to rally behind.*
3. *In Malawi, Youth participation in local governance structures is very low especially in Village Development committees (VDCS) Areas Development Committees and Councils despite the need for them to champion the decision making in these structures since they are a majority. One of the major causes is that the youth are not regarded as key decision makers in these structures but just as any "other interested group" which takes away their power to influence and champion development agendas in their communities. There is therefore need to review the Malawi local government Act of 1998 to remove them from the other interested group to the key decision making members in the grassroots structures. Government should therefore review the local government act and make the youth as a core group of*

*decision making and hence increase youth participation in local governance structures from 2% to 20% by 2019.*

**Tools and Tactics**

9. Conduct a study to understand the position of the target audiences and other stakeholders in terms of supporting, blocking and being neutral on the advocacy issue and objective.
10. Undertake a study on various alternative ways on how the youth can participate in local governance
11. Produce and disseminate position papers targeting the target audiences and allies on the advocacy issue.
12. Hold meetings to mobilize allies on the advocacy objective.
13. Conduct lobby meetings targeting primary audiences and selected secondary audiences.
14. Engage the media to highlight the trends and underlying causes of low youth participation in local governance and the consequences hitherto the country’s development process.
15. Support public debates and youth forums on youth participation in local governance
16. Support learning visits for various youths and members of local governance structures
17. Document and disseminate evidence on the likely effects of low youth participation in local governance structures and their position as other interested group and not a core group

**Objective 3. To influence government to provide depoliticized loans to youth for small and medium enterprises the year 2018**

**Target Audiences**

Primary Audiences	Secondary Audiences
The State President, Minister of Labour and vocational training, Ministry of finance and Economic planning	Ministry of Youth, Minister of Economic Planning and Development, Director of Budgeting in the Ministry of Finance, Chief Secretary in the Office of the President and Cabinet, Heads of key Donor Agencies supporting HIV and AIDS (DfID, World Bank, Norwegian Embassy), Commercial Banks and other financial lending institutions, Leader of Opposition, TEVET,

**Power Analysis**

Two of the solutions agreed in 2012 by the international labour Organization as solutions for governments to tackle unemployment challenges facing the youth in their countries in which Malawi signed to adopt are countries ought to put in place (1) Employment and economic policies to increase aggregate demand and improve access to finance, and (4) promote entrepreneurship and self-employment to assist potential young entrepreneurs. In readiness to this, the social contract which the **State President** signed containing the 10 Commitments for Children and Youth has in it reducing youth unemployment from 24 to 10% in which creation of self-employment among the youth through easing access to loans among the youth is key.

In addition, some Members of parliament and Councilors signed a social contract committing themselves to support programmes aimed at providing soft and equipment loans to the youth as one way of creating self-employment. Among the notable individuals who signed the commitment at this level included the current chairperson of the parliament finance committee and Member of Parliament for Lilongwe City South West Constituency; Honourable Rhino Moyo Chiphiko and the Mayor for Lilongwe City Council and Councilor for Kawale 1 Ward; the lordship Willy Chapondera.

The above situation analysis vivifies the favourable environment that exists for the government to adopt and implement the policy objective. The youth and other **Development Partners** are also likely to support the cause but it should be acknowledged that more discussions and consultations need to be done to ensure that the youth and all other development partners understand the need for the objective and therefore provide their full support.

**Allies**

Parliament including the youth parliament, UNDEF, ILO, UNICEF, DfID, USAID, Civil Society, MHRYN Affiliates, National youth Council, Youth NGOs

**Messages**

1. *With the highest youth unemployment among the youth (age 20-24) at 24%, the government and the private sector cannot create enough jobs for the youth. The need for the government to provide soft*

*loans to the youth to run small scale businesses is therefore not only an option but also a requirement in order to create more self-employment and their reduce the abject poverty rocking young people in the country*

2. *Every year, more than “200,000 young people are entering the job market with the government able to create jobs for 20% of this figure while the rest 80% go back to their villages as they can neither find jobs nor employ themselves”(ILO MW Report 2012)*
3. *What is more appalling is that these youth lack capital to venture into small businesses which can in turn help generate more revenue and create further jobs for fellow young people Banks and other financial lending institutions are also fuelling youth unemployment situation in our country due to high interests’ lending rates. The burden of collateral and increase in interests’ rates in the banks and other lending institutions creates an unfavourable condition for the youth to access loans. The current 46% interests rates offered by banks and the demand for collateral is burden for young people to access the loans*
4. *The available public works programmes which can also help to benefit the youth in the communities are also heavily politicised and favour aged populations than the youth yet the youth are more energetic, creative and willing to take part in these programmes but they are ignored by aged populations which are also mostly in the decision making platforms*

