

# Communications for Policy Advocacy: Skills Enhancement Training for National Committees

## Objectives

- Adopt behavior and social change communications as a framework for communication advocacy messages;
- Gain insights and industry knowledge on branding campaigns and developing strategic messages for digital audiences;
- Learn about various technical and creative avenues in quad-media media engagements and digital campaigning; and
- Develop/enhance skills in writing press releases for maximum impact.

**Communications for Policy Advocacy**  
Skills Enhancement Training for the Secretariat of National Committees

**28 JUNE** 14:00-16:30  
**8 JULY** 12nn-14:30

**Register now** | **Zoom credentials**  
ID: 846 4226 2561  
Passcode: AFPPD-NC

**SPEAKERS**

**Romeo Dongeto**  
Rom Dongeto is a policy advocacy and communication development practitioner with more than 30 years of experience managing advocacy organizations, communication programs and campaigns. He has extensive experience in music and film productions, designing and implementing communication campaigns using behavior change communication approach and in utilizing music, video and films to popularize social issues and advocacy interventions.

**Richard Dy**  
Richard Dy is an independent Filipino communications consultant with almost 8 years of experience in the development and humanitarian sector. Richard has been leading the development of various communications and advocacy campaigns, mostly in the pursuit of children's rights and social justice. Some of his notable engagements include #ChildrenNotCriminals, #ENDChildRape, and #ShutDownOSEC (Online Sexual Exploitation of Children).

## Topic/Activity

- Communicating with Policymakers: Creating Pathways for Policy Change
- Creating and taking control of the narrative: Branding and strategic messaging in digital campaigns
- Creative avenues in digital campaigning:

With full consideration on our duty to protect civil society, informants, journalists, in engaging with media and information gathering

<https://www.ohchr.org/EN/Issues/CivicSpace/Pages/ProtectingCivicSpace.aspx>

On June 28 and July 8, 2021, the Asia Forum of Parliamentarians on Population and Development (AFPPD) organized a capacity building for the members of National Committee (NatCom) Secretariats from Asia and the Pacific, which were aimed to:

Behavioral and social change communications and its digital and visual counterparts, as well as written materials engaging the media, are crucial components of advocacy and campaign activities. Digital content containing images averages 94% more total views than those without. Human beings also process visuals 60,000 times faster than text. People tend to remember how they felt about an issue, rather than the data or information that was shared with them; and more often than not, emotions are driven by visual strategies implemented through various social media or visual platforms. Two of the most powerful emotions that can ignite action--hope and anger--are harnessed by a lot of digital practitioners today for social good.<sup>1</sup>

The COVID-19 pandemic has pushed organizations to shift their activities online, and this has prompted advocates to explore creative digital avenues in engaging various audiences, such as e-mail campaigns, online talk shows, webinars, and online rallies or social mobilizations. As digital campaigning becomes the norm, advocates need to learn how to cope with the changing times while also ensuring that digital platforms are safe, inclusive, and created in the best interests of stakeholders

Ms. Nenita Dalde (Philippines NatCom Secretariat) facilitated the workshop.

### Opening Remarks

**Prof. Kiyoko Ikegami** (AFPPD Interim Executive Director) warmly welcomed the participants and reminded that the capacity building activity is the AFPPD secretariat's response to one of the gaps identified by NatComs in the Needs Assessment conducted in March 2021. She also acknowledged the importance of keeping up with technology in the age of globalization especially for policy advocacy work.

## Communicating with parliamentarians: creating pathways for policy change

### Session objectives

1. Learn the different concepts and approaches in communicating policy issues and the importance of crafting advocacy message;
2. Increase their knowledge of the tools to effectively deliver advocacy message to different types of audiences, especially policymakers; and
3. Familiarize themselves with the different techniques in developing and delivering advocacy messages.

**Mr. Romeo Dongeto** (Executive Director, PLCPD) discussed the techniques in communicating policy issues with parliamentarians as primary target audience. Advocates would want to convince parliamentarians to support an advocacy issue and to volunteer to do more. It is thus important to know the parliamentarians' personal inclinations and tendencies, party affiliations, and other proclivities, before communicating with them. It is very critical to see the issues from their perspective. These parliamentarians often view an issue depending on how it will be received by their constituents and their party/committee membership stance.

