



# **MEDiCAM**

## **Training Opportunity**

### **“Communicating for Advocacy”**

Date : 16<sup>th</sup> - 20<sup>th</sup> November, 2009  
Phnom Penh

#### **General objective of the training:**

This training is the expansion of a joint MEDiCAM- HEALTHLINK WORLDWIDE curriculum of Communicating for Advocacy (CFA). The aim of the training is to develop the capacity of NGOs and CBOs from the MEDiCAM member network and partners in advocacy and communication skills. This will be done by using a people-centred, bottom-up, rights-based approach to improve the health and quality of life of marginalised and vulnerable people. Especially, this 5 days course will enable local CBOs and communities to work together to advocate for better access to quality health care services, particularly for the marginalized and vulnerable. The course will help to guide in identifying key health issues, develop community advocacy work plan, introducing the tools for effective communicating evidence for changes, particularly at the operational level.

Training will be provided Ms Keo Kaneka, MEDiCAM Advocacy coordinator, and Mr. Oliver Schell, Project Advisor from VOR ORT. Distinguished guest speaker will be invited to give practical learning experience.

#### **Course contents:**

1. What do we mean by advocacy and communication?
2. Developing Advocacy Strategies
3. Stakeholder and audience analysis
4. How to analyze the legislation
5. Working with the media
6. Information, education and communication (IEC) materials: display and analysis
7. Communication – practical skills
8. Practical research and Interviewing skills
9. Develop message for communication materials
10. Presentation of the produced materials

#### **Target participants:**

The training tailors for the NGO and Community Based Organization staff who involve in advocacy works.

#### **Participation fee:**

Costs: \$ 180 – This will include tuition fee, accommodation and lunch. 50% scholarship is available for poor-resource local NGOs (depending on NGO's budget): you pay only \$ 90 course fee. Maximum: 25 participants.

**Deadline for application: 11<sup>th</sup> Novembers, 2009**

For further information and application forms please contact:

Mrs. Keo Kaneka, MEDiCAM Advocacy Coordinator by Telephone: **012 304-528** or email: [ac@medicam-cambodia.org](mailto:ac@medicam-cambodia.org) or  
Dr. Chengli Bunt, MECB Manager: [mecb@medicam-cambodia.org](mailto:mecb@medicam-cambodia.org) or Tel: 023 880 291