

National Democratic Institute For International Affairs



conducting nonpartisan international programs to help promote, maintain and strengthen democratic institutions

1717 Massachusetts Avenue, NW
Fifth Floor
Washington, DC 20036
(202) 328-3136
FAX (202) 939-3166
E-MAIL: demos@ndi.org

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The National Democratic Institute for International Affairs (NDI) was established in 1983. By working with political parties, civic organizations, parliaments, and other institutions, NDI seeks to promote, maintain and strengthen democratic institutions in new and emerging democracies. The Institute is headquartered in Washington, D.C., and has a staff of 120 with field offices in Africa, Asia, the Caribbean, Eastern Europe, Latin America, the Middle East and the former Soviet Union.

NDI has supported the development of democratic institutions in more than 60 countries. Programs focus on six major areas:

Political Party Training: NDI conducts multipartisan training seminars in political development with a broad spectrum of democratic parties. NDI draws international experts to forums where party members learn first-hand the techniques of organization, communication and constituent contact.

Election Processes: NDI provides technical assistance for political parties, nonpartisan associations and election authorities to conduct voter and civic education campaigns and to organize election monitoring programs. The Institute has also organized more than 25 major international observer delegations.

Strengthening Legislatures: NDI organizes seminars focusing on legislative procedures, staffing, research information, constituent services, committee structures and the function and role of party caucuses. NDI programs also seek to promote access to the legislative process by citizen groups and the public at large.

Local Government: NDI provides technical assistance on a range of topics related to the processes of local governance, including division of responsibility between mayors and municipal councils, and between local and national authorities. NDI programs also promote enhanced communication between local officials and their constituents.

Civic Organization: NDI supports and advises nonpartisan groups and political parties engaged in civic and voter education programs. NDI programs work with civic organizations to enhance their organizational capabilities.

Civil-Military Relations: NDI brings together military and political leaders to promote dialogue and establish mechanisms for improving civil-military relations.

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CIVIC EDUCATION AND ADVOCACY WORKSHOP

October 31 - November 2, 1995

Kairaba Hotel

Serrekunda, The Gambia

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CIVIC EDUCATION AND ADVOCACY WORKSHOP

October 31 - November 2, 1995

Kairaba, Hotel

Serrekunda, The Gambia

OVERVIEW

From October 31 to November 2, 1995, NDI organized a Civic Education and Advocacy Workshop for more than 60 representatives of Gambian NGOs, international NGOs, and representatives of print and broadcast media. This workshop was the second major activity conducted under the civic education component of NDI's democratization project for The Gambia. By conducting the workshop, NDI expected to achieve the following objectives:

- identifying techniques and strategies to enhance the effectiveness of Gambian civic organizations in basic organizing and issue advocacy;
- creating a forum for Gambian civic organizers to exchange ideas on political developments and issues of civic advocacy in The Gambia;
- creating a forum that would allow NDI to present information on Focus Group methodology as a tool for the development of effective civic and voter education programs;
- training civic group leaders on how to write grant proposals and interact with potential donors in order to obtain funding for organizational activities; and
- enhancing the existing network of Gambian civic organizers so as to facilitate the continuing exchange of ideas and resource sharing in the future.

International trainers Wambui Kimathi (Kenya), Marthaele Gbe (Côte d'Ivoire) and Phil Wilbur (USA) served as facilitators for the workshop, along with NDI field staff, Tanya Domi, Adrian Muunga and Christine Knudsen.

In order to render the discussions more interactive, a combination of plenary presentations and smaller working sessions were employed. This approach resulted in more open discussions among the Gambian participants who felt comfortable enough to engage in a more critical discussion of some of the concepts espoused by the international trainers. Post-workshop evaluations by participants showed an average satisfaction level of 4.5 out of five.

Opening Session (Day One)

NDI Field Director Tanya Domi began the workshop by providing an overview of NDI's program in The Gambia, emphasizing NDI's commitment to supporting Gambian citizens in their desire to return to democratic, civilian rule. Domi welcomed participants and explained that the agenda for the workshop was developed as a result of recommendations from participants of the Civic/Voter Education Roundtable conference held in early September 1995. She further explained that the workshop would concentrate on the benefits that civic education, civic advocacy and the media bring to an ongoing democratization process. She noted that civic education and advocacy are important aspects of democratization as they allow citizens to mobilize around mutually shared societal values. Domi further explained that in democratic societies the views and values of citizens are respected when citizens are encouraged to express and advocate their ideas publicly, at meetings, in the media and through governmental institutions. To highlight these concepts, local as well as international institutions were used to illustrate how civic education and advocacy have taken place in different parts of the world.

