# Masvingo Advocacy Training Workshop Report

Zimbabwe Congress of Trade Union Offices, Masvingo

16 & 17 September 2015



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## **Executive Summary**

As part of its Poverty Watch Flagship, Poverty Reduction Forum Trust has been conducting Basic Needs Basket surveys in Harare, Bulawayo, Mutare, Gweru and Shurugwi. Recently the same initiative has been launched in Masvingo and Bindura with the aim of generating up to date and reliable data that can be used by residents and civil society organizations to advocate for improved access to basic services such as health care, food and education. PRFT is a civil society organization whose main goal is to influence the formulation and implementation of pro-poor policies through carrying out research on poverty related issues, engaging with policy makers, promoting broad-based consultative dialogue as well as advocating for sustainable human development in Zimbabwe.

As a step forward from the work that PRFT has already done in Masvingo since the launch of the BNB project in April 2015, a one and half days workshop was conducted to train local leaders in advocacy from the 16<sup>th</sup> to the 17<sup>th</sup> of September at the Zimbabwe Congress of Trade Union (ZCTU) offices. The main objective of the training programme was to strengthen the advocacy capacity of the local leaders (e.g. Masvingo United Ratepayers and Residents Association (MURRA) leaders,) and other pressure groups such as the Women's Action Group (WAG), and the community at large. This workshop was designed to strengthen engagement between the demand and supply side of service delivery in Masvingo.

During the training, the participants were able to identify community problems that affect them and came up with advocacy action plans around the problems of electricity distribution, poor maternal healthcare and water provision as well as access to educational facilities. After being equipped with lobbying and advocacy skills, the 31 local leaders (17 women and 14 men) committed themselves to mobilize other residents and to coordinate the formation of advocacy committees to facilitate the implementation the community action plans.

# Workshop Methodology

The one and half days training workshop was facilitated by Mr. Tafara Chiremba (Projects Coordinator) and Cherish Ratisai (Programs Officer). During the workshop, various facilitation approaches were employed including presentations by the facilitator, group work and plenary discussions. Participants used flip charts and permanent markers to report on the group activities.

# Workshops proceedings

# **DAY 1: Opening and welcome Remarks**

The first day of the workshop was opened with a word of prayer from Ms. Siyavezva, a board member of MURRA. Thereafter the facilitator, Mr. Tafara Chiremba, gave the welcome remarks.

# Introductions

As part of the introduction process, Mr. Chiremba asked the participants to give a brief introduction of themselves and what part of society they are representing.

# Workshop Expectations

The facilitator asked the participants to give their expectations of the workshop and the following were some of the expectations;

- To understand more about the work that PRFT does
- How we can be more effective in our communities as residents
- How to work well with local authorities and our leadership to improve the lives of Masvingo residents
- How to advocate for salary increments using the BNB
- How to make do with the little resources available
- How to resolve community problems and uphold urban development
- To have engagement with local leaders such as councilors in order to have our petitions understood
- To learn more about the community problems which are being faced by residents
- To gain knowledge about advocacy techniques that can be used to engage policy makers

# Workshop Objectives

Afterwards, the workshop facilitator presented the workshop objectives as follows;

- To identify community problems and their causes that we can work towards eradicating.
- To develop a community action plans and commit towards its implementation.

# **Defining Advocacy**

To kick-start the training session, Mr. Chiremba asked participants about their understanding of the term 'advocacy'. The following are some of the responses that were provided;

- Advocacy is a way of persuading people to agree with your issue
- Advocacy is taking a message to other people so that they know it

• Advocacy is getting solutions to a problem and implementing them.

To reinforce the contributions made by participants on their understanding of the term 'advocacy', the facilitator projected a well elaborated definition of advocacy. Advocacy was defined as a means of effectively putting a message across. It is about planning a strategy that will make your cause other people's reality, and its purpose is to engage more people to support your idea; ensuring that your message is out in the public.