**ACTION POINTS**

1. *Government should introduce soft loan programme targeting the rural and poor youth as a programme just like the farm input subsidy programme which should be factored in the national budget and every year a group of youth should benefit from such loans from all over the country. The beneficiaries should be categorized into three groups starting with those from tertiary education, then MSCE and those in the lower categories should first undergo the already introduced community colleges for skills first and then be given soft loans*
2. *Government through reserve bank of Malawi Should negotiate with banks and other lending institutions to reduce the interests rates and the rigid conditions on collateral for loan that act as a barrier to people to access loans or government should subsidize the interests attached to the loans for the poor youth access them run their own businesses.*
3. *Government through its public works programmes should ensure that the youth are given priority in public works so they can also benefit from these programmes.*
4. *Government through ministry of youth should also intensify its loan equipment programmes like YEDEF but the equipment should be given based on the demand of the youth of particular areas with a concerted effort.*

**Tools and Tactics**

1. Conduct a study to understand the position of the target audiences and other stakeholders in terms of supporting, blocking and being neutral on the advocacy issue and objective.
2. Undertake a study on the demand for various sources of soft loans for the youth in Malawi.
3. Produce and disseminate position papers targeting the target audiences and allies on the need for government to introduce soft loan programmes and revise the equipment loan programmes under YEDEF as part of its national development programmes to reduce youth un employment in the country.
4. Hold meetings to mobilize allies on the advocacy objective.
5. Conduct lobby meetings targeting primary audiences and selected secondary audiences
6. Engage the media to highlight the trends and underlying causes of lack of young entrepreneurs and the consequences of lack of deliberate programmes by government to reduce the high youth unemployment and high interests on lending rates by banks.
7. Support public debates on how government can support youth entrepreneurship and self-employment to assist the youth in creating more self-employment entrepreneurs.
8. Document and disseminate evidence on the likely effects of lack of loan opportunities for young people to assist potential young entrepreneurs in Malawi

**Objective four: To influence government to establish more technical training centres by 2019**

**Target Audiences**

Primary Audience	Secondary Audience
The State President, The Vice President, Ministry of labour	The Principal Secretary Ministry of labour. Members of Parliament, The Principal Secretary Ministry of youth and sports development, COMESA, Ministry of Finance. Donor community on youth development programs namely UNFPA and Others.

**Power Analysis**

Local and international NGOs play a pivotal role in ensuring availability of medical resources that covers the job creation. Therefore TEVETA and NGOs will be reached in an effort to mobilize resources and technical expertise vocational technical schools/ colleges in every district in Malawi.

Ministry of finance and parliament will be lobbied to increase allocation of finances to Ministry of Labour so as to suffice for creation of more technical colleges in all 28 districts in Malawi.

The Ministry of youth in a custodian and key implementer of National Youth Policy launched in 2013, the policy has clear strategies on empowering youth that covers provision on technical skills that will enable young people amass skills leading to self-employment or formal employment in the formal employment sector.

The president of the Republic of Malawi and some Members of parliament signed social contract with the electorates in the run to 2014 election though UNICEF/MHRYN and other organization projects. Some of the youth development initiatives in the social contracts concerns provision of vocational and technical education to male and female youth in Malawi.

**Allies**

National Youth Council, YCF, Local NGOs working on youth development programs, TEVETA, Technical Colleges, Private and Public Universities

**Messages**

1. There is very high unemployment rate in Malawi (34%), the problem is gravely affection young people who are in Majority in Malawi (60%)
2. The current formal employment/ white collar opportunities being created in the private and public sector cannot absorb all graduating young people in Malawi hence there is a need of creating jobs through provision on technical education that will make people self employed and self sustained
3. There is limited space in public universities and colleges, a high percentage of secondary graduates fail to make it to formal colleges, as a remedy, there is need of providing technical education so that they acquire a skill that will help young people earn a living.

**Tools and Tactics**

1. Lobby the President and Cabinet and Parliament to allocate more resources to the ministry of labour for establishment and running more technical colleges.
2. Advocate for prioritization of technical education in youth development programs within Ministry of youth, and Ministry of Labour Programs in Malawi.
3. Lobby COMESA and Ministry of Trade to locate markets for technical labour force trained in community colleges in Malawi. Similar, lobby for markets for products and services by the graduates of community technical colleges.
4. Engage Ministry of Labour on the trades/vocational skills / programs to be provided in technical colleges basing on the choices of the youth in both urban and rural areas.
5. Call for publicity of community technical colleges programs in rural and urban areas through media
6. Advocate for capital /seed money provision to community college vocational training graduates for them to establish business.

**Objective 5: To convince government to introduce internships and volunteer programmes in the public service**

**Target Audiences**

Primary Audience	Secondary Audience
Ministry of Labour, Ministry of Youth, Ministry of finance and economic planning, Ministry of Local Government and rural development	The Secretary to the Treasury,, Chief Secretary in the Office of the President and Cabinet, Secretary to Local Government and Rural Development, Heads of key Donor Agencies (DfID, World Bank, Embassies, Leader of Opposition, Heads of Statutory Cooperation, Chief Executive Officers from private sector institutions

**Power Analysis**

Supporters	Opponents and Blockers	Undecided and Neutral
Ministry of Labour, Ministry of Youth, Members of Parliament, National Youth Council of Malawi	Some Members of Parliament	Members of Cabinet, Members of Parliament

**Allies**

UNICEF, Members of Parliament, DfID, USAID, UNHCR, ACTION AID, Civil Society, MHRYN Affiliates, District Councils. National Youth Council of Malawi.

