

RESPUESTA EN CLIMA Y AMBIENTE PARA LA SALUD EN LAS AMÉRICAS

The challenge of designing public policies in Latin America
Workshop
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Welcome to the workshop

From which country do you attend the workshop?

What is the motivation to make visible the knowledge you produce (in one word CLOUD)?



Introduction

“We do not need to engage in big heroic actions to be part of the process of change. Small actions, multiplied by millions of people, can transform the world.”

Howard Zinn, historiador y activista

“Vision without action achieves nothing, action without vision is passing the time, vision with action can change the world.”

Nelson Mandela

Participation

- **Citizen Participation:** Recognized right of citizens to participate in decision-making procedures that affect collective interests or their own specific interests. (RAE, 2022).
- **Political Participation:** means the set of practices through which citizens seek to influence the political activity of the political community. (Gertle, 2005).



Dimensions of political participation

(Source: Diccionario de ciencia política; Picazo; Montero; Simon; 2016)

Participación		Policy	
		Limited (Election)	Broad (Decision making)
	Limited (Institutional)	Electoral participation (ej: presidential election)	Participation in MDD (ej: petition, referéndum)
Broad (Not institutional)	Election campaign activism (ej: repeat campaign propaganda)	Activism that puts pressure on the political system (ej: marches, lobbying groups)	

Actores que intervienen en la política pública



- Actors involved in the construction of public policy:
 - Lobbying groups/stakeholders
 - Interest groups
 - Association of interest
- They respond to the diversity of forms in which social and economic interests are expressed collectively.

Pressure tools

- Social networks and citizen campaigns
- Political Advocacy
- Interest management
- Complaint
- Courts



WHAT IS ADVOCACY?

“is the implementation of specific activities aimed at changing laws, policies, practices and attitudes. Human rights-based advocacy often aims to change laws, policies and practices that disadvantage a particular group or sector, promote policies that lead to strengthening the protection and realization of human rights, empower local communities and raise public awareness. It is usually directed at political decision-makers who have the authority to implement the required changes, for example, governments or private sector actors such as water utilities. Advocacy can also be aimed at influencing public opinion to support an issue or cause or to mobilize public opinion to take a particular type of action.” **(FAN Global, 2010)**

Classification of conventional political activities I

(Valles, Martí, 2015)

ACTIVITIES	
Related to the electoral process	<ul style="list-style-type: none">- Voting- Follow the election campaign, through the media or by attending rallies or meetings. Apoyar a un candidato o partido en una campaña- Contributing financially to the campaign- Persuading others to influence the vote- Running for office
Related to opinion creation	<ul style="list-style-type: none">- Informing yourself about politics through the media- Discuss political issues with family, friends, co-workers, etc.- Writing to or contacting the media to express political views

Classification of conventional political activities II (Valles, Martí, 2015)

ACTIVIDADES	
Related to contact with institutions and authorities	<ul style="list-style-type: none">- Send messages of support or protest to authorities and institutions.- Requesting interviews with authorities to discuss common or personal problems- Signing collective petitions to the authorities to demand political action
Related to organized political mobilization	<ul style="list-style-type: none">- Participate in authorized demonstrations- Participating in groups or movements to solve local problems- Joining parties or organizations- Contribute financially to support political causes

DEFINITIONS OF ADVOCACY

(RITU R. SHARMA; 1997)

- **Activity to modify the policies, positions or programs of any type of institution.**
- **Intercede, defend or recommend an idea to others.**
- **Denouncing, bringing an important issue to the attention of a community and directing decision-makers towards a solution.**
- **Putting a problem on the agenda, offering a solution and generating social support for action on both the problem itself and the solution.**
- **May consist of many specific short-term activities to realize a long-term vision for change.**
- **Variety of strategies aimed at influencing decision-making at institutional, local, provincial, national and international levels.**
- **Participation of the population in decision-making processes that affect their lives.**

PLANNING AN ADVOCACY CAMPAIGN

(FAN GLOBAL; 2010)

In general, an advocacy campaign involves several steps:

- a) Identify the priority issues or problem to be addressed.
- b) Identify the overarching objective of the advocacy intervention and establish specific objectives.
- c) Identify the target audience.
- d) Select the core messages to be conveyed to the target audiences.
- e) Evaluate resources.
- f) Select advocacy tactics.
- g) Conduct a risk analysis.
- h) Prepare for monitoring and evaluation work.