Opening Plenary: Citizen Participation in Democratic Transitions

During this panel discussion, the international trainers from Côte d'Ivoire, Kenya and Zambia gave presentations on citizen participation in democratic transitions, drawing on the examples and shortcomings of their specific countries. In each case, a brief summary of the political history was outlined followed by a more detailed account of the democratic transition. The presentations further addressed issues such as citizen participation in the political process, civic organizing in difficult political environments and how to overcome these challenges. During the presentations special emphasis was placed on the kinds of materials that can be developed by local organizations, such as a storyboard that was used to educate illiterate women in Côte d'Ivoire and a videotape on civic participation that was produced by an NGO in Kenya.

After the presentations, the discussion between presenters and participants focused on topics such as how NGOs can raise the level of voter awareness civic education programs, how NGOs can make political leaders more accountable, the importance of simplifying concepts of democracy to fit expectations and demands of local development, the need for civic groups (NGOs) to be non-partisan, clarification of the difference between democracy and multiparty elections, and concerns about political inactivism in The Gambia.

Plenary II: Developing a Civic Education and Advocacy Strategy

Phillip Wilbur and Tanya Domi moderated discussions during this session which focused on principles of advocacy and the requirements needed to identify and choose a public interest issue. Wilbur described advocacy as an organizing tool used in the democratic process to assist in creating and pressuring for change. He explained that an important ingredient for developing an effective advocacy strategy was issue selection. Wilbur stated

that in order for an issue to receive public support it was necessary for citizens to view the issue as important to their well being. NGOs should play a role in highlighting an issue or raising public awareness on it.

Participants were then divided into three working groups for the purpose of identifying important issues within Gambian society. Participants selected group moderators from among themselves who then reported back to the plenary sessions. The participants highlighted the following issues as critical for Gambian society during the transition.

- voter education;
- reviewing the role of the media in transition period;
- leadership education;
- women's empowerment;
- misuse of state resources for political campaigns;
- reducing voting age to 18 years; and
- human rights and rural development.

Plenary III: Message Development Around an Issue

Wambui Kimathi led this presentation by explaining the importance of knowing the target audience and detailing the specific information an audience needs to know in order to receive a message. She elaborated on how a message must be easy to understand, even humorous, and how it would help to include illustrations relevant to the subject matter. Kimathi endorsed what she presented as "edutainment", as an effective method for message development. This involves combining education and entertainment to develop and deliver messages using pictures, symbols, TV, radio, music, T-shirts, posters, dramas, etc. Kimathi offered a Kenyan example of how "edutainment" was used as a vehicle for reaching youth through the use of crossword puzzles, which contained democratic concepts. She explained that these puzzles were printed on the back of school exercise books, to bypass government resistance to the introduction of civic education in the school curriculum. She encouraged workshop participants to look to the youth, women and students as effective message deliverers to the grassroots segment of society. Participants were particularly interested in finding out whether those civic education materials had been pre-tested to determine message impact and accuracy.

Following discussions on the main theme of the plenary, participants were divided into three working groups to develop and deliver messages based on the issues that were identified during the previous seminar as being of concern to Gambians. The following were some of the messages developed:

Voting: Targeting Voting Population

- your vote is your future;
- your vote is important in changing your government;
- your vote guarantees your choice;

- your vote brings peace, stability and can express your desire;
- if you don't vote at 18 you are missing out;
- your vote is your life;
- vote for the right person;
- your vote is your power; and
- your vote is an obligation.

Responsible Media: Targeting Journalists

- journalists should not be biased;
- professionalism and ethics are vital to good journalism;
- trained journalists are assets to the nation; and
- the public relies on you.

Leadership Education: Targeting Political, Governmental and NGO Leaders

- leadership is commitment;
- leadership is service;
- leadership is responsibility; and
- don't forget we put you there.