**Message**

*In Malawi Young people are the ones that are affected most from unemployment. Prevalence of unemployment among the youth (age 20-24) is as high as 24%. Youth unemployment and underemployment remains a challenge for the country, especially for youth seeking internships, full-time employment, and decent employment opportunities. Currently, there are no internship programs that the government is implementing as such more youth (both those still in colleges and those who finish college) do not have the opportunity to gain work experience. Government therefore need to introduce internship programs in various ministries and departments for the youth in colleges and those who have finished their studies to acquire direct practical experience needed by prospective employers*

**Tools and Tactics**

1. Produce and disseminate position papers targeting the target audiences and allies on the internship advocacy issue.
2. Conduct a study/research to have accurate information on the actual students available both from all colleges that can be recruited on internship basis.
3. Hold meetings to mobilize allies on the advocacy objective.
4. Conduct lobby meetings targeting primary audiences and selected secondary audiences.
5. Conduct lobby meetings with targeted development partners to seek for internship opportunities students.
6. Support other NGOs that are dealing with issues of youth unemployment.
7. Document and disseminate evidence on the likely effects unemployment in Malawi.

**5.2 Gender Justice**

**Objective 1: To influence government to keep girls to standard 8, increasing primary school completion rate from 35% to 80%.**

**Target Audience**

Primary Audience	Secondary Audience
Minister of Gender, Chief Secretary in the Office of the President, chairperson of the Legal Affairs Committee of Parliament, Minister of Education	Law Commissioner, Chairperson of the Women Caucus of Parliament, chairperson of Parliamentary Committee on Social Welfare, Minister of Justice, Principal Secretary for Gender, Head of UNFPA, the State President, Solicitor General, chairperson of Legal Affairs Committee

**Power Analysis**

Supporters	Opponents and Blockers	Neutral and Undecided
Minister of Gender, Minister of Education, chairperson of Women Caucus of Parliament, State President, Head of UNFPA, PS for Gender, PS for Education	Some Members of Parliament	Law Commissioner, Minister of Justice, Solicitor General, chairperson of Parliamentary Committee on Social Welfare, chairperson of Legal Affairs Committee



**Allies**

UN women, UNFPA, Action aid, Malawi Human Rights Resource Centre, Police (VSU), NGO-GCN, NGO-CCR, WOLREC, Women rights activists and women organizations, the Media

**Messages**

1. *Education contributes positively to the development of a country hence girls should be encouraged to stay in school.*
2. *Ensuring that girls are focused on education will help in preventing unwanted pregnancies and early marriages*

**Tools and Tactics**

1. *Conduct a study on primary school drop out with statistics, reasons and recommendations*
2. *Engage the media to highlight the trends and underlying causes of primary school dropping out among the youth especially girls and the consequences hitherto the country's development process*
3. *Lobby for Introduction of incentives such as books, uniforms, writing materials, to be given to girls in primary schools*
4. *Introduce more health related topics in primary schools with elements of dangers of early pregnancies, HIV/AIDS*
5. *Encourage girls to focus on Education and not marriages.*

**Objective 2: To lobby duty bearers to reduce all forms of violence against girls (aged 15-19) from 33% to 15%.**

**Target Audiences**

Primary Audience	Secondary Audience
Minister of Gender, The Inspector General of Police.	Members of the Cabinet, chairperson of Women Caucus of Parliament, chairperson of Parliamentary Committee on Social Welfare, Secretary for Gender, Head of UNFPA, heads of religious mother bodies.

**Power Analysis**

Supporters	Opponents and Blockers	Neutrals and Undecided
Minister of Gender, Secretary for Gender, chairperson of Women Caucus, head of UNFPA		Member of Cabinet, chairperson of Parliamentary Committee on Social Welfare,

**Allies**

Women's rights activists, women organizations, the media, Women Caucus of Parliament, Action Aid International Malawi.

**Messages**

1. *In Malawi, recently there has been increase in reported cases of Gender based violence. This is attributed to some cultural beliefs which somehow promote the trend*

**Tools and Tactics**

1. *Conduct awareness campaigns on Gender Based Violence( which institutions to report to and forms of GBV)*
2. *Conduct stakeholders meetings to strategize on possible measures to reduce the trend*
3. *Lobby for introduction of more Victim Support Units especially in rural settings.*
4. *Engage media in sensitizing the communities on forms of violence against girls and what is stipulated in the laws on any forms of violence especially against girls*
5. *Conduct training for relevant law enforcement officials on their legal responsibilities to investigate and prosecute violence against women, including child marriage, under the applicable law*
6. *Support the establishment and maintenance of shelters for survivors and gender-based violence*

**Objective 3: To influence duty bearers to reduce early marriage among girls (aged 15-19) from 33% to 15%**

**Target Audiences**

Primary Audiences	Secondary Audiences
Minister of Gender, Minister of Justice and Constitutional Affairs	Traditional leaders, Director of Women in Political Parties, religious leaders, Women Caucus Members for Political Parties in National Assembly, UN Women

**Power Analysis**

Supporters	Opponents and Blockers	Neutrals and Undecided
UN Resident Representative, Directors of Women, Women Caucus Members	Other MPs	religious leaders, traditional leaders

**Allies**

UNFPA, women rights organizations, human rights organizations, Ministry of Gender, UNDP, the media.

