



ONLINE

SOCIAL PROTECTION

# ADVOCACY AND COMMUNICATION FOR SOCIAL PROTECTION

16 JUNE – 25 JULY 2025  
🕒 6 WEEKS, 60 HOURS



# ADVOCACY AND COMMUNICATION FOR SOCIAL PROTECTION

## OVERVIEW

### SNAPSHOT OF THE COURSE

How can you become an agent of change to advance the social protection agenda? Advocacy and communication are essential to establish a rights-based culture of social protection, to inform policy-making, and to ensure that programmes are aligned with international standards and meet people's needs. Well-coordinated advocacy is pivotal if countries are to take the 'high-road' towards universal social protection. This course will enable you articulate what needs to change and why. It will teach you how to better plan your advocacy and communication efforts. It will help you to find your voice to persuasively convey your vision and make change happen.



ONLINE

ITCILO E-CAMPUS



DATES

16 JUNE – 25 JULY 2025



COLLABORATIVE LEARNING

ONLINE RESOURCES



LANGUAGES

ENGLISH



APPLICATION DEADLINE

2 JUNE 2025

## WHAT

### WHAT WILL I LEARN?

- How to conduct a **policy analysis, research and diagnostics** and why these are essential to any policy reform.
- Why a contextualised **problem analysis** can help identify priority issues.
- How key **international advocacy initiatives** and coalitions are helping to set the global social protection agenda.
- How to **plan advocacy and communication initiatives** and develop effective strategies.
- Why **stakeholders** matter and how to profile them in order to understand what they care most about and how to can best convey our messages to them.
- How to **craft a convincing narrative** to convey our vision for change and galvanise others to take action.
- How to **convey messages** in an engaging way to different audiences, including the media and policy-makers.
- How to **monitor your advocacy and communication** efforts and understand whether you have made a difference.

### WHAT WILL I BE ABLE TO DO?

- **Frame your advocacy and communication work** based on robust contextual evidence and problem analyses.
- Apply the steps of the **advocacy planning cycle** to help guide the development of your advocacy and communication initiatives.
- Conduct a comprehensive **stakeholder mapping** and **audience profiling**.
- Develop **impactful narratives and messages** tailored to different audiences.
- Step-up your communication work through **media training**.

- Boost your communication and influencing efforts with up to two bilateral coaching sessions with ITCILO experts over the period of the course to help inform your work.



This course is an eligible course for the **Diploma for Social Protection Managers**. To achieve the Diploma, successful candidates must complete four courses within a five-year period and undertake a capstone assessment. .

## WHO

### WHO TAKES THIS COURSE?

The course is designed for officials, managers and executives of social protection institutions, ministries, international organizations, social partners and civil society who are tasked with shaping and advancing the social protection agenda at the local, national or international level; all professionals and practitioners who aim to strengthen the way they communicate about social protection internally and externally; those who wish to step up their work with the media; anyone who works closely with decision-makers to inform policy or budget formulation, amendment and implementation with a view to strengthening social protection systems for extension of coverage.

## LANGUAGE

English

## HOW

Each week, participants will:

- Join two 90-minute live sessions focusing on specific topics (synchronous).
- Consult engaging learning materials on the course platform (self-paced)
- Share their knowledge and experiences through a dedicated technical forum (self-paced)

Participants should expect to dedicate a maximum of 10 hours to engaging in course activities each week.

## HOW TO APPLY

Find the application form at <https://oarf2.itsilo.org/DST/A9718044/en> and apply before **2 June 2025**.

## PRICE

Total: 1,055 Euros

### LEARN ONLINE

Connect with a global network of practitioners in an immersive digital learning environment

### HAVE YOUR LEARNING CERTIFIED

Successful candidates will obtain an ITCILO Certificate of Achievement

### MOVE CLOSER TO OBTAINING A DIPLOMA

Course eligible for the Diploma for Social Protection Managers, allowing you to move one step closer to obtaining your recognition.



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OR VISIT

[bit.ly/3CEEIQN](https://bit.ly/3CEEIQN)

## **WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES**

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

## **INFO**

### **FOR FURTHER INFORMATION PLEASE CONTACT**

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**COURSE CODE: A9718044**