The smaller workshop groups also developed messages aimed at women, encouraging them to actively participate in decisionmaking in Gambian society. Participants concluded that all messages developed could be effectively delivered through drama, posters, bantabas and other traditional media including religious outlets. The workshop groups were moderated by the international trainers and NDI staff. The workshop came to a close with a review of the day's highlights and an outline of the next day's events.

Second Session (Day Two)

The second day opened with a review of the previous day's discussions and a preview of the topics for the second day.

Plenary IV: Outreach Activities and Tactics in Developing Broad-based Public Support

Phillip Wilbur moderated this session by outlining the basic rules that civic organizers and advocates need to observe when interacting with the media, such as respecting the objectivity of the media, respecting timelines and deadlines and keeping the media informed of activities. Wilbur also indicated that just as organizers must abide by rules, journalists and other media representatives must be responsible and accurate in their reporting. He mentioned tactics that could enhance accuracy and effective reporting by media representatives such as the use of press kits. A press kit should include background papers, fact sheets, quotes and endorsements, a list of organization spokespersons and a

press release on whatever activity is to be covered. Media representatives when covering public functions should also make sure that they are easily identifiable at those events.

Adrian Muunga explained that in developing outreach activities and public support, activities undertaken by civic organizations needed to be "SMART" (Specific, Measurable, Attainable, Realistic and Timely). Such strategic thinking and planning could enhance coalition building among NGOs to achieve common objectives. Muunga further elaborated on some of the risks and benefits of building coalitions. Participants were later divided into working groups in which they developed a coalition strategy for support on the issues identified on day one of the seminar. By the end of the plenary session at which the small workshops reported on their findings, participants emphasized that the following should be considered when trying to build coalitions:

- sharing information/expertise;
- avoiding duplication of effort; and
- equal participation and responsibility in planning and implementation of activities.

Plenary V: Developing Professional Relationships with Political Leaders and Government Officials

This session, led by Phil Wilbur and Wambui Kimathi, stressed attitudes that facilitate the creation of useful professional relationships. It was emphasized that the relationship between an advocacy group and political leaders or government officials would be strengthened if the following attitudes were exhibited by both sides:

- mutual trust;
- mutual benefit;
- enhance goal achievement;
- equal input and importance;
- agree to disagree;
- formal agreement;
- appreciation; and
- follow-up meetings.

The smaller workshop groups then used role playing exercises to illustrate some of the difficulties that NGOs could run into trying to develop professional relationships with political leaders and government officials.

Plenary VI: Resource Development from International Sources

This workshop was designed to enhance the skills of participants to enable them through proposal writing to raise funds through proposal writing to assist their efforts to conduct civic and voter education. The session was moderated by Christine Knudsen and focused

on the basic guidelines for writing proposals to obtain funding for program activities. The major components of a proposal were explained to the participants and were broken down into the summary, introduction, problem statement, goals or objectives, activities, evaluation, and budget. Concrete examples from approved grants and proposals were used to facilitate understanding and discussions with the participants.

Third Session (Day Three)

Plenary VII: Applying Advocacy Skills

Participants were divided into four groups for a role playing exercise in advocacy. They were expected to organize an advocacy campaign taking into consideration their socio-economic, cultural and political differences. Sample advocacy issues included voter education, rationale for voting, and encouragement of women participation, all with differing scenarios. Appropriate strategies, activities, and budgets were developed and discussed.

Plenary VIII: Introduction to Focus Group Discussions

The third session also presented the value of focus group research as an information gathering methodology. Basic components of focus group research were presented, ranging from a generic perspective to a Gambian focus. The rationale and technique behind focus group planning and implementation were explained. Saihou Sanyang, a Gambian focus group expert, explained how focus groups could be conducted in the Gambian context by drawing upon his previous experience. He outlined the major requirements of moderators (including such issues as dress, neutrality and cultural sensitivity) for focus groups to be effectively conducted. Several concerns were discussed and an invitation was extended to participants to sign up as volunteer moderators for NDI planned focus groups at the end of the workshop. Nine participants (three female and six male) submitted their names.

CONCLUSION

At the close of the focus group discussion, evaluation forms were provided to each participant. The surveys were designed to elicit information on pre-workshop expectations, whether these expectations had been met, the value of plenaries and small group discussions, the strengths and weaknesses of the civic education and advocacy workshop and suggestions for follow up activities.