**Messages**

1. When young women marry upon completion of studies at the right age, they become intellectuals hence contribute positively to the development of a country through careers that they are pursuing.
2. Early Marriages lead to Early pregnancies which have negative health effects on young women
3. Early marriages deprive girls of education and undermine their self-confidence and self-identity. It also makes them prone to physical and emotional abuse by their so called husbands

**Tools and Tactics**

1. Produce documents on the importance of Education
2. Provide evidence from regional and global level on the benefits of young putting women in leadership positions.
3. Identify and document success stories locally on young women who waited for the right time to get married to be used as a basis for advocacy and campaigning..
4. Conduct meetings with religious and traditional leaders on promoting young women to pursue education as number one priority before thinking of marriage
5. Lobby donors and development partners to support young women’s educational needs.
6. Mobilize young women into a strong movement to promote career guidance.
7. Sensitize traditional leaders on the dangers of some cultural traditions which promote early marriages.
8. Engage the media to show case young women achievers and introduce women role models in schools.

**Objective 4: To persuade duty bearers to pass and assent to the marriage Act(with minimum marriage age of 18 years)**

**Target Audiences**

Primary Audiences	Secondary Audiences
Minister of Gender, Minister of Justice and Constitutional Affairs, Malawi Law Commission	Traditional leaders, Director of Women in Political Parties, religious leaders, Women Caucus Members for Political Parties in National Assembly, UN Women

**Power Analysis**

Supporters	Opponents and Blockers	Neutrals and Undecided
UN Resident Representative, Directors of Women, Women Caucus Members	Other MPs	religious leaders, traditional leaders

**Allies**

UN Agencies, Most Human Rights Organisations, Media,

**Messages**

1. Most international statutes recognize anyone below the age of 18 years as a child

2. In Malawi, children below the age of 18 years are still attending schools and should not be involved in marriages

3.

### **Tools and Tactics**

1. Provide documents such as International Human Rights instruments which recognize the age of 18 as the minimum age for marriage.
2. Provide information on the effects of early marriages and pregnancies.

## **5.3 Health**

**Objective 1: To lobby government to reduce mortality rate from 31 deaths per 100 live birth to 25 deaths per 100 live birth.**

### **Target Audiences**

<b>Primary Audience</b>	<b>Secondary Audience</b>
The State President, The Vice President, Ministry of Health	The Principal Secretary Ministry of Health. The Principal Secretary Ministry of Gender, Women and Child Welfare, Heads of key Donor Agencies supporting health programs in Malawi, (Global Fund- World Vision and action Aid), World Bank, Norwegian Embassy, UNFPA , National Aids Commission,

### **Power Analysis**

Ministry of health is the key implementer of the health policy in Malawi. The Ministry is mandated to provide health services in public hospitals and also regulate the private health service provider institutions to ensure rural and urban Malawians access health services. Again, the Ministry of Gender, women and child welfare promotes women empowerment to curb or avert social ills of women so that they grow health and eventually reduce mortality rate. In addition, Ministry of Gender provides economic support to women. The two key ministries are well placed to support the objective with support from Ministry of Finance and resources from cooperate partners and other development agencies focusing on health. National Aids Commission supports HIV/Aids programs in Malawi with funding from Global Fund and other sources. HIV/AIDS and Malaria are the leading killers in Malawi hence need to do more preventive programs to reduce the mortality rate in Malawi. The president, cabinet and parliament have powers to revise abortion laws in Malawi to reduce and prevent unsafe abortion which propels maternal deaths in Malawi

### **Allies**

Local NGOs working on health namely: Malawi Health Equity Network, ,SDI,UNFPA, IPAS/COPUA Malaria Control Program,

### **Messages**

4. *The high infant mortality rate in Malawi is driven by early pregnancies under nutrition among women due to poverty especially in rural areas (WHO, 2011). Again the public health centers are sparsely located and lack enough human and medical resources.*
5. *Women in Malawi especially in the rural areas are not actively engaged in economic activity, they are highly dependent on husbands and socially marginalized. Poor nutrition that leads to poor health and leading to unhealthy maternal health. Ministry of Gender will be targeted to ensure that young women are prioritized as beneficiaries of social cash transfer programs for them to be economically active and boost their economic base and nutrition.*
6. *Local and international NGOs play a pivotal role in ensuring availability of medical resources that covers the maternal health. The NGOs also help in civic education and implementation of community health programs in Malawi. The NGOs will be reached in an effort to mobilize resources and technical expertise in maternal case management to reduce mortality rate*
7. *AIDS and Malaria are still leading killers in Malawi (WHO 2011), there is urgent need of preventing the two in order to reduce mortality rate in Malawi.*
8. *Government of Malawi should revise the abortion laws so as to allow women and girls to carry safe abortion in health centres and reduce unsafe abortions that are reading to increased mortality rate in Malawi*

### **Tools and Tactics**

7. Consolidate and publicize the mortality rate statistics with an aim of raising public awareness on

the challenge. The media will take a central role in publicity of the infant mortality cases and their causative factors in Malawi.