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<sup>1</sup> *Digital SMARTS: A Guide for Nonprofits, 2019*

An advocacy message is defined as a statement tailored for a target audience which defines the issue, states the solution, and describes the action needed in order to influence the course of action of the audience. Content, language, medium, channel, and the time and place are considered in crafting advocacy messages. Mr. Dongeto discussed an example using the advocacy for prohibiting child marriage in the Philippines. He highlighted the importance of choosing a messenger to deliver the message. He shared that the SEE approach is a quick and simple way to communicate with parliamentarians when pressed for time.

## Communicating with Policymakers: Creating Pathways for Policy Change

**Communications for Policy Advocacy**  
 Digital Campaigns Learning Session for the Secretariat of National Committees  
 28 June & 8 July 2021

### Topic objectives

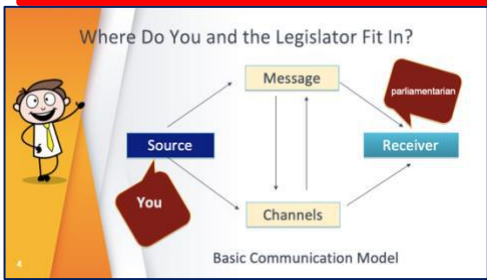
At the end of the session, the participants are expected to:

1. Learn the different concepts and approaches in communicating policy issues and the importance of crafting advocacy message;
2. Increase their knowledge of the tools to effectively deliver advocacy message to different types of audiences, especially policymakers;
3. Familiarize themselves with the different techniques in developing and delivering advocacy messages.

### Communicating with parliamentarians

It is about drawing the attention and support of policymakers.

It uses simple and compelling formats to communicate research findings and survey data with parliamentarians.



### What do we want to achieve?

A convinced parliamentarian who is **willing to support** an issue or a cause.

A committed legislator who **volunteers to do more**.

**But how do we get them to listen to us?**

**How can we make them support our cause?**

### Parliamentarians are...

- Busy and beset with competing concerns
- They have a very short attention span
- There are issues that are close to their hearts
- Like you, they have personal interests and passions.
- They listen to people they know and trust
- Friends, family, and staff members have a tremendous influence on the day-to-day decisions

### Know your target audience

Some of the things you need to know of your elected officials

- Federal or national representation
- Parliamentary record and priorities
- Her or his stand on issues that concern you
- Committee membership.
- Term of office and seniority position
- Party membership and its stand on your priority issue.

### Behavior Change through Communication

Behavior change **rarely happens** immediately upon exposure to message.

People must pass through a **series of steps, quickly** for some people, **more slowly** for others, that lead to the **desired behavior change**.



### BCC and SBCC

The use of communication to change behaviors by positively influencing knowledge, attitudes and social norms.

The strategic way to winning the hearts and minds of policymakers is to create transformational relationship through behavior change communication approach.

### Theories on Behavior Change

1. Cognitive Theories Theory of reasoned action by M. Fishbein and I. Ajzen  
 - Behavior is a function of intent, perceived social norms
2. Social Cognitive (Learning) theory by A. Bandura  
 - Audience members identify with attractive characters in mass media
3. Mass Media Theories - Cultivation theory by G. Gerbner  
 - Social legitimization of the "reality" depicted in the mass media can influence behavior

### Packaging and Delivering Advocacy Message

### Message Development

What is Advocacy Message?

It is a statement tailored for a particular audience that **defines the issue, states the solution, and describes the action needed**. It relates to your goal, sums up what you want to achieve, and how you will like to achieve it.

Its purpose: to influence the course of action of your audience

### 5 Elements that should be considered when developing advocacy messages

1. Content
1. Language and Construction
2. Medium
3. Messenger/Source/Channel
4. Time and Place

### Key Parts of an Advocacy Message

1. What is the **issue or problem**?
2. **How big** is the issue or **how serious** is the problem?
3. What is the **adverse effect** of the problem on a particular group of people?
4. What can **parliamentarians do** to solve the problem?