SELECT ADVOCACY TACTICS

(FAN GLOBAL;2010)

They can be:

Cabildeo

Use of social
media and
communicati
ons

Public
campaign /
popular
mobilization

Capacity
building

Legal
impact /
litigation

Networking
and
coalition
building

How to place the issues I work on the public agenda?

1. Define the problem to be addressed, it is not possible to go for everything.
2. Analyze whether the issue has been addressed in any measure, public policy or law to know if it is necessary to start from scratch, modify or replace what already exists.
3. Generate minutes that explain in a simple way the elements that we want to survey.
4. Get in touch with political actors who may be interested in the subject. Write opinion columns, letters to the editor, seminars, live, twitter space, etc.
5. Present the issues in institutional spaces.
6. Validate the topic with the communities if possible.

Let's interact

- How much experience do you have bringing scientific data into policy formulation? (Survey A lot, Sometimes, A little or Not at all).
- Do you use social networks (Survey, Yes or No)?

Ex 1: Lawyer from Universidad de Concepción; Verónica Delgado

- Following the presentation of the bill on climate change, he made public analyses of the inadequacy of the law on water. He spoke numerous times in the thematic commissions of Congress.
- Worked with the commission where the bill was being processed and proposed improvements to the law through indications.
- Positioned its issues in the national and local media.
- Generated a legislative follow-up program that analyzes the processing of bills related to the environment that are in the National Congress.



Ej 2: Dr. Fernanda Salinas; Ecologist and professor at Universidad de Chile.

Active participation in numerous public policies in the National Congress.

- Bill to create the Biodiversity Service.
- Bill to establish that the forestry industry be evaluated in the Environmental Evaluation System.

He has prepared trial reports for trials that have had positive results.

Positioning: opinion columns, minutes and work with the political world, talks and seminars.



Example 3: Network of Women Political Scientists

- The Network of Women Political Scientists was created 6 years ago to make visible the knowledge and specialties of women political scientists who wish to join the network.
- Positioning of the members and their specialties.
- Positioning is generated and members are recommended as specialists to the media.
- Training activities are carried out.