8. Produce Information Communication and Education materials on maternal health targeting women and young women in both rural and urban areas.
9. Lobby Ministry of Gender, Women and Child Welfare to support and empower vulnerable women through social cash transfer and other programs so as to avert hunger and boost their nutrition levels
10. Engage the Ministry of Health and advocate for availability of human and medical resources in rural health centers for the women to access service within their geographical locations.
11. Lobby the President and Cabinet and Parliament to allocate more resources to the ministry of Health so that the infant mortality rate is prevented.
12. Lobby NAC, Action Aid, World Vision and Global Fund for more funding on HIV and Malaria prevention in order to reduce the mortality rate in Malawi.
13. Lobby government to reform and institute national policies that supports women's ability to make safe reproductive choices.

**Objective 2: To influence government to reduce chronic malnutrition rate (stunting) from 47% to 20%.**

**Target Audiences**

Primary Audience	Secondary Audience
The State President, Ministry of Health	Ministry of Agriculture and Principal secretaries in the two Ministries. The Director for department of Nutrition in the Ministry of health, The World Food Program and other NGOs dealing with hunger and related issues. The Lilongwe University of Agriculture and Natural Resources , the Agriculture Development and Marketing Cooperation (ADMARC)

**Power Analysis**

Ministry of health provides health services to both rural and urban communities, stunting is a food deficiency disease that is addressed through nutrition education and provision of food and food supplements. The Ministry of agriculture monitors and ensures implementation of the agriculture policy in Malawi. The ministry is better placed to ensure the availability of subsidised farm inputs to ensure that rural vulnerable mass achieve food sufficiency.

The Ministry of agriculture has Agriculture Extension Workers who educate the rural mass to follow proper diet and nutrition practices so as to avoid malnutrition. The has a mandate of allocating more TFIP resources to areas where there is food insufficiency.

There is a special nutrition department in the ministry of Health. The department will be engaged to sensitise the public on proper nutrition to prevent malnutrition and stunting. The department also tackles HIV/AIDS in nutrition programs

**Allies**

**World Food Program, CISANET, LUANAR and local NGOs working on nutrition programs.**

**Message**

1. *Need to increase beneficiaries of farm input subsidy program so as to reach out to more needy beneficiaries in Malawi and avoid stunting.*
2. *Need for more awareness and civic education on proper nutrition particularly in the rural areas in Malawi.*
3. *Recruit more young agriculture extension workers and provide resources for civic education targeting youth who are in the farming mainstream in the rural areas.*

**Tools and Tactics**

Produce and distribute publications to rural youth and community members on nutrition best practices.

Lobby the president and ministry of finance and ministry of Agriculture to increase allocation of resources for farm input subsidy program

Engage media on agriculture and nutrition journalism targeting the rural communities in Malawi

Mainstream/incorporate HIV/AIDS in nutrition messages and disseminate the messages target both affected and infected people.

**Objective 3: To influence government to ensure youth friendly health facilities and services**

**Target Audiences**

Primary Audience	Secondary Audience
The State President, Parliament The Vice President, Ministry of Health	The principal secretaries in the ministry of health and Ministry of youth. The National Aids Commission. UNFPA, FPAM, Royal Norwegian Embassy, Australian Aid, The Ministry of Gender, Women and Child Welfare. Other development partners on health and youth development program in Malawi.

**Power Analysis**

The president of the republic of Malawi and the parliament have the power to influence the allocation of more funding to the Ministry of Health for construction of more health centers as well as recruit more youth to work in health centers and hospitals and provide youth friendly health services. Similarly, the Minister of health will be reached and lobbied to increase the ministry's subvention so that more young people from medical learning institutions are employed in health centers and trained to provide youth friendly health services in Malawi. Ministry of Gender, Women and child welfare promotes the rights of women as enshrined in National Gender Policy, the rights include health rights. The ministry will be engaged lobbying for support to sensitize and empower girls and young women to access health services in health centers. Other youth development partners and donors will be engaged to support awareness of Rights Based Approach to health service provision to both minority and majority communities in Malawi.

**Allies**

INGOs working on health and minority rights , local NGOs, District Health Offices,

**Messages**

*Need for provision of youth friendly health rights in all health centers and hospitals in both rural and urban communities in Malawi. The ministry should train and recruit more young health service providers who will be providing youth friendly health services.*

*All human beings have right to access good health regardless of their sexual orientation and population statistics. Young people of all sexual orientations should access health services in both public and private health centers.*

*Calling upon all the donors and stakeholders in health and youth development to fund and support health rights awareness campaigns in rural and urban communities through community meetings, publications and media*

**Tools and Tactics**

1. Engaging media in advocacy meetings and talk shows targeting health service providers, human rights activist, youth leaders and other experts.
2. Lobbying the Ministry of Youth, Health and Gender on youth and girls empowerment on health issues
3. Developing and distributing publications on youth friendly health services in rural and urban health centers in Malawi.
4. Training health services providers in Rights Based Approach (RBAs) to health service provision in both rural and urban areas.

