



Building an Advocacy Campaign

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Scenario: USAID Partnership
for Education: Learning

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What are the issues?

- According to the 2013 and 2015 Early Grade Reading Assessment *most pupils in Ghana are performing poorly in reading and numeracy.*
- Only 2 percent of children in Primary 2 can read at grade appropriate level.



About USAID's *Learning Activity*

- Learning is a 5-year project (2014-2019)
- Supports the Ministry of Education and the Ghana Education Service
- Aims to improve reading achievement for KG2, Primary 1 and 2
- Learning uses the 11 approved Ghanaian languages (required by the Ministry) for instruction in KG2 through Primary 2.
- English will be introduced in Primary 2 to facilitate transition to reading and writing in English in Primary 3



Partners (Core & Resource)

CORE:

- The Ghana Institute of Linguistics, Literacy and Bible Translation (GILLBT)*promotes literacy in Ghanaian Languages
- The Olinga Foundation for Human Development *winner of USAID All Children Reading Grand Challenge



RESOURCE:

- blueTree Group *supports learning in production and distribution of learning materials
- School to School International *NGO which delivers educational support for children in developing countries
- SIL Lead *faith-based NGO uses expertise in mother tongue-based multilingual education.
- Varkey Foundation *supports learning by providing video conference technology for virtual training of trainers
- Young Educators Foundation (YEF) *NGO which partnered with Learning to launch the first ever spelling bee in Dagbani (a local Ghanaian language)

— EXERCISE: Build an Advocacy Campaign *(Supporting teaching pupils in local languages)*

Things to keep in mind:

- Draft a clear and measurable goal(s)
- Who do you need to influence/target to achieve your advocacy goal?
- Who can help you influence (who are your advocates)? Allies? Influencers? Agents of change?
- What is your core messaging?
- How would you build awareness? What are the necessary communication tools?
- Are there other organizations or groups we can team up with?
- What are your resources? Budget?