SUMMARY AND ANALYSIS OF EVALUATIONS

The National Democratic Institute for International Affairs (NDI) organized a Civic Education and Advocacy Workshop from October 31 to November 2, 1995. Designed to build on the interest generated among Gambian NGOs by the September Civic/Voter Education roundtable, the 2 ½ day seminar focused on more discussions of concepts of civic education and the techniques of designing advocacy strategies. Approximately 60 representatives of Gambian NGOs, the Gambian Civic Education Panel, and the media attended.

The workshop followed a format of plenary sessions and small-group exercises where participants were assigned responsibilities in planning a civic education campaign, by identifying issues, creating messages, designing outreach activities, and developing professional relationships with governmental counterparts. The sessions were facilitated by three international trainers, Wambui Kimathi (Kenya), Marthaelle Gbe, (Cote d'Ivoire), and Phillip Wilbur (USA) as well as NDI's field staff, Tanya Domi, Adrian Muunga and Christine Knudsen.

An evaluation questionnaire was distributed during the closing session of the workshop. The questionnaire consisted of 11 questions eliciting open-ended narrative responses and numerical ratings. Forty-two evaluations were completed and returned. The following analysis presents the questions in bold-face type and gives a compilation of participant responses. The reason for the question's design is included in italics. In some instances, percentages may exceed 100 percent as participants gave multiple responses.

General Comments

Overall, the responses were very positive. Participants had fairly clear objectives coming into the workshop and their expectations were met. Additionally, they were exposed to a variety of new concepts associated with civic advocacy. Most of them seemed to have been able to internalize these ideas and left the seminar better prepared to undertake voter education campaigns. A majority of the participants appreciated the fact that a wide range of topics were discussed at the seminar. They also indicated a desire for more follow-up sessions. The primary objectives of the seminar were achieved as participants indicated in their evaluations that they acquired new skills and were able to start building coalitions for future activities. There was a recurring comment about the need for added incentive such as per diem or transportation costs for participants to attend the workshop. This is likely due to the fact that the workshop was held at a location that was outside the reach of the main public transportation routes.

1. What expectations or objectives did you have before the workshop? (*This question was also intended to identify what the initial understanding of civic advocacy was for Gambian NGO leaders.*)

- Gain more knowledge and skills on how to conduct a civic education workshop and how to share information on civic advocacy with other groups (31%)

- Increase understanding of the strategies, principles, communication skills and methods used in civic education (26%)
- Learn new things from the presenters and other participants (14%)
- Gain an overview of NDI's activities in civic education (11%)

Some of the respondents also listed the following more specific goals:

- Gather further information on civil rights and voting rights
- Help more women become aware of why they should vote
- Participate in the selection of moderators for focus groups and their training
- Gain an in-depth knowledge of both western and African models of democracy

2. Were these expectations of objectives met during the course of the workshop? If not, how could they have been met?

The overwhelming majority (80%) responded positively. Fourteen percent indicated that their expectations were only partially met. Of those whose objectives were not completely met, all indicated that participants should have been given more time to talk about their own organizations, devise specific strategies and engage in role playing. There was some frustration expressed about the lack of time to fully delve into the subjects.

3. Which presentations were the most enriching for you? Why? (This question was designed to identify areas which could be more fully discussed in future workshops and pursued in other fora.)

Of those responding, 19 percent indicated that all topics were interesting and deserved more elaboration. The remaining participants judged the following topics enriching:

- Developing a civic advocacy strategy (39%)
- Citizen participation in democratic transitions, including presentations by fellow Africans (17%)
- Working with political parties, government officials and the media (13%)
- Project proposal writing process (10%)
- Focus groups (10%)
- Identifying issues (9%)
- Message development (7%)
- Designing outreach activities (7%)
- Role playing exercises (5%)

4. Which presentation was the least interesting for you? Why?

The majority (67%) indicated that all topics were interesting. The remaining participants indicated that they found the following areas to be least interesting or least relevant:

- Outreach and advocacy activities, because not linked to the Gambian context (10%)
- Experiences from other countries, due to The Gambia's unique history (7%)
- Resource development, because the presentation was on a known subject (7%)
- Focus groups (2%)
- Developing professional relationships with political leaders (2%)
- Why vote, how to vote (2%)

5. Do you feel that the small group working sessions were a positive addition to the workshop? *(This question was intended to ascertain whether participants gained added benefits from smaller sessions or whether they would have preferred solely the plenary sessions.)*

All participants responded with enthusiastic comments which indicated that the working sessions enriched the discussions, facilitated constructive dialogue, and helped set up a model for future action.