## 5.4 Education

**Objective 1: To lobby government to reduce student/classroom ratio in all primary schools from 107 pupils per classroom to 60 pupils per classroom**

**Target Audiences**

Primary Audience	Secondary Audience
The State President, Minister of education science and technology, Chairperson of parliamentary committee on education	Chief Secretary to treasury, Leader of Opposition, Speaker of Parliament, Ministry of Economic Planning and Development, UN institutions, Various Embassies, Members of Parliament

**Power Analysis**

Supporters	Opponents and Blockers	Neutral and Undecided
State President, Minister of Education, Principal Secretary in the ministry of education	Political parties, other religious institution	Traditional leaders, religious leaders

**Allies:**

International and local NGOs working on issues of education, Parliament, District Education Networks.

**Message**

1. *Although more students have access to education in Malawi, the quality of education has decreased. Most primary school are under-resourced, under-staffed and under-funded. 90% of children are enrolled to schools but only 35% finish school. Most primary schools still struggle with poor student to teacher ratios which currently is at 107 to 1 resulting in teacher attention to individual students impossible.*
2. *Primary education is an essential aspect of community life in Malawi and is critical to the development of Malawi as a whole. Most primary schools in Malawi are very basic, lacking the most fundamental resources including classrooms, textbooks, basic teaching materials and inadequate qualified teachers.*
3. *High quality education to all children and youth in Malawi is a fundamental principles of national policy enshrined in the constitution (section 13(f)). The section mandates the state to provide adequate resources to the education. Therefore it is imperative for government to allocate more resources to primary education as a critical stage of the country's development*

**Tools and Tactics**

8. Produce and disseminate position papers targeting the target audiences and allies on the advocacy issue.
9. Conduct a study/research to have accurate information on the actual pupil to teacher ratio in primary schools in Malawi
10. Hold meetings to mobilize allies on the advocacy objective.
11. Conduct lobby meetings targeting primary audiences and selected secondary audiences.
12. Conduct lobby meetings with targeted development partners to mobilise resources for primary education.
13. Engage the media to highlight the extent of education problems in Malawi and the challenges that children are facing in accessing quality education.
14. Lobby other development partners to assist with support in providing resources in primary schools across the country
15. Support other NGOs that are dealing with issues of education across the country.
16. Document and disseminate evidence on the likely effects of poor/ lack of quality education in Malawi.

**Objective 2:** *To influence government to increase school enrolment rate among children with disabilities from 19% to 30%*

**Target Audiences**

Primary Audience	Secondary Audience
The State President, Minister of education science and technology, Minister of Disability and the Elderly, Chairperson of parliamentary committee on education	Chief Secretary to treasury, Leader of Opposition, Speaker of Parliament, Ministry of Economic Planning and Development, UN institutions, Various Embassies, Members of Parliament, PODCAM, FEDOMA.

**Power Analysis**

<b>Supporters</b>	<b>Opponents and Blockers</b>	<b>Neutrals and Undecided</b>
The State President, Vice President, Minister of Disability and the Elderly		Religious leaders, traditional leaders

**Allies**

*International and local NGOs working on issues of education, and organization that deals with issues of disability in Malawi, District Education Networks*

**Message**

- 1. In Malawi children with disabilities are more likely to be out of school than any other group of children and they are often more likely to drop out of school. The education system in Malawi is not accommodative of children with disabilities for instance those with visual impairment are not provided with suitable resources for their conditions. The Convention on the Rights of Persons with Disabilities, which Malawi ratified in August 2009, affirms the recognition that disabled children are entitled to enjoy human rights such as primary education on equal basis with others.*
- 2. Almost 98 per cent of Malawi's disabled children do not have access to education and only 18.8% of children with disability (of school age) attended school. This is attributed to the failure by government of Malawi to conceptualize and implement the right to primary education for disabled children.*
- 3. All school going children, whether with disabilities or not, has the right to education as stipulated in the international standards. Preparation of special needs teachers faces many challenges that need to be addressed in order to increase enrolment of children with disability. Government need to provide education that will be accessible, available, adaptable and acceptable to all including children with disability.*

**Tools and Tactics**

1. Produce and disseminate position papers targeting the target audiences and allies on the advocacy issue.
2. Hold meetings to mobilize allies on the advocacy objective.
3. Conduct lobby meetings targeting primary audiences and selected secondary audiences.
4. Engage the media to highlight the extent of education problems for children with disability in Malawi and the challenges that they are facing in accessing education.
5. Support other NGOs that are dealing with issues of disability for children across the country for both levels.
6. Document and disseminate evidence on the likely effects of poor/ lack of quality education in Malawi to children with disability.