### Key Parts of an Advocacy Message

1. What is the **issue or problem**?

Child marriage is a human rights issue that disproportionately affects women and girls in the Philippines.

### Key Parts of an Advocacy Message

2. **How big** is the issue or **how serious** is the problem?

The Philippines is ranked 10<sup>th</sup> in the world in terms of absolute number of child brides. Data from the 2017 National Demographic and Health Survey (NDHS) reveal that one out of six Filipina girls are married before they turn 18.

### Key Parts of an Advocacy Message

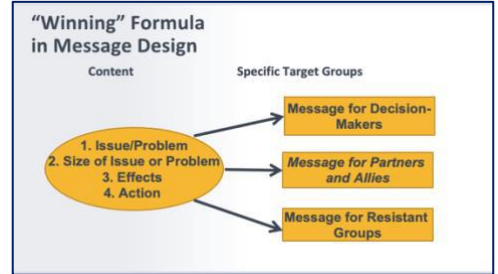
3. What is the **adverse effect** of the problem?

A girl faces immediate and lifelong consequences when she is forced to marry as a child, including dropping out of school, early pregnancy, physical and sexual abuse and higher risk of perpetuating intergenerational poverty.

### Key Parts of an Advocacy Message

4. What can **parliamentarians do** to address the issue?

Protect children from early and forced marriage. Pass the law that will prohibit child marriage in the Philippines.



### Message Delivery

Formats	Channels
<ul style="list-style-type: none"> <li>• Policy memo</li> <li>• Position paper</li> <li>• Poster</li> <li>• Audio-visual presentations</li> <li>• Factsheet</li> <li>• Petitions</li> <li>• Infographics</li> <li>• Short films</li> <li>• Policy brief</li> </ul>	<ul style="list-style-type: none"> <li>• Phone calls,</li> <li>• Text messages,</li> <li>• Email</li> <li>• Social media (TikTok)</li> <li>• Person to person approach</li> <li>• Formal or informal face-to-face meetings, including sending a delegation</li> <li>• Webinars and online talkshows</li> </ul>

### Messenger

**The messenger is the message**

Who will deliver your message?

Is the messenger credible to your target audience?

Is the messenger able to clearly communicate the message?

### SEE Approach to Message Design

**S** → Write a simple **STATEMENT**

**E** → Provide **EVIDENCE** with facts

**E** → Give **EXAMPLE** with a story or analogy

### One-Minute Message

**Statement**  
Violence, abuse and exploitation against children is one of the pressing child rights issues in the Philippines.

**Evidence**  
According to the 2015 National Base Study on Violence Against Children, about 1/4th of the cyber violence suffered by these children involve sexual and explicit exchange

**Example**  
The UN Committee on the Rights of the Child, in its General Comment No. 13, recognized that children as users of Information and Communications Technology (ICT) are exposed to harmful contents, vulnerable interactions with bullies and harassers and such can negatively affect their development.

Source: Policy Paper, Online Sexual Abuse and Exploitation of Children in the Philippines Produced by the Ateneo Human Rights Center, UNICEF and PLCPD

### Message Development Worksheet

Target audience	
Action you want the audience to take	
Message content	
Format/s	
Messenger/s	
Time and place of delivery	

# Communications for Policy Advocacy

## Session objectives

1. Learn how child rights advocates are branding communications and advocacy campaigns;
2. Recognize the different strategies used in digital campaigning; and
3. Identify challenges and solutions in digital campaigning.

**Mr. Richard Dy** (Child Rights Network Communications Consultant) presented different strategies used in digital campaigning and the accompanying challenges and solutions. The basic standards include simplifying the message, creating solid visual iconography, choosing evocative colors, identifying key stakeholders and addressing their sentiments through key messages, addressing disinformation among the populist public, and consciously including marginalized sectors. Mr. Dy used examples from CRN's communications campaign on ending child marriage in the Philippines.