6. Do you have concrete suggestions for other topics that could have been presented during the workshop? *(This question was also designed to identify areas in which NDI could concentrate future efforts in workshops and consultations.)*

Only 25 percent of participants responded to this question with specific suggestions.

- Human rights issues (7%)
- NGO collaboration and networking (5%)
- Expected constraints in implementation of civic education programs, especially in the field, and how to address these issues (5%)
- Case studies (2%)
- Participation in civic education by schools (2%)
- Relationships between advocacy group and the incumbent government (2%)
- Negotiation skills (2%)

7. Were you able to expand your network of professional contacts with other participants during the workshop? Do you feel that this information exchange will be useful to you and your organization? *(This question was included to determine how much participants drawn from a wide range of backgrounds interacted during the workshop, since a principal objective of the seminar was to facilitate networking and coalition building around civic education issues.)*

The responses were notably very enthusiastic, detailing how contact with new colleagues would be useful in future actions and how the information exchange was sparking innovative thinking already.

All of those who responded (93%) showed enthusiasm for the new contacts and information exchange. The only regret was that one of the trainers, Wambui Kimathi, was required to leave early due to her schedule in Kenya and so was not available for more discussions after the session.

8. Do you have suggestions for NDI follow-up activities to this workshop?

Only 57% responded to this question.

- Regular and ongoing contact, suggesting that NDI participate in other organizations' workshops (17%).
- Discussion with participants at the organizational level concerning funding/sponsorship (17%).
- Circulate a report of the workshop and information on focus groups to participants (7%)

Individual participants also listed the following areas for NDI follow-up:

- Rural participation
- Training in areas such as project preparation techniques
- Involving political representatives or party leaders
- Holding similar workshops every two months
- Creating a separate national coordinating body to monitor civic education in the field
- Holding training courses outside of the capital
- Involving NGOs in focus groups planning meetings
- Establishing a liaison with TANGO, a coalition of Gambian NGOs, to raise awareness of their very important role in the lead-up to the elections

9. Have you participated in an NDI activity before this workshop? If so, which one(s)? *(This question was intended to identify how many participants had taken part in the September Roundtable or had experienced other NDI activities in the region.)*

Thirty percent of those attending the workshop had taken part in the September Roundtable. Seventy percent had never taken part in an NDI activity as an individual, although all of the organizations present had been represented at the September Roundtable. This may be indicative of each organization attempting to broaden its members' exposure to civic training.

10. Please indicate your satisfaction with the workshop in general (1=very dissatisfied, 5=very satisfied).

The average score was 4.1 calculated from the following information: 16 participants gave the workshop a rating of 5; 10 rated it at 4; 10 rated in at 3; 2 rated it 2. No participant rated the workshop at 1, and 4 participants did not respond.

11. Please note any other comments or remarks that you wish to make. (This open-ended question was designed to elicit any other concerns or suggestions that participants wished to make.)

Eleven of the 29 responding to this question indicated the need for NDI to provide an incentive for participants such as per diem or reimbursing transportation costs. Other comments varied widely and have been synthesized in the following quotes:

- "I think NDI is doing some good work, as this country lacks civic and voter education. As soon as this awareness works successfully, no president or representative will stay longer or unnecessarily. NGOs, especially the national ones, should be encouraged and funded to execute these programs. They need to be encouraged to visit NDI's office for comments, research, etc. for effective and efficient implementation of the programs.
- "Let people know the precise time when civic education can start and when NDI funds will be available."
- "Need for a longer work time to enable elaboration and longer discussion times. Introduction of participants on day one would have been helpful."
- "I think that it has been a very interesting experience and that it has given me the opportunity to meet all kinds of professional groups, etc. I also think that it would have been very good to invite professional groups and/or individuals who have been engaged in civic education to come and give an hour's lecture to the group."
- "I wish to thank the NDI for conducting such an important conference on civic education and to thank all the participants for leaving all their other activities to attend this workshop, which to a large extent contributed to the success of the conference."
- "The workshop was very good for NGO collaboration in civic education for the democratic process in transitional Gambia."
- "Remember that a bottom-up approach is very important. NDI should continue collaborating with the NGOs who are more involved with the grassroots."