According to the facilitator, Advocacy is an action directed at changing the policies, position, or programmes of any type of institution. It also includes:

- Building support for an issue or cause and influencing others to take action.
- Persuading government officials to prioritise particular programme approaches or services.
- Informing the general public and opinion leaders about a particular issue or problem and mobilising them to apply pressure to those in the position to take action.
- Creating support among community members and generating demand for the implementation of particular programme approaches or services.

# Identifying the problem -The Problem Tree Approach

The workshop facilitator introduced participants to the 'problem tree' as a technique for analyzing problems that residents face in their communities. The problem tree is a tool which can be used to analyse and understand the problem we are working on. The tool is important to identify a problem that is not too big and can be influenced. It also allows us to identify root causes and consequences of the problem. The facilitator stressed that the first step in advocacy is problem identification, which is finding a primary problem you want to address and find out its causes. The second step is to identify which of these causes you would address and with what interventions. Advocacy requires in-depth research and understanding of issues in order to convince those in positions of influence and influence the changes we want to see. As such, the problem tree technique is helpful when analyzing the nature of problems faced by residents in communities which they live.

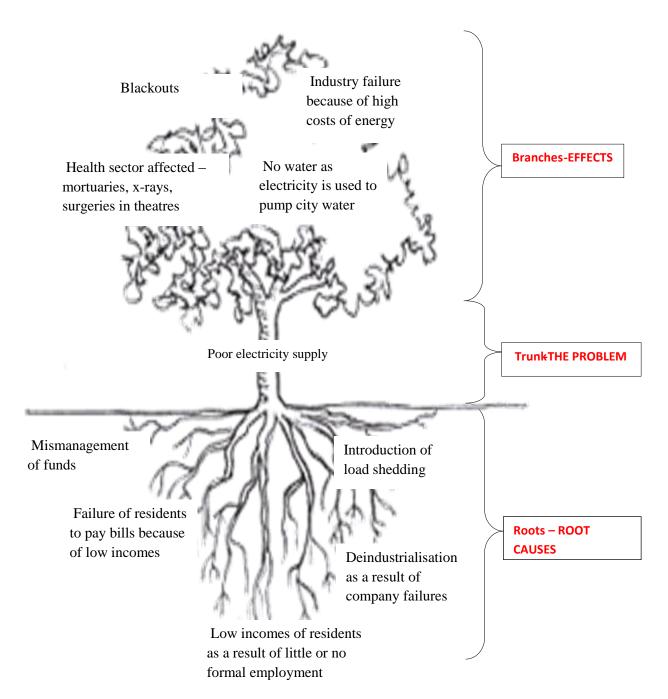
The participants identified poor electricity supply as one major problem in Masvingo and the problem was used by the facilitator to illustrate the problem tree analysis technique.

Trunk: The trunk of the tree represents the problem. In this case, it is the poor supply of electricity

**Roots:** Represents the root causes of the problem. The question; 'Why do we have this problem?' should be asked. The participants cited root causes such as the mismanagement of funds by the power supplier, failure by residents to pay for electricity, residents not having money as a result of the lack of stable sources of income due to deindustrialisation. The

emphasis is that in order to have an in depth analysis of the root causes of the problem, one should continue to ask the "Why" question. By doing so, more sub root causes can be identified.

**Branches/leaves:** These are the consequences of the problem. The figure below illustrates the concept of problem tree analysis concept using the general problem that was identified by the local leaders.



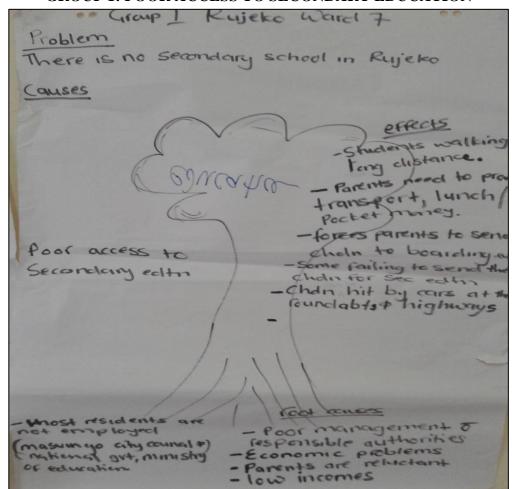
**Figure 1: Problem Tree – Poor Electricity Supply** 

# Group work: Problem tree

Five groups were formed with each group having an average of 5 participants. The facilitator asked each group to choose suburbs to represent. Each of the five groups was tasked to identify one major problem affecting residents in the suburbs they represented and develop a problem tree. The table below shows the three groups, suburbs represented and the major problem(s) identified.

