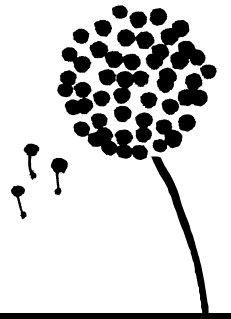


*Increasing
ability and
effectiveness
in advocacy*

ADVOCACY GUIDELINES



TEARFUND
CHRISTIAN ACTION WITH THE WORLD'S POOR

Advocacy and Water: a practical guide



ADVOCACY GUIDELINES

THE AIM OF THIS GUIDE To increase our partners' ability and effectiveness in their advocacy work on water.

SECTION 1 explains Tearfund's understanding of advocacy and why water is seen as a crucial issue.

SECTION 2 provides a background of factual information, that can be used for reference as and when required.

SECTION 3 gives case studies of water advocacy in practice, as an encouragement to readers.

SECTION 4 looks at how to go ahead with advocacy work, and reminds readers of the basic principles behind good practice in this area.

Appendices provides details of useful organisations and networks, conferences and processes.

A glossary gives helpful definitions of some words used.

The Tearfund *Advocacy Study Pack* forms the basis of our understanding of advocacy work.

This guide follows on from the discussion paper *Thirsty World*, and the subsequent feedback received from partners on the issues it raised.

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1 Introduction

Water is a major focus of Tearfund’s advocacy work. One billion poor people do not have their basic water needs met; two and a half billion have no access to sanitation. The 1980s were the Drinking Water Supply and Sanitation Decade and some good progress was made, but population growth was often greater than the rate of improvements. The table below shows the 1999 World Health Organisation figures:

NUMBERS OF PEOPLE WITHOUT ACCESS TO SAFE WATER OR SANITATION

	POPULATION millions	PEOPLE WITHOUT ACCESS TO SAFE WATER		PEOPLE WITHOUT ACCESS TO SANITATION	
		millions	% of total	millions	% of total
Africa	784	302	38%	289	37%
Latin America & Caribbean	519	87	17%	137	26%
Asia	3,683	627	17%	2,003	54%
Total	4,986	1,016	20%	2,429	48%

There is no simple solution to solving the problem of water access and sanitation. In some places, practical, technical solutions are needed; in others there has to be collaboration with government authorities; in some places advocacy to those in power is necessary. **Tearfund believes that in all these cases, the involvement of local communities must be central.**

Advocacy can mean many different things. For Tearfund it means ‘speaking on behalf of the poor to people in power’. The main methods we use are:

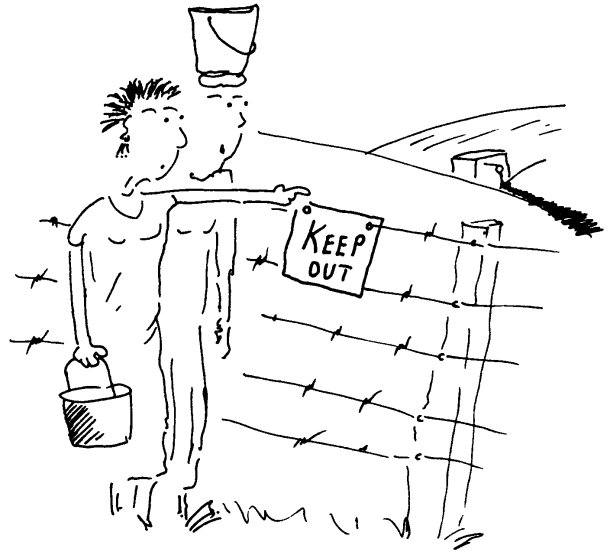
- lobbying
- campaigning
- winning attention from the media
- prayer.

Tearfund sees water as a gift from God, given to human beings to use with care and responsibility. Just as the earth belongs to God, so does water as part of his creation. Nobody can stake a claim to the ownership of water: it has been given to everybody by God and every human being has a right to access to it. Tearfund has been supporting partners who work on water ever since the organisation was founded over 30 years ago.

Water as a major issue

Tearfund is now focusing on water as a major issue because:

- many of our partners are involved in water and sanitation projects
- the situation is so serious
- it is linked to other crucial issues like food security and land rights
- an even greater crisis is predicted if solutions are not found
- as governments, NGOs and individuals realise how urgent the situation is, international policy processes and networks are becoming more common. This gives Tearfund and our partners an opportunity to influence the process at top level on behalf of poor people.



Underlined words are explained in the Glossary on page 47

Objectives

Tearfund's objectives are to:

- improve poor people's access to water and sanitation by the wider promotion of appropriate technologies and by encouraging institutions to adopt a similar approach
- try to minimise the impact on the environment
- increase the ability of the poor to engage in advocacy on this issue
- increase public awareness of the water crisis.

Principles

Tearfund's principles in working for these objectives are:

- **justice** in that all people should have access to a clean and affordable water supply and sanitation service
- **participation** of the poor in the water and sanitation decision-making process
- **accountability** of governments, industry and NGOs involved either directly or indirectly in water supply and sanitation
- **sustainability** of all water usage for domestic, industrial, agricultural and environmental purposes
- **integration** of the different demands on water into its management.