- "In future workshops NDI should make more written information available since most of the information that came out from the moderators was not backed up by enough written materials."
- "Work well done by the staff. Keep it up!"

NDI Civic Education & Advocacy Workshop
The Gambia
October 31 - November 2, 1995

Tuesday, October 31

- 8:00 - 8:45 **Registration**
- 9:00 - 9:45 **Welcome & Introductions\Overview of Program: The Importance of
Civic Education and Advocacy to the Democratic Process**
Tanya Domi
- 9:45 - 11:15 **Opening Plenary: Citizens Participation in Democratic Transitions**
Discussion w/ Panel Presentation by Marthaele Gbe & Wambui Kimathi
Presentor & Moderator: Adrian Muunga
- 11:15 - 11:30 **BREAK**
- 11:30 - 12:30 **Developing A Civic Education & Advocacy Strategy**
 - How to identify, define and shape an issue
 - General criteria used to identify and define issues
 - How to determine who needs to be persuaded that the issue is of
importance**Presentors: Tanya Domi & Phillip Wilbur**
Moderator: Christine Knudsen
- 12:30 - 13:00 **Group Exercise: Participants are divided into three groups and given
30 minutes to select the top three to five issues of importance to
Gambians based on the information just presented.**
Group Moderators:
Group A: Tanya Domi & Marthaele Gbe
Group B: Christine Knudsen & Phillip Wilbur
Group C: Adrian Muunga & Wambui Kimathi
- 13:00 - 13:30 **Groups report back to plenary.**
- 13:30 - 14:30 **LUNCH**
- 14:30 - 15:30 **How To Create A "Message" Around The Issue**
 - Developing a message
 - Delivering the message**Presentors: Tanya Domi & Wambui Kimathi**
Moderator: Phillip Wilbur

- 15:30 - 15:45 **BREAK**
- 15:45 - 16:15 **Group Exercise:** Participants are divided into three groups and given 30 minutes to select a message, based on the information received, for the top three to five issues that were previously identified as important to Gambians.
Group Moderators:
Group A: Tanya Domi & Marthaele Gbe
Group B: Christine Knudsen & Phillip Wilbur
Group C: Adrian Muunga & Wambui Kimathi
- 16:15 - 16:45 Groups report back to plenary
- 16:45 - 17:00 Closing of First Day/Overview of Day 2

Wednesday, November 1
Day 2

- 8:30 - 9:00 **Registration**
- 9:00 - 9:15 **Recap of First Day & Overview of Day 2**
Tanya Domi
- 9:15 - 10:15 **Outreach Activities & Tactics to Develop Broad-Based Support**
- Outreach activities and tactics to develop broad-based public support
 - Types of activities
 - How to build working relationships with other NGOs & Donors
 - Media Relations
- Presentors: Phillip Wilbur & Tanya Domi**
Moderator: Marthaele Gbe
- 10:15 - 10:45 **Group Exercise:** Participants are divided into three groups and given 30 minutes to develop a coalition strategy and tactics to appeal to broad based support for one or two issues identified previously.
Group Moderators:
Group A: Tanya Domi & Marthaele Gbe
Group B: Christine Knudsen & Phillip Wilbur
Group C: Adrian Muunga & Wambui Kimathi
- 10:45 - 11:15 Groups report back to plenary
- 11:15 - 11:30 **BREAK**

- 11:30 - 12:00 **Developing Professional Relationships with Political Leaders and Government Officials**
Presentors: Phillip Wilbur & Adrian Muunga
Moderator: Wambui Kimathi
- 12:00 - 12:30 **Group Exercise:** Participants are divided into three groups and given 30 minutes to develop a strategy for getting input from political leaders and government officials.
Group Moderators:
Group A: Tanya Domi & Marthaele Gbe
Group B: Christine Knudsen & Phillip Wilbur
Group C: Adrian Muunga & Wambui Kimathi
- 12:30 - 13:00 Groups report back to plenary
- 13:00 - 14:45 **LUNCH**
- 14:45 - 15:30 **Resource Development from International Sources**
Presenter: Christine Knudsen
Moderator: Tanya Domi
- 15:30 - 15:45 Question and answer session
- 15:45 - 16:00 Closing of Second Day/Overview of Day 3