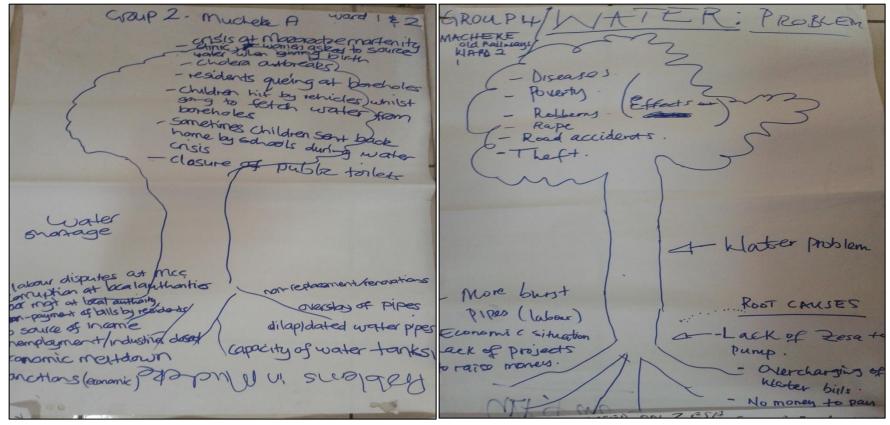
Group	Wards	Suburbs	Major Problem
Group 1	7	Rujeko	Lack of a high school in the area. Poor education
Group 2 & 4	1, 2	Mucheke A	Water shortages
Group 3	3, 5	Mucheke	Excess load shedding
Group 5	6	Hillside	Poor Maternal Health Care facilities

The groups presented their work in plenary as illustrated below.:

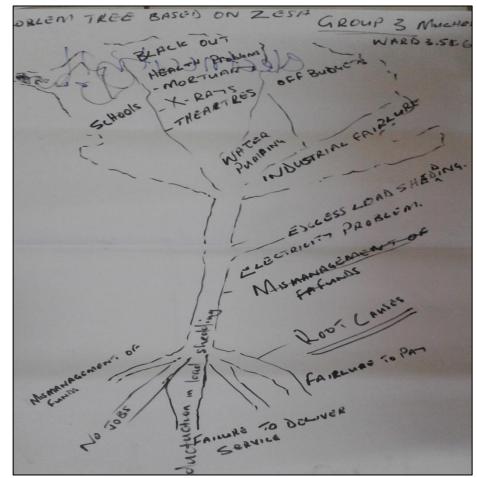


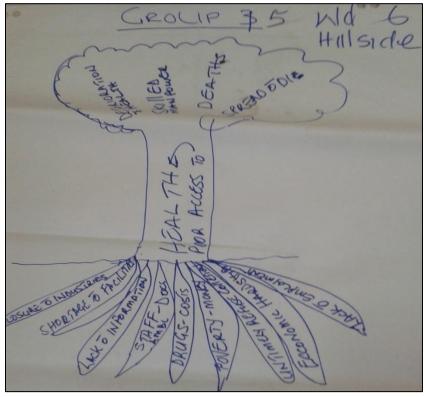
**GROUP 1: POOR ACCESS TO SECONDARY EDUCATION** 

#### **GROUP 2 AND 4: WATER SHORTAGE**



#### **GROUP 3: POOR ELECRICITY SUPPLY**





# **GROUP 5: POOR ACCESS TO HEALTH CARE**

# **Target group**

After the identification of problems, the next step was to identify the target group for the advocacy initiative. Identifying a target group is ascertaining who you want to influence and who is able to affect the change you want to see. In the case of the community, the target group can be individuals, organisations or public institutions. The identification process also includes classifying allies as well as opponents. After identifying the target group, then a stakeholder and power analysis to further decipher which stakeholders the residents will approach.

