



Standard Operating Procedures
Effective Public GPC Advocacy Messaging

Advocacy is a set of activities aimed to promote change to bring policy, practice or law into compliance with international standards. In situations of internal displacement, advocacy is a vital tool to influence decision makers and stakeholders to adopt practices and policies that ensure the protection of internally displaced persons and other affected populations.

Advocacy is a central building block of most comprehensive protection strategies. If strategically combined with other protection activities, such as information-dissemination, monitoring or negotiation, it can greatly contribute to transforming the underlying systems and structures that affect IDPs and other populations of concern.

Advocacy messages disseminated by GPC* must have clear objectives and target audience.

Public sharing of advocacy messages should be determined on a case-by-case basis, weighing risks of potentially disrupting field-based dialogue with key stakeholders, prompting a denial of humanitarian access to vital areas, or heightening the risks to affected populations or humanitarian staff. The decision to publicly disseminate advocacy messages, thus, needs to be in the best interest of affected and displaced populations.

GPC advocacy messages would normally include three elements: brief description of context, identification of key protection concerns and formulation of main recommendations.

While GPC public advocacy messaging can be initiated at the global level, all advocacy must be agreed with the field protection cluster and cleared by it. The following must also be ensured when preparing effective public GPC advocacy messages:

Messages developed by Global Protection Cluster	Messages developed by Field Protection Cluster
Extensively consult with relevant GPC partners and Areas of Responsibility, and clear the messages with field protection cluster.	Extensively consult with field protection cluster partners before requesting dissemination by GPC.
Ensure that field protection cluster has validated evidence and facts underpinning the message.	Ensure evidence-based verification: the accuracy and credibility of the information on which the advocacy messaging is based are critical.
Comply with the “Do No Harm” principle: ensure that global level advocacy does not negatively affect efforts being undertaken at the field level.	Comply with the “Do No Harm” principle: ensure that public advocacy does not negatively affect efforts being undertaken through risk assessment.
Preserve impartiality and neutrality of humanitarian actors at the global and field levels to ensure continued dialogue, access and open channels of cooperation.	

GPC advocacy efforts can promote ongoing dialogue with field operations; in all circumstances, effective advocacy messages should encourage continuous conversation between the global and field levels.

* Public GPC advocacy messages disseminated through emails, GPC Website and GPC Newsletter.