Thursday, November 2
Day 3

- 8:30 - 9:00 **Recap of First and Second Day/Overview of Day 3**
Tanya Domi
- 9:00 - 10:30 **Applying Advocacy Skills to The Gambia**
Presentors: Adrian Muunga & Wambui Kimathi
Moderator: Phillip Wilbur
- 10:30 - 10:45 **BREAK**
- 10:45 - 11:45 **Introduction to Focus Groups**
Presentors: Adrian Muunga, Saihou Sanyang & Phillip Wilbur
- 11:45 - 12:45 **Closing Program**
Evaluation of Program
Final Remarks

**NATIONAL DEMOCRATIC INSTITUTE
CIVIC EDUCATION AND ADVOCACY WORKSHOP
OCTOBER 31 - NOVEMBER 2, 1995**

Participant Name/Organization/Tel. No.

- | | |
|---|--|
| 1) Molloh Jallow
Gambia Students Union
Tel: 393399 | 9) Modou Lamin Camara
WISDOM
Tel: 226051 |
| 2) Musa Sowe
The Gambia Daily
Tel: 223279 | 10) Mariama Ashcroft
Gambia Women's Finance Assoc.
Tel: 227066 |
| 3) Fatmata Jallow
Daily Observer
Tel: 496879 | 11) Simon Gomez
GAMSEM
Tel: 373080 |
| 4) Marian Forson
African Center for Democracy and
Human Rights
Tel: 370005 | 12) Malick Jones
Civic Education Panel
Tel: 494921 |
| 5) Mary Semega Janneh
Justice and Peace
Tel: 496476 | 13) Abu Karimu Mboka
Munazamat (Kotu High School)
Tel: 460111 |
| 6) Fatoumatta Ceesay
Freelance Journalist
Tel: 370001 | 14) Ousman Cham
Action AID
Tel: 392244 |
| 7) Father Paschal
J/P Catholic Commission
Tel: 495696 | 15) Kebba Sime
Action AID
Tel: 392244 |
| 8) Lamin Sarr
Catholic Relief Services
Tel: 495696 | 16) Omar Ngum
FORUT - Gambia
Tel: 495622 |

- | | |
|--|--|
| 17) Davies Iber
ISHR
Tel: 371817 | 26) Baboucarr Lowe
Gambia Daily (Info. Dept)
Tel: 226621 |
| 18) David Jones
Gambia Youth Federation
Tel: 373080 | 27) Ebrima Garba Cham
GNWUSC
Tel: 394531 |
| 19) Suwaibou Touray
FOROYAA
Tel: 393177 | 28) Musa Jawneh
AFET
Tel: 484338 |
| 20) Saul Sillah
YFADAA
Tel: 392985 | 29) Abba Manneh
AFET
Tel: 484338 |
| 21) Kebba Yarbo
CARITAS
Tel: 392376 | 30) Isatou Njie-Saidy
Women's Bureau
Tel: 484338 |
| 22) Jane Clement
Gambia Women's Finance
Association
Tel: 227372 | 31) Sang Ndong
YMCA
Tel: 392647 |
| 23) Bishop S. Johnson
Anglican Mission
Tel: 993020 | 32) Alfred Crookes
YMCA
Tel: 392647 |
| 24) Sheikh E.T. Lewis
ISHR
Tel: 371817 | 33) Momodou Jobarteh
People in Action
Tel: 390096 |
| 25) Baboucarr Ceesay
Radio 1 FM
Tel: 394900 | 34) Zoe Tambo
ACDHRS
Tel: 370006 |