# **Stakeholder and Power Analysis**

Three main groups of stakeholders:

- Target audience: the people you are trying to influence
- Those affected by the advocacy issue supporters and opponents
- Potential supporters

The workshop facilitator described Stakeholder and Power Analysis (SPA) as a technique used to identify the key stakeholders who have to be won over for an advocacy initiative. The first

step in this process is to identify all the important stakeholders. The next step is to assess their power or level of influence and agreement with your views. This enables the community to identify who to focus on and who to ignore in the advocacy exercise. To make this clear, the facilitator gave an example of a resident who may have a high level of agreement with the advocacy issue whilst having a low level of influence in decision making. However, the facilitator emphasized the need to consider both the visible and the hidden power when carrying out the Stakeholder – power analysis assessment. For example, the residents, although not endowed with decision making authority and individually they may not have much influence, the moment they band together, their influence increases. The local leaders were introduced to the 'Power Analysis Matrix' as shown in Figure 2 below

ICE	HIGH	<b>Powerful</b> stakeholders (Most likely to oppose/resist)	Powerful stakeholders	<b>Potential partners</b> (or gatekeepers)
OF INFLUENCE	MEDIUM	Can they Become allies?	Powerful stakeholders	Potential partners
LEVEL	LOW	Ignore	Ignore?	Potential partners
I		LOW	MEDIUM	HIGH

# LEVEL OF AGREEMENT WITH OUR VIEWS

Figure 2: Stakeholder Power Analysis Matrix

# Group work

Following the presentation on Stakeholder and Power Analysis, participants went back to their respective groups. The facilitator tasked each group to identify one root cause of problems that they had identified earlier from problem tree diagram and develop an advocacy issue. Afterwards, each group was supposed to come up with a stakeholder Power Analysis Matrix. In doing this exercise, the groups were guided by the following questions:

- What is your Advocacy issue?
- What specific changes do you want to see?
- Who makes the decisions concerning your issue?
- Who can influence the decision making process?

In plenary the four groups presented the stakeholder and power maps that they had developed. Below are the stakeholder power matrixes which the groups presented in plenary.

#### Group 1: Rujeko

Advocacy issue: Improving Secondary Education in Rujeko by 2016 Specific changes to see: The building of a secondary school by 2016 Target Group: Ministry of Education, Councillors, Town Clerk, MURRA, Residents, Business Community, potential funders such as churches, District Administrator (DA)

LEVEL OF INFLUENCE	HIGH	Town Clerk	• Refuse team cleaners Councilors	• Residents Association			
	MEDIUM	• District Administrator	<ul> <li>Ministry Education</li> <li>Councillors</li> <li>Churches e.g. Roman Catholic, Dutch</li> </ul>				
ΓI	LOW		Business community	<ul><li>MURRA</li><li>Residents</li></ul>			
	LOWMEDIUMHIGHLEVEL OF AGREEMENT WITH OUR VIEWS						

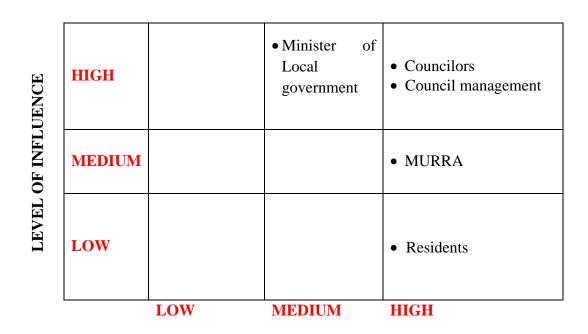
# Group 1's Stakeholders Power Analysis Matrix

# Group 2: Mucheke

Advocacy issue: Improving the water supply.

