

TRAINING OF TRAINERS WORKSHOP ON ADVOCACY AND COMMUNICATION FOR WOMEN'S COOPERATIVES

5th-7th AUGUST 2021
dRPC TRAINING CENTRE, ABUJA



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Introduction

The aim of the Partnership for Advancing Women in Economic Development (PAWED) project is to build and nurture sustainable Nigerian CSO advocacy and communications coalition to support leading WEE interventions such as the Nigeria for Women Project (NFWP) at the National and States level through evidence-based advocacy, awareness creation and knowledge mobilization and dissemination. To achieve this objective, the development Research and Projects Centre (dRPC) recently organized a 3-day Training of Trainers Capacity Strengthening Training Workshop on Advocacy and Communication for Women’s Cooperatives or women empowerment collectives (WECs) in Nigeria. The 3-day training was carried out on the 5th to 07th of August 2021 at the dRPC training centre in Abuja to train trainers who will in turn step down training to WECs for the Capacity Building Workshop for Women Empowerment Collectives on Advocacy and Communication Strategic Development which is slated for the 9th to 11th of August 2021 in Abuja.

Objective of the training

- To build the capacity of trainers who will step-down training on advocacy and communication to women empowerment collectives.

Participant’s profile

Participants for the capacity strengthening training workshop were drawn from Michael Imodu National Institute for Labor Studies (MINLIS) and dRPC seasoned consultants. The list of the participants is given below:

Table 1: List of Participants

S/N	NAME OF FACILITATOR	ORGANIZATION
1	Mrs. Damilola Praise Rotimi	Micheal Imodu National Institute for Labor Studies (MINLIS)
2	Mr. Victor Ogharanduku	Micheal Imodu National Institute for Labor Studies (MINLIS)
3	Mrs. Biliqis Alaya	Micheal Imodu National Institute for Labor Studies (MINLIS)

4	Mrs. Ajiboye O.A.	Micheal Imodu National Institute for Labor Studies (MINLIS)
5	Mrs. Zainab Ishaq Musa	Consultant
6	Mr. Abideen Olasupo	Consultant
7	Mr. Abdulrauf Aliyu	Consultant
8	Dr. Plangsats Dayil	Consultant

A total number of eight (8) participants attended the training workshop, five (5) females, and three (3) males. The Lead facilitator was Mallam Umar Kawu.

Methodology for the workshop

The training was an interactive workshop. The training utilized different methods to strengthen trainers' capacities on how to deliver on their sections. This includes presentations, group works, role plays, and discussions in the plenary. The trainers simulated groups works and were assigned different sections with focus on simultaneous translation. At the end of each section, there was a facilitation review and feedback by the Lead facilitator.

Table 2: List of topics assigned to each facilitator

S/N	NAME OF FACILITATOR	TOPIC	SECTION ASSIGNED
1	Mrs. Damilola Praise Rotimi	Introduction to Advocacy	Section 1
2	Mr. Abideen Olasupo	Defining Advocacy Goals and Objectives	Section 2
3	Mr. Victor Ogharanduku	Coalition Building	Section 3
4	Mrs. Zainab Ishaq Musa	Identifying and Mapping Your Advocacy	Section 4
5	Mrs. Biliqis Alaya	Advocacy Research	Section 5
6	Mrs. Ajiboye O.A.	Preparing Your Position Paper and Fact Sheets	Section 6
7	Mr. Abdulrauf Aliyu	Handling Objections from Your Opponent	Section 7
8	Mrs. Plangsats Dayil	Improving Your Advocacy Skills	Section 8
9	Mrs. Damilola Praise Rotimi & Mr. Abideen Olasupo	Message Development and Delivery	Section 9
10	Mr. Victor Ogharanduku & Mrs. Zainab Ishaq Musa	Innovative and Culturally Responsive Approaches and Messages to Conduct Advocacy in Nigeria	Section 10
11	Mrs. Biliqis Alaya & Mr. Ajiboye O.A.	Action Planning	Section 11
12	Mr. Abdulrauf Aliyu & Mrs. Plangsats Dayil	Monitoring and Evaluation	Section 12

Overview of activities

DAY 1



The Lead Facilitator, Mallam Umar Kawu presented a paper on participatory workshop methods that will be used for the Main Event. The methods include Active Learning, Adult Education Principles and 5 Step Training Process.

Active learning is a method of adult education which incorporates direct participation and creates an atmosphere for sharing experiences. It involves adults practicing new skills and applying new knowledge and attitudes during training activities.

The Trainer is a facilitator, a good communicator works at the same level as the participants, respects participants' experiences and ideas, is supportive of the learning process, is an organizer of learning experiences.

The Participants are members of a communication network, feel at ease, participate actively, share experiences, ask questions, make mistakes as part of training process, use the trainer as a resource, guide and mentor.

Adult Education Principles meets needs of participants, involve participants, take learning styles into consideration, factor in participant experience.

5 Step Training Process includes needs assessment, goals & objectives, session plans, implementation, monitoring & evaluation.

In his second presentation, the Lead facilitator explained to the participants how to facilitate group work discussions. The Roles of People in Group(s):

Members

- Contribution to discussions

Facilitator (little or no contribution)

- Ensures group focus on objective of meeting
- Deals with dysfunctional behavior so everyone contributes to discussion
- Should summarize at the end of the discussion and
- Tell participants what will happen with the information



Scribe

- Records key outputs

What Should the Facilitator Do?