He then discussed the key strategies in policy advocacy communications. These include ensuring the timeliness and relevance of the message in the news cycle, engaging the public through media strategies and online petitions, protecting informants and assessing risks, engaging with celebrity advocates and influencers, conducting public mobilizations among broad coalitions, creating a pool of relatable spokespersons, and occupying media spaces to engage potential allies.

<p><b>Child Rights Network</b>, a legislative advocacy group in the Philippines, is the coalition behind campaigns to stop the lowering of the minimum age of criminal responsibility in the Philippines, raise the age of sexual consent, and end child marriage.</p> <p>Here's what Child Rights Network has learned about these campaigns.</p>	<h2>Communications for Policy Advocacy</h2> <p>Speaker: Richard Dy, Communications Consultant</p>	<h3>Lesson 1: Creating and taking control of the narrative: Branding and strategic messaging in digital campaigns</h3>
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<h3>1. Simplify the message.</h3> 	<h3>2. Create a solid visual iconography.</h3> 
	

### 3. Choose colors that evoke certain emotions or ideas.



### 4. Identify key stakeholders and address their sentiments by crafting easy-to-digest key messages.

Who are your key stakeholders? Who can say yes or no to your initiative?

What would make them listen?

#### What you want to say:

Child marriage is a girls' rights violation.

#### What they can hear:

Child marriage has grave health impacts on girls.

**1** It's still allowed in some Muslim and Indigenous communities, and the economic struggles resulting from the pandemic have worsened the situation.

- Survival strategy especially of low-income families
- Protecting the family honor from ridicule and shame
- Child marriage as a social norm
- Preference for younger brides so they can bear more children
- In some cases, a perpetrator of sexual crimes against the girl bride

The Philippines ranks 10th globally in the absolute number of child marriages. Source: UNICEF (2019) <https://www.unicef.org/philippines>

Efforts are ongoing to look at the Philippines' Code of Muslim Personal Laws, which allows the marriage of a girl child on the age of puberty or at the onset of the first menstruation, and see how the Code can be adjusted to protect the rights of children.

**2** Child marriage has grave health, social, and development impacts especially on girls.

Source: World Health Organization (2017) Philippine National Demographic and Health Survey

**#END Child Marriage**

**7 reasons why we must end child marriage in the Philippines now!**

**3** Child marriage forces boys to deal with early fatherhood and accept low-paying jobs. Boys who are married off are also less likely to be educated in family planning.

Source: UNICEF (2019) International Health and Family Survey

**4** Child marriage has serious implications on the economic growth of the entire country.

Source: UNICEF

**5** Child marriage is child abuse and a form of violence against women and girls.

**6** Child marriage is outlawed even in countries with significant Muslim population such as Tanzania, Malawi, and Indonesia.

Even the Grand Mufti from Egypt certified the fatwa (legal opinion on Islamic law) of the Darul Ifta of the Philippines on a model family in Islam, which recommends that the age of marriage must not be based on puberty alone, but also on mental maturity.

**7 Children and youth in the Bangsamoro no longer want child marriage to continue.**

Maguindanao Alliance of Youth Advocates against Child, Early and Forced Marriage

#GirlDefenders Alliance

LINDING Ko Kalambuyan

Child marriage **MUST end now!** The best interest of children — such as the fulfillment of their health and development rights — needs to be prioritized and must outweigh harmful cultural norms and traditions. The consequences of child marriage are too devastating and the costs are too high.

Tell our legislators that we object to child marriage.

Sign the petition: [change.org/endchildmarriageph](https://change.org/endchildmarriageph)

#END Child Marriage

CHILD MARRIAGE

HEALTH NUTRITION EDUCATION

**5. Protect informants and assess risks, and re-strategize accordingly.**

- Assess if impact and protection are balanced.
- Consider the views and opinions of stakeholders.
- Ensure child protection in public mobilizations and digital activities.

**'Worse than prison': Abuses in Philippine youth homes**

By: Alice Mading, Agency France Presser  
 Published on 22 November 2016

**Lowering criminal liability age leads youth to negative path**

By: Alice Mading, Agency France Presser / AFP/Getty Images  
 Published on 22 November 2016

A doctor and psychology professor at the Ateneo De Manila University (ADMU) on Monday told lawmakers that lowering the age of criminal liability to nine years old would lead the youth to a "negative" path to adulthood.