**Specific Changes to see:** The maintenance of a second pump to allow for more water to be pumped to Masvingo town.

**Target group:** Residents, Ward councilors, the council and the Management, Ministry of local government, MURRA



**Group 2's Stakeholder Power Analysis Matrix** 

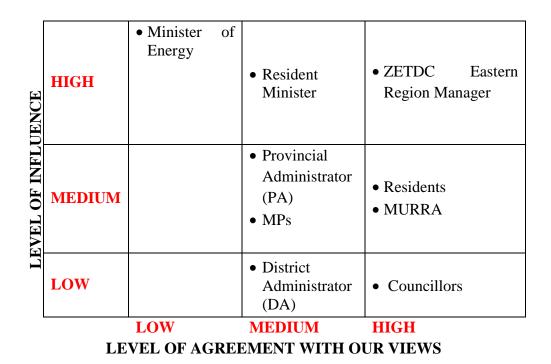
# LEVEL OF AGREEMENT WITH OUR VIEWS

# **Group 3: Mucheke**

Advocacy issue: Shortage of Electricity

**Specific changes to see:** Equal distribution of electricity in all residential areas

**Target Group/ Audience:** Zimbabwe Electricity Transmission Distribution Company (ZETDC) management, Residents, MURRA, Councillors, Members of Parliament (MPs), District Administrator (DA), Resident Minister



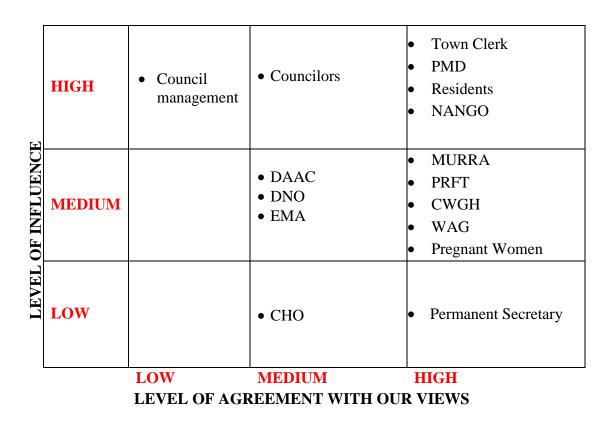
# Group 3's Stakeholder Power Analysis Matrix

Group 4: Hillside Advocacy issue: Maternal Health and Child Care Specific changes to see:

- Availability of maternal information at all clinics
- Women not to bring their own water to hospital when close to giving birth.

# **Target Group**

• Pregnant women, local authority's health department, Chief Health Officer (CHO), District Nursing Officer (DNO), Provincial Medical Director (PMD), Town Clerk, Councillors, Community Based Organisations such as Women Action Group (WAG), Community Working Group on Health (CWGH), National Association of Non-Governmental Organisations (NANGO), MURRA, District Aids Action Committee (DAAC), Environmental Management Agency (EMA), Town planner/Engineer and residents.



# Group 4's Stakeholder Power Analysis Matrix

# **Day 1 Evaluation**

An evaluation exercise was conducted to enable participants to make their own assessments on the proceedings of day 1. All participants (100%) indicated that they were excited with the proceedings of day 1 and were looking forward to the second day of the training. There was however a challenge of lack of water at the ZCTU offices as this was city wide problem

# **DAY 2 Proceedings**

# **Opening and Recap**

The day started with a song and opening prayer from Mrs. Sakadzo. This was followed by a recap exercise in which all participants took part. Each participant had to at least say one lesson that they got from the previous day

#### **Advocacy Strategy**

In order to strengthen the recap and bring more clarity, the facilitator gave participants the eight stages to carry out an advocacy strategy. These were given as:

- 1. Selecting a problem/ issue
- 2. Analysing and researching the problem/ issue
- 3. Developing specific objectives for your advocacy work
- 4. Identifying your targets
- 5. Identifying your resources
- 6. Identifying your allies
- 7. Creating an action plan
- 8. Implementing, monitoring and evaluating

#### Key Message and Action plan

The facilitator went on to present on key message and action planning. The facilitator emphasized on key steps that need to be followed in developing an advocacy strategy. These steps are;

- Identification of a community problem and the changes you want to see,
- Developing an advocacy message and action plan.