- | | |
|--|---|
| 35) Sarah Grey-Johnson
Radio Gambia
Tel: 492419 | 45) Musa Jagne
World View International
Tel: 496666 |
| 36) Eusebio
TANGO
Tel: 390096 | 46) Gibriel M.S. Secka
Stop Disaster Foundation
Tel: 392115/227719 |
| 37) Fatou Susso
PIA (TANGO Secretariat) | 47) Baboucarr Gaye
New Citizen
Tel: 497222 |
| 38) Alieu Fatty
WISDOM
Tel: 226051 | 48) Tamsir Jallow
Gambia Teacher's Union/Civic
Education Panel
Tel: 392075 |
| 39) M.L.M. Conteh
Age Care Association
Tel: 373237 | 49) Omar Jallow
USAID/Banjul
Tel: 227601 |
| 40) Phoday Kebbeh
ISRA
Tel: 370418 | 50) Tijan Camara
USAID/Banjul
Tel: 227601/228533 |
| 41) L. Sidibeh
ISRA
Tel: 370418 | 51) Amadou Bah
Gambia Workers Union
Tel: 228177 |
| 42) O.J.S. Jawo
ISRA
Tel: 370418 | 52) Saikou Jallow
GARDA (Suma)
Tel: 531093 |
| 43) Donald Sock
FORUT
Tel: 495622 | 53) Mariatu Kassim Loum
WISDOM
Tel: 226051/225385 |
| 44) Farimang Sowe
CYSARDA
Tel: 372507 | 54) Hymnal Njai
YWCA
Tel: 371386 |

55) Saihou Sanyang
Bakau
Tel: 496676

56) Ibrahim Bun Sanneh
YFADAA
Tel: 372585

NDI THE GAMBIA

Tanya L. Domi is the Field Director for NDI The Gambia. Ms. Domi has served in previous NDI posts as field director in Haiti for the 1995 parliamentary/local elections and in Nepal in 1994 for its parliamentary elections. Ms. Domi is a public policy civil rights advocate in the United States and has made numerous appearances in the international and U.S. media as a spokesperson on the rights of women other minorities. Ms. Domi has served as a defense policy legislative assistant in the U.S. House of Representatives for former Rep. Frank McCloskey (D-IN), of the House Armed Services Committee. She has also served as chief of staff for former State Senator Anthony K.U. Chang of the Hawaii State Senate. Ms. Domi served in the U.S. Army for 15 years, rising through the ranks from enlisted soldier to Captain.

Marthaele Gbe is the Secretary for Training of the International Movement of Democratic Women in Côte d'Ivoire (MIFED). She has been a trainer for MIFED and has participated in activities related to establishing, organizing and implementing MIFED's activities in Côte d'Ivoire. Ms. Gbe has a teaching license in history and geography with an emphasis on the Third World and Africa. She teaches history, geography, French and pre-school in Côte d'Ivoire.

Wambui Kimathi is a program officer with the Kenya-based Institute for Education in Democracy (IED). Within the IED, Ms. Kimathi worked on developing voter/civic education material and training strategies for community trainers. Ms. Kimathi has a B.A. degree in political science and a post graduate diploma in mass communications from the University of Nairobi. During South Africa's 1994 democratic elections, Ms. Kimathi participated as an observer with a group of African elections experts.

Christine Knudsen recently joined NDI as a Field Representative in The Gambia. Her most recent international experience was as Project Manager for Catholic Relief Services in Burundi. In that capacity she designed a community reconciliation project and initiated institution-building programs with local NGO counterparts. She has a consulting firm in Washington where her portfolio included Cameroon, Equatorial Guinea and Congo. She has also worked with the U.S. State Department in Libreville, Gabon. Ms. Knudsen has an M.A. in International Relations from Johns Hopkins University (SAIS). She also holds an advanced degree in Modern French Literature from the Sorbonne, Paris. She speaks French and Italian.

Adrian Muunga has been a trainer with NDI since 1991 and joins staff as a Field Representative in The Gambia. Formerly a student activist and President of the Zambia Student Union, Mr. Muunga has conducted training in civic and voter education in Zambia, South Africa, Togo, Ghana and Malawi. He has trained party agents in election monitoring and political party organizing. A secondary school teacher by profession, Mr. Muunga holds a B.A. degree in education. He is an active founding member of the Foundation for Democratic Process, a local Zambian NGO which monitors the democratic process.

Philip Wilbur is the Media Advocacy Director of the Advocacy Institute (AI) in Washington, DC. Mr. Wilbur is responsible for AI's media training and counseling services. He works with AI's Smoking Control Advocacy Resource Center and Leadership Development Program. Mr. Wilbur has worked as a political media consultant with the nationally renowned Tony Schwartz, writing commercials and developing media strategies for public service and commercial clients, as well as political campaigns at the local, state and federal levels. He has taught seminars on media advocacy, communications and television and presidential debates throughout the U.S., Australia and South America. Mr. Wilbur has M.A. in Political Communication from the University of Maryland.