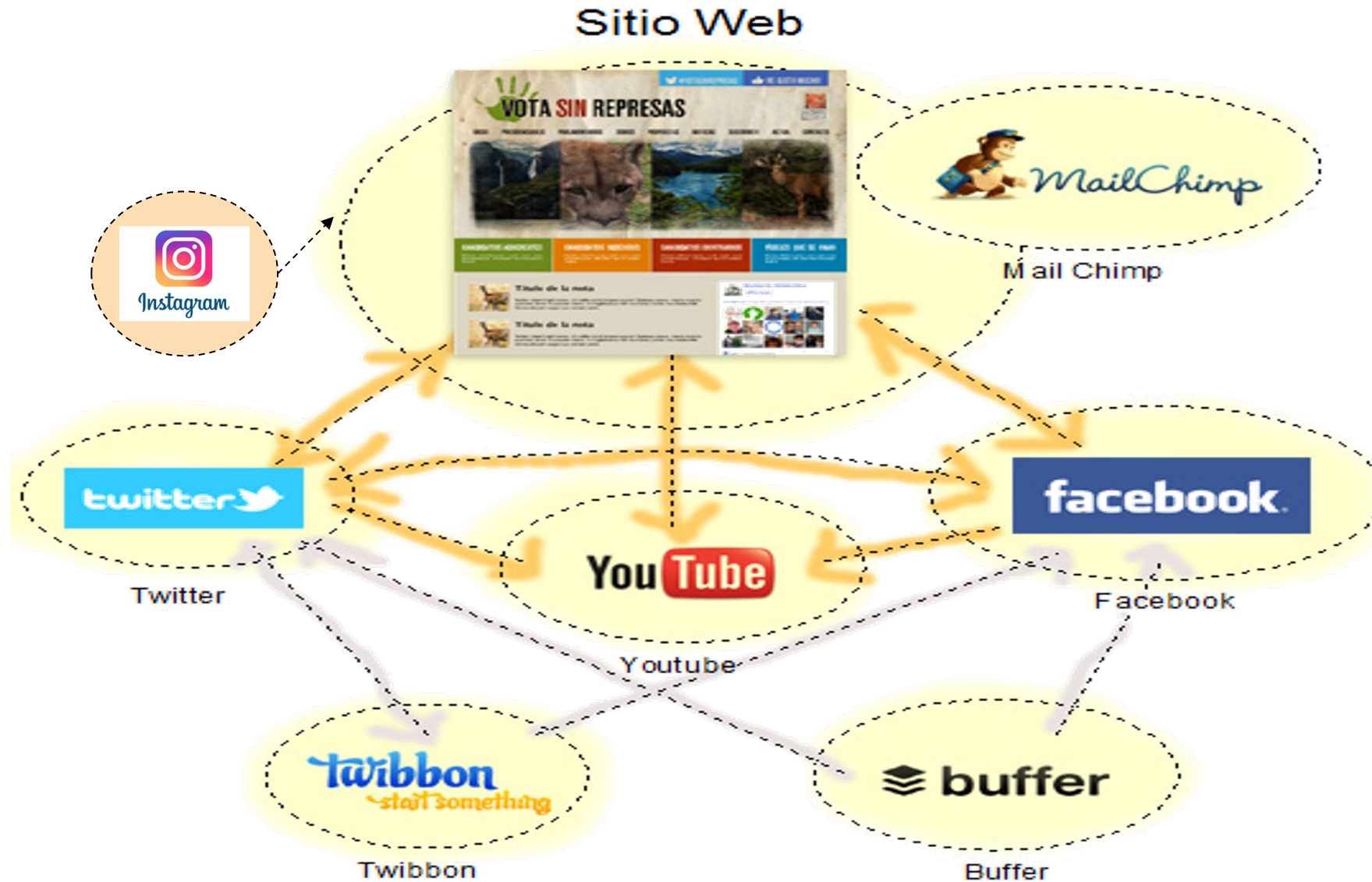


How to build a communication strategy?

- Definition of theme, project, audience
- Budget
- Campaign objectives
- Definition of team and roles
- Definition of strategy to be used
- Information channels
- Use of media



Matrix of social networks that can be used



Website

It is the source of information and the inbound and outbound platform to and from social networks.

- Activism + contingency + proposal
- Promoting debate
- Point out the problem and demonstrate that alternatives exist
- Importance of own content



Facebook

It brings visits to the website. It is a more personal site with a wider age range where children and parents can be present.

- This network allows interacting with the visitor, encouraging him to participate.
- Facebook shows the daily progress of the campaign and speeches.
- Queries should be answered and respectful treatment should be maintained.
- Importance of the speech.



Twitter

One of the strategies will be to follow the largest number of accounts and all those who follow the account. It is a months-long campaign.

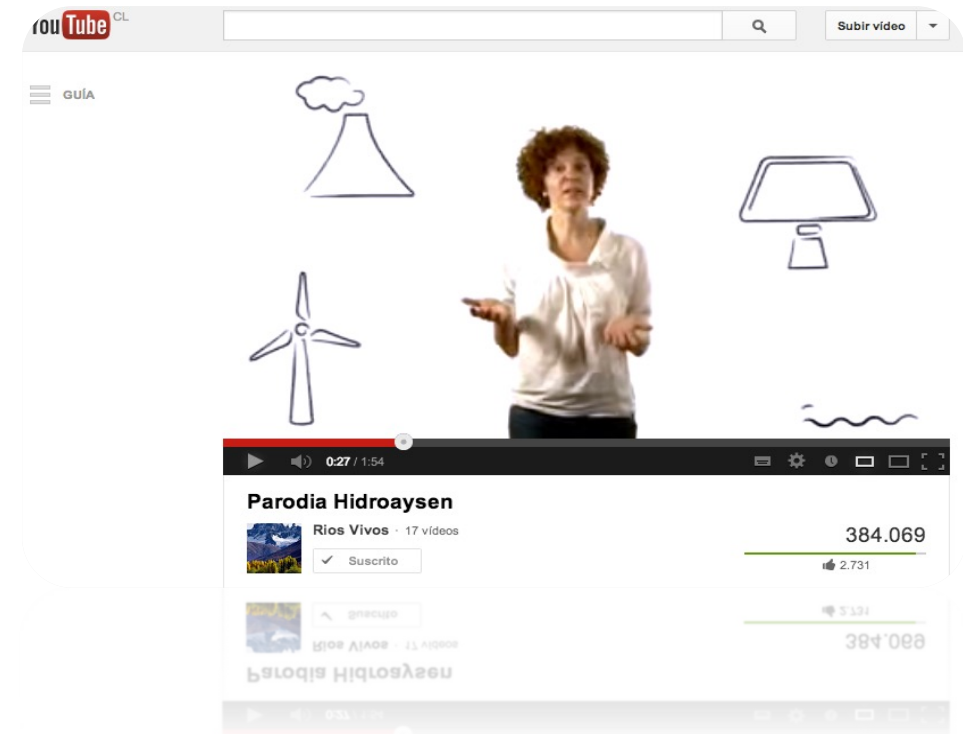
- Ideal tool to express your opinion and influence the debate.
- Useful for creating viral campaigns.
- Helps to generate discussion in the "real" media.
- Influence as an opinion leader.