The facilitator elaborated that an advocacy message should be simple, clear, and persuasive. There is need to state what you want to happen. The key advocacy message should also reflect the advocacy objectives and should be tailored to target audiences.

#### **SWOT** Analysis

The facilitator introduced the SWOT analysis to the participants. In his presentation, the facilitator mentioned that the SWOT analysis should be done on each and every advocacy messages / objectives that can be developed. The facilitator also emphasized the need to have

SMART objectives. After coming up with a key advocacy message, an action plan should be developed.

# Action plan

A sound advocacy strategy should have an action plan which identifies activities to be done and persons responsible for the carrying out the agreed activities. Activities should come out of the issues and objectives identified. Key questions to ask when formulating an activity plan are;

- What has to be done?
- Who will do that?
- When will it be done?

Activities should be linked to capacity that can be either human or financial. Risk assessment of activities should be done. There is great need to be realistic about timescales and consider whether it is safe to carry out the activities. Lastly, the facilitator emphasized the need to have a monitoring and evaluation framework. Monitoring was defined as the systematic and routine collection of information from a project or programme. It involves checking the progress of the project or programme in terms of implementation and achievement of goals. Evaluation was referred to as an objective and systematic assessment of the extent to which expected changes / outcomes have been achieved. A monitoring and evaluation framework is very important in any advocacy work as it ensures effective and efficient utilization of available resources to achieve the intended outcomes and impacts. For example, if an advocacy strategy is monitored and evaluated, it becomes easy to identify specific changes that need to be effected for its success.

# Group work

After the facilitator's presentation, the participants were asked in their groups to do a SWOT analysis on the advocacy messages that they had identified and to come up with a community activity plan. The table below shows the deliberations from the groups;

Group	Objectives	Strengths	Weaknesses	Opportunities	Threats
Group 1 (Rujeko) Ward 7	secondary school built in	<ul> <li>The presence of active residents to advocate for education</li> <li>Cooperation from the business community, churches and residents</li> </ul>	• Lack of income to fund	<ul><li>new office bearers</li><li>New policies giving</li></ul>	considered biased to a
Group 2 Wards 1 and 2	To have another water pump being maintained to allow for improved supply of water	• Residents will be in full support of this initiative	<ul> <li>Poor cooperation between residents and councilors, mayor and council management</li> <li>Fear by residents to be vocal</li> </ul>	<ul> <li>Change of office bearers</li> <li>Change of policies that favour increased accountability and transparency</li> <li>Change of management</li> </ul>	• This may be viewed as a political issue
Group 3 Wards 3,5 (Mucheke)	To ensure equal distribution of electricity in all residential areas	<ul> <li>Vibrant residents association to advocate this issue</li> <li>Cooperation from residents is very high</li> </ul>	fearful	<ul> <li>Elections resulting in new office bearers</li> <li>New constitution and the devolution of power</li> </ul>	• The residents association might be considered a political party.
<b>Group 4</b> Ward 6 (Hillside)	To have the improved maternal health services	<ul> <li>Manpower in the form of residents</li> <li>Support from MURRA</li> <li>Evidence based approach through PRFT's BNB</li> </ul>	• Economic hardships that make it difficult for residents to pay for health services as well as a poor government	• Basic rights enshrined in the new constitution	<ul> <li>The economy may further collapse as the indicators are not showing many signs of the economy improving</li> <li>This may be viewed as political.</li> </ul>

# Group activity plans

In their groups, participants came up with key activities that they committed themselves to undertake after the training workshop (**Table 2**);