- Introduce yourself, thank everyone for attending & state how long session will take
- State purpose of group discussion and how outputs will be used
- Agree ground rules & display them (if necessary)
- Use active listening skills
- Use simple, non –discriminatory and jargon – free language
- Thank all at the end

What Is the Biggest Challenge?

- Dysfunctional Behavior by Participants
- Cynical
- Know It – All
- Professor Knocker
- Off the track (er)
- Over contributor

- Non contributor

Managing Dysfunctional Behavior in The Group

- Cynical – This is a waste of time
- In the spirit of continuous improvement, the information we get will be used to...
- Know It – All – There is only one solution to this problem
- That is a valid point, but we need to get everyone's good idea
- Professor Knocker – We have tried that before it didn't work
- You are fired!
- Off the track (er) – We used to do it that way when we started and changed procedure to the British method...
- Thank you, it is important to know the history, so what is your opinion on this question?
- Over contributor – Saying for the fifth time, what we do in our department is...
- I know you have some experiences to share with us, if we can hear from other people first then I will come back to you
- Non contributor
- Ask for their name and ask "What are your thoughts on this question?"

As part of preparation for the Main training for WECs, each of the facilitators/trainers were required to simulate how they will deliver sections assigned to them.

Section 1: Introduction to Advocacy by Mrs. Damilola Praise Rotimi



This section focused on the introduction to advocacy was delivered by Mrs. Damilola Praise Rotimi. The trainer demonstrated what advocacy is, the basic Elements/Steps of Advocacy and lastly the differences between advocacy and lobbying.

Section 2: Defining Advocacy Goals and Objectives by Mr. Abideen Olasupo



This section on defining advocacy goals and objectives was delivered by Mr. Abideen Olasupo. He demonstrated ways the participants can determine and develop advocacy goals and objectives. He also explains specific elements of advocacy objective.

Section 3: Coalition Building by Mr. Victor Ogharanduku



At the end of this section, Mr. Victor Ogharanduku demonstrated how he will step-down: knowledge of coalition building to participants, explain the benefits of coalition building, explain the challenges of coalition building, mention key steps in coalition building, and determine how prepared they are to build a successful coalition.

Section 4: Identifying and Mapping Your Advocacy by Mrs. Zainab Ishaq Musa



This section was handled by Mrs. Zainab Ishaq Musa. The trainer demonstrated how participants can define their advocacy audiences, determine different advocacy

audiences, map different advocacy audiences, and define political gatekeepers and advocacy champions.

DAY 02

Section 5: Advocacy Research by Mrs. Biliqis Alaya



This section on advocacy research was assigned to Mrs. Biliqis Alaya. The trainer demonstrated the importance of research to success of advocacy and differentiate between different Advocacy Research Methods.

Section 6: Preparing Your Position Paper and Fact Sheets by Mrs. Ajiboye O.A.



This section on Preparing Position Paper and Fact Sheets was assigned to Mrs. Ajiboye. The trainer demonstrated the content of an Advocacy Position Paper and how to Write up a Fact Sheet.

Section 7: Handling Objections from Your Opponent by Mr. Abdulrauf Aliyu



This section was assigned to Mr. Abdulrauf Aliyu. The trainer demonstrated how participants can recognize objections to their Advocacy Message and secondly how participants can determine ways to handle objections from their Opponents.

Section 8: Improving Your Advocacy Skills by Mrs. Plangsat Dayil



This section was handled by Dr. Plangsat Dayil. The trainer demonstrated how participants can identify key skills required for successful advocacy and use key skills necessary for advocacy success.

Section 9: Message Development and Delivery by Mrs. Damilola Praise Rotimi & Mr. Abideen Olasupo



This section was jointly delivered by Mrs. Damilola Praise Rotimi & Mr. Abideen Olasupo. Both trainers demonstrated how they will engage participants to write up effective advocacy messages, mention characteristics of effective advocacy messages and develop the One Minute Message.

Section 10: Innovative and Culturally Responsive Approaches and Messages to Conduct Advocacy in Nigeria by Mr. Victor Ogharanduku & Mrs. Zainab Ishaq Musa



This section was jointly delivered by Mr. Victor Ogharanduku & Mrs. Zainab Ishaq Musa. Both trainers demonstrated how they will engage participants to explain innovative and culturally responsive approaches to Advocacy in Nigeria and use those innovative approaches for effective Advocacy.

DAY 03

Section 11: Action Planning by Mrs. Biliqis Alaya & Mrs. Ajiboye O.A.



This section was jointly delivered by Mrs. Biliqis Alaya & Mr. Ajiboye. Both trainers demonstrated how they will engage participants to write up an Action Plan for advocacy training and discuss the key elements of an Action Plan.

Section 12: Monitoring and Evaluation by Mr. Abdulrauf Aliyu & Mrs. Plangsat Dayil



This section was jointly delivered by Mr. Abdulrauf Aliyu & Mrs. Plangsat Dayil. Both trainers demonstrated how they will engage participants to determine key factors to take into consideration for Advocacy Monitoring and Evaluation and discuss advocacy monitoring and evaluation.

Outcomes

The training workshop was impactful, the trainers improved their knowledge and technical capacities following the 3-day course on how to step-down Advocacy and Communication training at the Women's Cooperatives or Women empowerment collectives training workshop which is scheduled to hold on the 9th – 11th August 2021. They have also utilized some of the learnings to develop a training manual on how they intend to train the women empowerment collectives on participatory workshop methods and facilitate group learnings.

Next steps

- Preparing/Briefing for training workshop
- Assigning roles to the facilitators