"The fact that they are identified as criminals, that they go through the criminal justice system, is already a powerful influence on their identities and sense of self. Society will label them as criminals, even if that is not the intent of the law," Alampay said.

"There is evidence, there is literature that establishes that contact with criminals whether in your community or in jail, will more likely result to the child behaving in ways that are criminal. It's a basic process of molding," she added.

**5. Protect informants and assess risks, and re-strategize accordingly.**

Assess if impact and protection are balanced.  
 Consider the views and opinions of stakeholders.  
 Ensure child protection in public mobilizations and digital activities.

**Panelo says Catriona Gray may be 'misinformed' about bill on criminal liability age**

FEB 21, 2016 1:06 PM PHT  
 PIA RANADA

Presidential Spokesperson Salvador Panelo says Miss Universe Catriona Gray should not be swayed by administration critics who oppose lowering the age of criminal responsibility

**Child Rights Network: Catriona Gray speaks more sense than Panelo on criminal liability age**

FEB 23, 2016 11:43 AM PHT  
 RAPPLER.COM

The beauty queens earlier said the country should instead address the reasons why children commit crimes

Trigger warning for next slide: Child sexual abuse & graphic language

**#END CHILD RAPE**

IMAGINE ASKING THESE QUESTIONS TO A 12-YEAR-OLD CHILD.

DID YOU VOLUNTARILY SPREAD YOUR LEGS?  
DID YOU ENJOY IT?  
DID IT BRING YOU PLEASURE?  
DID YOU SEE HIS PENIS?  
CAN YOU REMEMBER HOW MANY TIMES HE INSERTED HIS FINGER?  
AND WHAT ABOUT THE WIDTH?  
CAN YOU ESTIMATE THE LENGTH OF IT?  
YOU SWEAR BEFORE GOD? YOU KNOW GOD WILL BE MAD AT YOU IF YOU LIE.

These are actual, documented questions asked of child rape victims during court hearings.

CHILD RIGHTS NETWORK  
#ENDChildRape  
Speak up for every child

6. Inclusive campaigns address the possibility of alienating specific sectors.

**#END Child Marriage**

NEWS

Child rights advocates, Bangsamoro youth start online petition to end child marriage

Published May 12, 2021 3:55am

Like here and browse Facebook

**#END Child Marriage**

**#END CHILD RAPE**

3 Child marriage forces boys to deal with early fatherhood and accept low-paying jobs. Boys who are married off are also less likely to be educated in family planning.

Source: UNICEF/WHO, International Health and Human Rights

CHILD RIGHTS NETWORK  
GENDER EQUAL  
SDG 5  
SDG 10  
SDG 16

Both boys and girls suffer from rape.

LIFE IMPRISONMENT

BUT UNDER THE LAW, RAPE AGAINST BOYS CARRIES A LESSER PENALTY.

6 TO 12 YEARS

CHILD RIGHTS NETWORK  
#ENDChildRape  
Speak up for every child



## Summary and conclusion

Creativity and strategic communications pay off. Organizations and coalitions must learn how to support workers in the creative industry. The model of the Child Rights Network can be an example of how advocates can integrate communications and advocacy in their programs to achieve legislative solutions.

**Lesson 2:** Creating avenues in digital campaigning (with full consideration of our duties and responsibilities to protect civil society informants and journalists or media workers)

**Identifying strategies** is a crucial component of communications and advocacy campaigns. Child Rights Network has utilized various platforms to reach out to decision-makers and create necessary public pressure to demand change or protection for certain sectors.

Here are the **digital and media strategies** to keep in mind.

**1. Release timely public statements. Set up a mechanism to achieve relevance and timeliness.**

Know the behavior and schedule of your local media.

What types of stories do they write or tell about?

When do you need to publish your public statements?

To whom do engage with to ensure potential media hits?


When can we have the most impact?