# Table 2: Activities identified by the groups

Group	F	ollow-up activities	Who	Time frame	Resources Required
Group 1Ward7(Rujeko)Education	•	Engagement meeting with residents to gain support To validate the site area for the secondary school through the Ministry of education offices in Masvingo.	BNB Committees and residents BNB Committees and residents	By 31 October 2015 By 31 October 2015	
	•	Advocacy committee meeting to selecting office bearers and drafting an advocacy paper.	BNB committees and residents		
	•	Engaging the Ministry of education offices in Masvingo to get more information on government plans with regards to the school site.			
	•	Feedback meetings/ monitoring and evaluation review meetings with residents			
Group 2 Ward 2 and 4 (Mucheke) Water		Engagement meetings with ward councilors to monitor the progress of the installation of water pump acquired by council	BNB committees	By 30 October 2015	Funds to facilitate the necessary logistics to have the engagement meetings
	•	Doing a site visit to the place with the help of the engineer (monitoring) Compiling a monitoring visit report			

		and engagement			
Group 3	•	Conduct a research on the distribution	Residents through	By the 31	Transport and communication
Ward 3,5 (Mucheke) Electricity		of electricity in residential areas and reasons for the current distribution	MURRA MURRA	October 2015	funds to be in touch with the relevant stakeholders.
	•	Mobilization of the residents		By 15 October 2015	
	•	Stakeholder meetings on the progress of this advocacy issue	Residents, MURRA Residents	Beginning end of October 2015	
	•	Establishing relationships with the Zimbabwe Electricity Transmission Distribution Company (ZETDC)	Association, MURRA	Starting October 2015	
Group 4 Ward 6 (Hillside) Maternal Health	•	Research on the current maternal services available at Runyararo Clinic Monitoring of the factors affecting the provision of maternal health services	BNB Committees and residents	By 31 November 2015	Transport allowances to ensure a comprehensive research is carried out
	•	Submission of the report to the district health departments	BNB Committees and residents	15 January 2015	Transport allowances
	•	Engage people with influence and community awareness on maternal health	BNB Committees and residents	By 31 December 2015	Stationary, money for photocopying, manpower

#### **BNB** Committees Created

In order to have effective monitoring and evaluation of the activity plans, BNB committees where created in line with the four advocacy issues. These committees will be responsible for ensuring that the activities in the action plans are executed. It was however highlighted that sometimes the action plans may need to be changed in order to get the best results for the advocacy issue. As a result, the committees will then decide how to tackle issues as they arise. For example, the issue of advocating for the maintenance of second a water pipe was changed after the councilor clarified that the Masvingo City Council had already sourced the equipment to start the maintenance. The maintenance was said to be under progress at the time of the training. In response to this, the MURRA members formulated an advocacy plan around monitoring the maintenance steps. The members committed to do a site visit with the help of an engineer before giving its feedback report to the council.

The committee members are given below:

#### MATERNAL HEALTH

Committee Leader – E. Takaidza Vice Committee Leader – S. Paradza Committee members – E. Kondo, J. Mhungu, S. Mafuku, T. Manakani, N. Mapite

# ELECTRICITY

Committee Leader – E. Mahomera Vice Committee Leader – G. Marume Committee Members – F. Dzivisai, P. Mutsiiri, S. Madzutu, N. Mapfumo

# **EDUCATION**

Committee Leader – Mavis Machiya Vice Committee Leader – Musara Chimbunde Committee members – Paul Zimharo

# WATER

Committee Leader: Constance Musekiwa Vice Committee Leader: Monica Ben Committee members: Z. Mukwati, Shamiso Siyavezva, Orbert Zhimaro

# **Workshop Evaluation**

A workshop evaluation exercise was conducted and it showed that the expectations of the participants were met.

