

A G E N D A

HREA Advocacy Institute, Cambridge (USA), 6-9 August 2013

	Tuesday, 6 August		Wednesday, 7 August	Thursday, 8 August	Friday, 9 August
9:00-9:15	Welcome	9:00-9:15	Daily road map and review	Daily road map and review	Daily road map and review
9:15-10:30	KEY CONCEPTS What is advocacy?	9:15-10:30	Power: The challenges and possibilities (Treatment Action Campaign-TAC)	Problem definitions and analysis Contextual analysis of major forces/factors affecting problem	STRATEGIES Advocacy strategies Citizen education/action TAC
	<i>Coffee/tea break</i>		<i>Coffee/tea break</i>	<i>Coffee/tea break</i>	<i>Coffee/tea break</i>
11:00-12:30	Advocacy: Links to politics, power, democracy and citizenship	11:00-12:00	Power, strategy and empowerment (TAC) ADVOCACY PLANNING: Strategy development-Introduction	Strategy development: Analysis of key players and targets	Media, message development, message delivery and social media
12:30-13:30	Lunch	12:00-13:00	Lunch	Lunch	Lunch
13:30-15:00	Human rights and advocacy	13:00-15:00	Vision of change Global context affecting advocacy	Goal setting - Impact assessment	Coalition building Wrap up - lessons learned
	<i>Coffee/tea break</i>	15:00-15:30	Daily debrief and evaluation	Daily debrief and evaluation	Evaluation
15:30-17:00	Who are we as human rights advocats/activists: Personal time line	15:45-17:00	Visit to Carr Center for Human Rights Policy, Harvard University	Visit to Oxfam America in Boston	Certificates & Closing
17:00-17:30	Daily debrief and evaluation	17:00-20:00	<i>Harvard Square</i>	<i>Sights and sounds of Boston</i>	
18:30	<i>Pizza</i>				
19:00-20:30	Screening of the documentary film "A Path to Dignity: The Power of Human Rights Education" followed by discussion	20:00-21:00	Networking and presentations by participants about their work/organisation (optional)		