**NEWS** Shared By News

## Children's rights group wants independent probe on killing of farmers, 12-year-old student in Surigao del Sur

Published June 18, 2021, 1:41am

Likes here and on Facebook



**UNANG BALITA**



An independent investigation into the killing of three people from the Lumad-Manobo tribe, including a 12-year-old student, in Langa, Surigao del Sur should be organized, according to the Child Rights Network said on Thursday.

**HEADLINES**


## CHR, governor probe 'lumad' killings by soldiers in Surigao del Sur


By: Erwin M. Mascariñas, Jigger J. Jerusalem - @inquirerdotnet


Inquirer Mindanao / 05:00 AM June 19, 2021

## 2. Plant seeds and ride on the momentum.







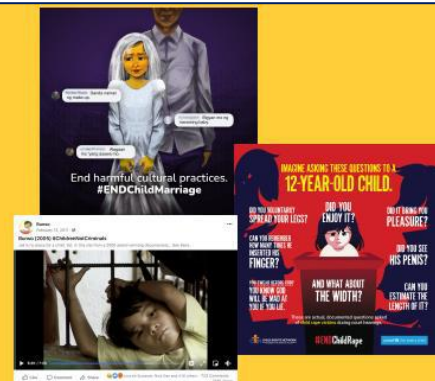
**"CRN's long-term investment in promoting the hashtag #ChildrenNotCriminals paid off for them as they mobilized public outrage around the legislation to be channeled in strategic and actionable ways."**

Human Rights in Survival Mode Report by Jonathan Corpus Ong, Jeremy Tintiangko & Rossine Fallorina (Published by Harvard Kennedy School)

### 3. Engage the public through social media strategies and online petitions.



### 4. Create digital content that has the potential for emotional resonance.



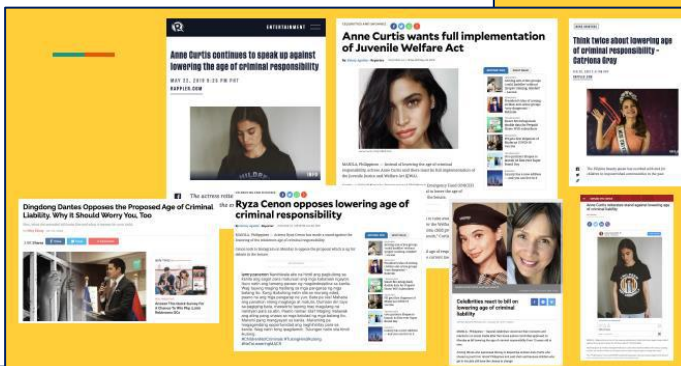
## 5. Protect informants and assess risks, and re-strategize accordingly.

Assess if impact and protection are balanced.

Consider the views and opinions of stakeholders.

Ensure child protection in public mobilizations and digital activities.

## 6. Engage with celebrity advocates and influencers.



**7. Conduct public mobilizations.  
Form broad coalitions.**



**8. Create a pool of spokespersons and build their capacity for effectiveness.**



**9. Occupy media spaces and identify and engage potential allies in the media.**



**Summary and conclusion**

Each plan or strategy has a specific purpose and advantage. Social media strategies create a groundswell of support among the digitally active population, such as children and young people. Engagement with the print and broadcast media helps shape the newsroom agenda and creates an avenue to communicate or leave an impression with decision-makers.

Questions, comments and reactions

June 28		July 8	
<i>Participants</i>	<i>Team</i>	<i>Participants</i>	<i>Team</i>
Mr. Josua N from Fiji Parliament Secretariat commented, <i>“Important to consider the prevailing communication norms. In the Asia-Pacific region there is a broad range of communication modes. You have very verbal or oral-centered societies where face-to-face communication prevails and then you have more modern forms such as the use of digital, online or virtual communications is becoming widely accepted.”</i>	This was affirmed by the training team.	Hon. Adiba, the representative from Bangladesh, shared about their country’s adaptation of technology among their citizens and this IT services resulted in the improvement in various social services. The government aims to digitalize its services by 2025.	
APDA Executive Director, Dr. Osamu Kusumoto shared that <i>“I think, Parliamentarians are elected by the people and are excellent people in many ways. In order to gain the support of the Parliamentarians, it is necessary for them to correctly understand why this kind of activity is necessary. In order to do so, it is necessary not to indicate a certain direction as a movement from the beginning, but to clarify the nature of the problem, including the opposing opinions, and after understanding the problem, to show the necessity of the movement logically and scientifically.”</i>		Prof. Ikegami asked how we can best evaluate the effectivity of the message.	
Mr. Manmohan Sharma noted the need for	Mr. Dongeto agreed that advocacy itself	Mr. Dongeto shared about PLCPD’s	