In winding up the workshop, the facilitator used some wool that participants threw at each other without dropping, as they shared their commitments after the training. This formed a web which symbolically represented the need for collective action in realizing the identified actions. Some of the participants' personal commitments were;

- To start implementing the agreed activity plans
- To mobilize other residents during the implementation of the community action plans
- To teach other residents on how to do advocacy work for community development
- To support the Residents' Association's advocacy work through the production of policy briefs on issues identified by the groups (PRFT programs officer)
- To do follow-ups and check progress during implementing of the action plans



After the last participant received the 'ball', a web was created in the training room. The facilitator explained that the web represented the network that has to be developed and

maintained in advocacy work. According to the facilitator, advocacy should not be a one-man band, but a shared responsibility. The workshop was officially closed with closing prayer from the Mrs. Siyavezva. Thereafter a group photo was taken (see photo below);



# APPENDIX

# List of Workshop Participants

	Name	Organization/Ward	Designation	Contact	Email	Gender
				Details		
1.	L. Maronga	MURRA	Program Officer	0777305977	lmarongall@gmail.com	Female
2.	M.Sikhosana	WCOZ	Chapter Chair	0774442884	Mthandazo2012@gmail.com	Female
3.	Monica Ben	MURRA	Secretary	0773896198		Female
4.	Zvinatsei Mukwati	MURRA	Secretary	0773998016		Female
5.	Constance	MURRA	Member	0776239869		Female
	Musekiwa					
6.	Paul Zimharo	MURRA	Vice Secretary	0774416525		Male
7.	Lydia Tasaranago	MURRA	Member	0775600351		Female
8.	Elvis Mahomera	MURRA	Member	0777475014		Male
9.	Wonder Chizororo	MURRA	Member	0774333090		Male
10.	Gary Marume	MURRA	Youth	0775403629		Male
11.	Obert Zimharo	MURRA	Member	0773437562		Male
12.	P. Mutsigiri	MURRA	Member	0782021112		Female
13.	S. Madzutu	MURRA	Treasurer	0773429197	smadzutu@gmail.com	Male
14.	N. Mapfumo	MURRA	Chair	0775107187		Male
15.	T. Mamakani	MURRA	Member	0782068881		Female
16.	S. Paradza	MURRA	Member	0772318673		Male
17.	N. Mapite	MURRA	Consultant	0775300667		Female
18.	S. J. Mafuku	MURRA	Member	0775684100		Male
19.	G. Kurauone	Masvingo Council	Councillor	0774009703		Male
20.	Ketai Zvinonzwa	Consumer Council of	Secretary	0776411580		

		Zimbabwe				
21.	Mavis Machiya	Consumer Council of	Complaints	0771207860		Female
		Zimbabwe	Officer			
22.	Dzivisa Firias	AAC	Member	0775129719		Male
23.	Shamiso	MURRA	Board Member	0775023119		Female
	Siyavezva					
24.	Musara	MURRA	Member	0776410166		Female
	Chimbunde					
25.	Takudzwa	MURRA	Member	0772424677		Male
	Muchairi					
26.	Bother Dube		Police Internal	0773210510		Male
			Security			
			Intelligence			
			(PISI)			
27.	Thobekile Dube		PISI	0777565094		Female
28.	G. Mtuda	MURRA	Member	0772843991		Male
29.	E. Takaidza	MURRA	Member	0773298452		Female
30.	Joyce Mhungu	Women Action Group	Member	0772776292	joycemhungu@yahoo.com	Female
		(WAG)				
31.	Eppifania Kondo	WAG	Member	0778121398		Female

# Workshop Program

# DAY 1

09.00 -09.30	Welcome and introductions
09.30-10.00	Workshop expectations and Objectives
10.00 - 10.30	Identifying the problem
10.30 - 11.00	Break
11.00 - 12.30	Group work (Problem Tree)
12.30 - 13.00	Plenary
13.00 - 14.00	LUNCH
14.00 - 15.00	Stakeholder & Power Analysis
15.00 - 16.00	Group Work
16.00 - 16.30	Plenary
END OF DAY	

# DAY 2

09.00- 09.30	Recap of previous day
09.30-10.30	Key message and Action Plan
10.30 - 11.00	Break
11.00 - 12.00	Group Work
12.00 - 12.30	Plenary
12.30 - 13.00	Round Up& Way-forward
13.00	Lunch & Departure