## 6.0 Monitoring and Evaluation

**Monitoring**

The Advocacy Strategy shall be monitored on a continuous basis over the period of its implementation in order to:

1. Assess the extent to which the strategy is being implemented successfully.
2. Make the necessary changes to its design and respond to new developments during its implementation
3. Facilitate the building of relationships with other stakeholders through working together and sharing experiences.
4. Document the implementation of the strategy in order to be able to learn from experience and improve future work in advocacy.
5. Generate evidence that shall inform the advocacy interventions, and be used as a basis to influence policies, decisions and practices.

The change goal leads shall take a lead in the monitoring of the implementation of the advocacy strategy in collaboration with the MHRYN-UNDEF Project Team and affiliate organisations.

**Evaluation**

Evaluations and reviews shall be done midway in the implementation of the advocacy strategy and at the completion. The evaluation and review shall primarily aim at the following:

1. Evaluate the implementation of the advocacy strategy against its stated objectives
2. Learn about what has been working and what needs to be changed
3. Capture and demonstrate innovations and effective strategies in the implementation of the advocacy strategy
4. Demonstrate results and impact
5. Use the results to generate financial and political support for any advocacy work
6. Capture lessons learnt for replication and informing future advocacy programming.

Evaluations and reviews of the advocacy strategy shall involve MHRYN, affiliate organizations, policy and decision makers, citizens and other allies and likeminded organizations. The evaluation and reviews shall be facilitated by external expertize to ensure that the results provide objective views and positions.

Monitoring and evaluation of the advocacy strategy shall be guided by the following framework:

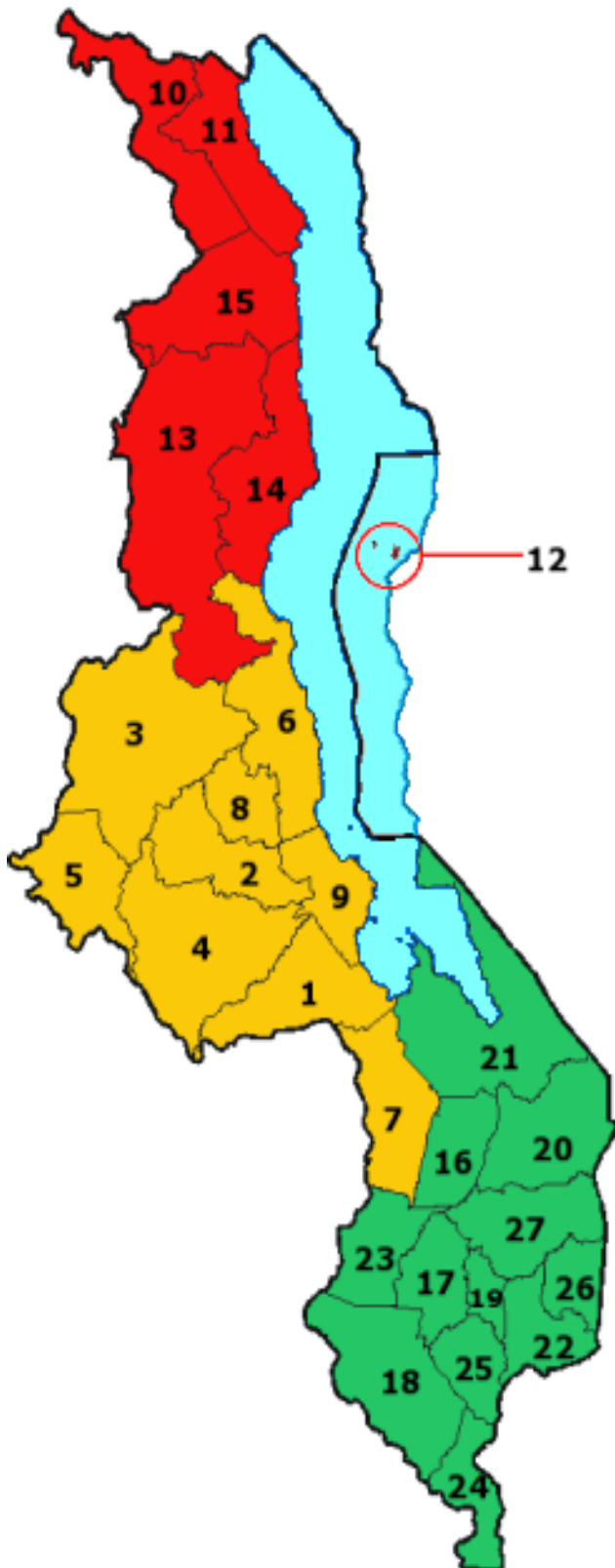


Annex: Action Plan Table

ADVOCACY ISSUE	TARGET	ALLIES	RESOURCES	IMPACT AREA	ADVOCACY STRATEGIES	TIME IN YEARS	EXPECTED OUTCOMES
<b>Health</b>	.President (Primary) .Ministry of Health , Ministry of Finance (Secondary)	Banja La Mitsogolo, Malawi Health Equity Network, Dream, Jhpiego, Medical Learning Institutions	Fuel, stationery, Lunch, Communication,	National level	Advocacy meeting , Position papers, Petitions	2014-2017	-Reduced access to antena- tal + postnatal services in Malawi.  - Reduced infant mortality rate.
<b>Youth Empowerment</b>	State President,Minis- try of Labour (Prima- ry). Ministry of Finance, Min of Youth, Min of Local Government. Members of Parlia- ment. (Secondary)	TEVETA, Technical Colleges, Tertiary institutions, other Civil Society Organizations,	Fuel, Stationery, Banners , meals re- freshments, transport, media	27 Districts	Lobby meetings , sensitiza- tion campaigns, talk shows, Youth capacity building for participation	2015 -2019	Reduced youth Unemploy- ment rate and increased par- ticipation in local governance
<b>Education</b>	Ministry of Education (Primary) District Education Manager, School Com- mittees ( Secondary)	Civil Society Education Coali- tion, Parliament, Link for education governance Other CSOs	Transport/fuel Information Education and Communication materials. Stationery, Airtime Refreshments Lunch Stationery	National Level	Advocacy meetings , Lobby meetings, Press Conferences. Position letters Interface meetings Radio jingles	2015-2017	Children and youth enjoying their right to education

<b>Gender Justice</b>	Ministry of Gender and Child Dev.(Primary) Ministry of Justice and constitutional affairs , Ministry of education, Ministry of Health	Gender Coordination Network, Civil Society Organizations working on Human Rights Programs	Information Education and Communication materials material Fuel, transport reimbursements Refreshments Press Statement Meals	National level	Open days for awareness Advocacy meetings targeting duty bearers Lobby sessions Media	2015-2018	Girls living with dignity free from violence and progressively enjoying rights
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#### NORTHERN REGION

- 13. Mzuzu**  
 1. Saved by the Ball  
 2. Pace Theatre Organisation
- 13. Mzimba**  
 3. Mzimba Youth Association  
 4. Youth Net & Advocacy (YONEA)
- 15. Rumphi**  
 5. Gemmacadeet Youth Organization  
 6. Girls Platform for Social Action (GIPSA)
- 11. Karonga**  
 7. Chilumba Golden Target for Development (CHIGOTAYO)  
 8. Kachira Youth Initiative
- 14. Nkhata Bay**  
 9. Timbiri Youth Organisation  
 10. Bandawe Congregation Youth Group

#### CENTRAL REGION

- 4. Lilongwe**  
 11. Forum for Concerned Young People (FOCO-YOPE)  
 12. Arise & Shine Youth Organisation  
 13. Youth on the Move  
 14. Samalani Youth Organisation  
 15. Christian Youth Development Organisation  
 16. Young Politicians Union  
 17. Unity Youth Organisation  
 18. Kaitira AIDS Support Group Unity Youth Organisation  
 19. Youth Initiatives in Development (YIDE)  
 20. Airport Youth Development  
 21. Country Minders for People's development  
 22. Kang'oma Youth Group  
 23. Centre for Youth Development & Social Empowerment (CYDSE)  
 24. Eye for Youth And Civic Education  
 25. Divine Touch Organisation
- 6. Nkhotakota**  
 26. Nkhotakota Youth Organisation  
 27. Chansolo Youth Organisation
- 3. Kasungu**  
 28. Development (DREAM)  
 29. Centre for Youth and Development
- 8. Ntchisi**  
 30. Ntchisi Organisation for Youth Development
- 9. Salima**  
 31. Salima Youth Organisation  
 32. Bless-bay Foundation
- 1. Dedza**  
 33. Golomoti Youth Organisation  
 34. Dedza Youth Advocacy Organization
- 7. Ntcheu**  
 35. Bwalola Ana Youth Active Community Organisation (BLAYACO)
- 5. Mchinji**  
 36. Youth Alive Mchinji  
 37. Community Initiative for Social Development

#### SOUTHERN REGION

- 16. Balaka**  
 38. Nkhadze Youth Organization
- 17. Machinga**  
 39. Youth Impact organization
- 18. Blantyre**  
 40. Youth Arm Organisation  
 41. Matindi Youth Organisation  
 42. Project Child Malawi  
 43. Blantyre Young Voices (BYV)  
 44. Young Givers Foundation  
 45. Centre for the Deaf Foundation (CEDE)
- 19. Mangochi**  
 46. Tiphunzitsane Youth Organisation  
 47. Mangochi Orphans Education & Training (MOET)
- 20. Zomba**  
 48. Youth Development & Productivity (YODEP)  
 49. Thondwe Youth Skills & Development Organisation (THOYODO)  
 50. Zomba Centre for Creative Arts (ZOCCA)  
 51. Sowing the seeds of Love
- 21. Phalombe**  
 52. Mithungu Youth Organisation
- 22. Mulanje**  
 53. Modern & Active Youth Empowerment for Sustainable Livelihood Organisation (MAYESLO)
- 22. Chiradzulu**  
 54. Mwakofu Youth Organisation
- 23. Thyolo**  
 55. Thyolo Active Youth Organisation (TAYO)

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