<p>implementation after the advocacy is passed.</p>	<p>is not the complete endeavor.</p>	<p>experience in campaigning for the RH Law. PLCPD consulted with civil society organizations, communication professionals, and with champion legislators. Next was pre-testing the message and assessing how it was received by the target audience. Getting feedback quickly is also important. Lastly is the comprehensive evaluation of the advocacy and communications strategy involving a professional research group.</p>	
<p>Mr. Kusumoto said we should also consider discussing how to manage the parliamentarians and their opposing views in future workshops.</p>	<p>Ms. Dalde said that advocates must appreciate the position of parliamentarians' perspectives as well, and to also respect how they may oppose a certain issue because of their political interests and political parties.</p>	<p>Mr. Dy asked the participants about the communications infrastructure in their organizations and whether these structures are in positions of influence.</p>	<p>Mr. Manmohan shared that the parliament in India are often not emotionally responsive to issues and messages.</p>
<p>Ms. Angie Ramirez said we should also mobilize key affected populations in the advocacy and legislative process. They are the perfect messenger for the message because they have lived experiences.</p>			<p>Ms. Dalde suggested a meeting be held with the executive directors of the national committee secretariat and members of the parliament to discuss various contexts and designs in developing advocacy messages.</p>

<p>Ms. Luisa Galicia asked about how to deal with parliamentarians who are actively disproving evidence-based messages.</p>	<p>Mr. Dongeto said that advocates must not ever antagonize or debate with legislators. Just deliver the message with supporting evidence and if the MP is persistent, promise to return to their questions.</p>	<p>Mr. Dy said that emotional messages or making use of <i>pathos</i> in the Philippines are effective. But in other countries, employing the <i>logos</i> may be a better strategy for messages.</p>	
<p>The representative from Maldives shared that Islam does not force child marriage in Maldives. It is important to conduct religious awareness programs for this reason. The constitution in Maldives do not allow children below 18 years old to get married.</p>		<p>Mr. Manmohan shared that we must let the affected population speak and tell their stories.</p>	
<p>Ms. Ramirez said that some indigenous peoples in the Philippines also practice child marriage. Islam itself does not force child marriage but rather the culture perpetuates the practice.</p>			
	<p>Ms. Dalde emphasized the need to fact-check the data being presented to the media and the public. This is a way of protecting the image of the organization and the recipients of the communication materials.</p>		



<p>Ms. Gly Gotiangco asked if social media has rendered in-person advocacy campaigning ineffective in light of the pandemic.</p>	<p>Mr. Dy answered that P2P interactions are still valuable but just transferred to online platforms like Zoom meetings, etc. Committee hearings held online are also a channel to directly communicate with legislators.</p>		
<p>Prof. Ikegami asked about the best practices on minimizing and dealing with risks from a campaign message.</p>	<p>Mr. Dy said that detouring key messages and reassessing messages. He shared an example about reframing “raising the age of sexual consent” into “protecting children from statutory rape” because of the conservative Catholic society in the Philippines.</p>		
<p>Ms. Yoko Kagawa shared about the Black Lives Matter campaign in the US and how the movement influenced the 2020 presidential elections.</p>			
<p>The representative from Cambodia shared that they still have child marriage in their community. They asked about developing an effective media advocacy to address such issues.</p>	<p>Mr. Dy said that the first step is a stakeholder analysis and how various groups may respond to the issue. We do not blame the community but point to the environmental causes which push</p>		

	<p>these families to the extreme. He cited behavioral change communication and local mobilizations as starting points for developing a media advocacy strategy.</p>		
<p>Ms. Garcia asked about how advocates can respond when opposing parties twist the narrative.</p>	<p>Mr. Dy said that it is important to prepare for these counterarguments before releasing our message. Proper planning for the advocacy is necessary. We can also talk to these parties if they lack information about the topic or are simply misinformed.</p>		
	<p>Mr. Dongeto said that an early narrative released to Congress about ending child marriage is from the key affected population, a testimony from a woman who was forced into child marriage.</p>		

## Participant List

### June 28 Media Seminar

	Country	Parliamentarians	Secretariats
1	Cambodia		Mr. Darapy Sokhan, Cambodian Association of Parliamentarians for Population and Development
2			Ms. Chanlinda Mith, Cambodian Association for parliamentarians on population and development
3			Mr. YOUN Tithkakada, Cambodian association of Parliamentarians on Population and Development (CAPPD)
4	Fiji	Hon. Josua Namece, MP	
5	India		Mr. Manmohan Sharma, Indian Association of Parliamentarians on Population and Development
6	Indonesia		Mr. Sam Samidjo, IFPPD
7			Mr. Umar Zulkarnain Aziz, IFPPD
8	Maldives		Ms. Zuyyina Badhree ,Maldives Parliamentary Group on Population and Development
9			Ms. Umaira Ahmed saeed, People's Majlis ( Parliament of Maldives )
10			Ms. Aishath Eaman, People's Majlis of the Maldives
11			Mr. Ahmed Maan Asad, Maldives Parliamentary Group on Population and Development
12			Ms. Mariyam Waheed, Maldives Parliamentary Group on Population and Development
13			Mr. Ahmed Munsif Adil, Maldives Parliamentary Group on Population and Development
14	Philippines		Ms. Gillian Lauren Garcia, Philippine Legislators' Committee on Population and Development (PLCPD)
15			Mr. Cezario P. Magpayo, PLCPD
16			Ms. Luisa Carla Galicia, PLCPD

17			Ms. Charisse Erinn Flores, PLCPD
18			Ms. Gillian Lauren Garcia, PLCPD
19			Ms. Ma. Aurora O. Quilala, PLCPD
20			Ms. Gillian Lauren L Garcia, PLCPD
21			Ms. Luisa Carla Galicia, PLCPD
22			Ms. Angelica P. Ramirez, PLCPD
23			Ms. Glyziel Gotiangco, PLCPD
24			Ms. Antonette Flores, PLCPD
25			Ms. Charisse Erinn Flores, PLCPD
26			Mr. Cezario Magpayo, PLCPD
27			Ms. Angelica Ramirez, PLCPD
28			Mr. Romeo C. Dongeto, Executive Director, PLCPD
29			Ms. Nenita Dalde, Manager, Advocacy and Partnership, PLCPD
30			Mr. Richard Dy, Child Rights Network Communications Consultant
31	Japan		Prof. Kiyoko Ikegami, AFPPD Interim Executive Director
32			Ms. Yoko Ohsima, AFPPD
33			Ms. Eri Osada, AFPPD

## July 8 Media Seminar

	Country	Parliamentarians	Secretariats
1	Bangladesh	Hon. Adiba Anjum Mita, MP Standing Committee on Ministry of Planning	
2		Hon. Bodruddoza Md Farhad Hussain, MP Standing Committee Ministry of Social Welfare	
3	India		Mr. Manmohan Sharma, Indian Association of Parliamentarians on Population and Development
4	Indonesia		Mr. Umar Zulkarnain Aziz, IFPPD
5	Philippines		Ms. Glyziel Gotiangco, PLCPD
6			Mr. Romeo C. Dongeto, Executive Director, PLCPD
7			Ms. Nenita Dalde, Manager, Advocacy and Partnership, PLCPD
8			Mr. Richard Dy, Child Rights Network Communications Consultant
9	Thailand		Ms. Chaweewan Pradubbunjong, Public Health Committee
10	Japan		Prof. Kiyoko Ikegami, AFPPD Interim Executive Director
11			Ms. Yoko Oshima, AFPPD