Youtube

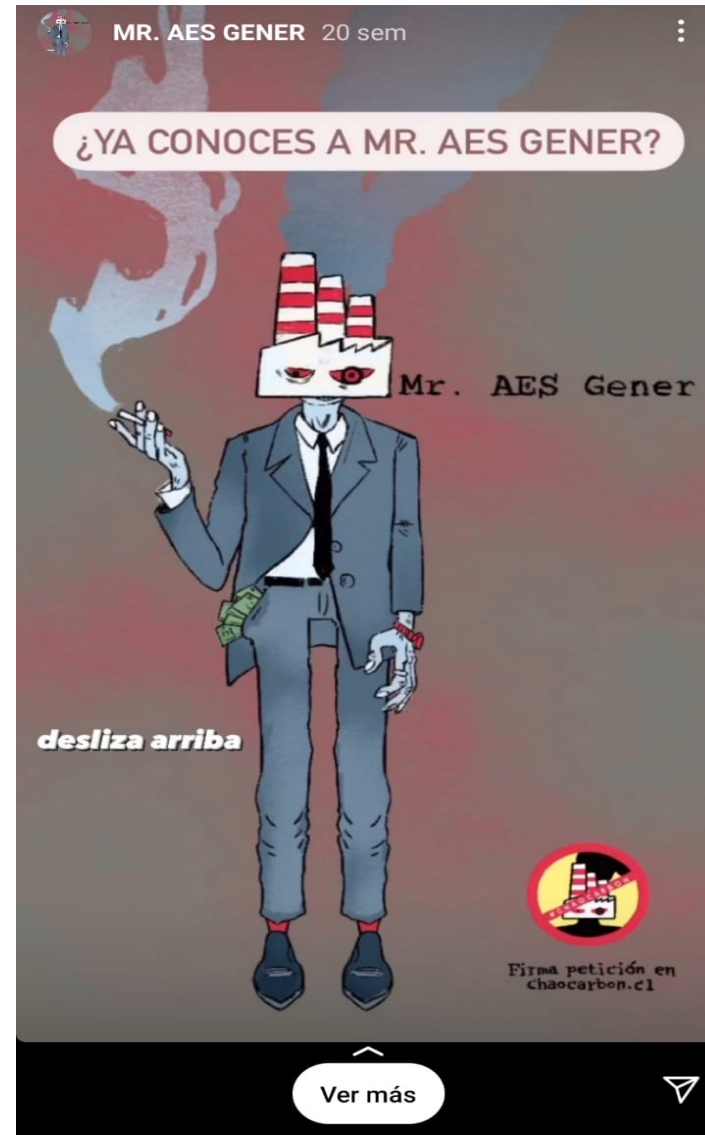
A video not only viralizes a message, but gives consistency to a campaign, makes it look "real" and loud.

- Create several videos.
- The duration should be around 1:30 maximum.
- Define a story if possible.



Instagram

It allows reaching a younger audience, through the publication of images, videos, stories, reels and short "live" videos to inform and motivate debate.



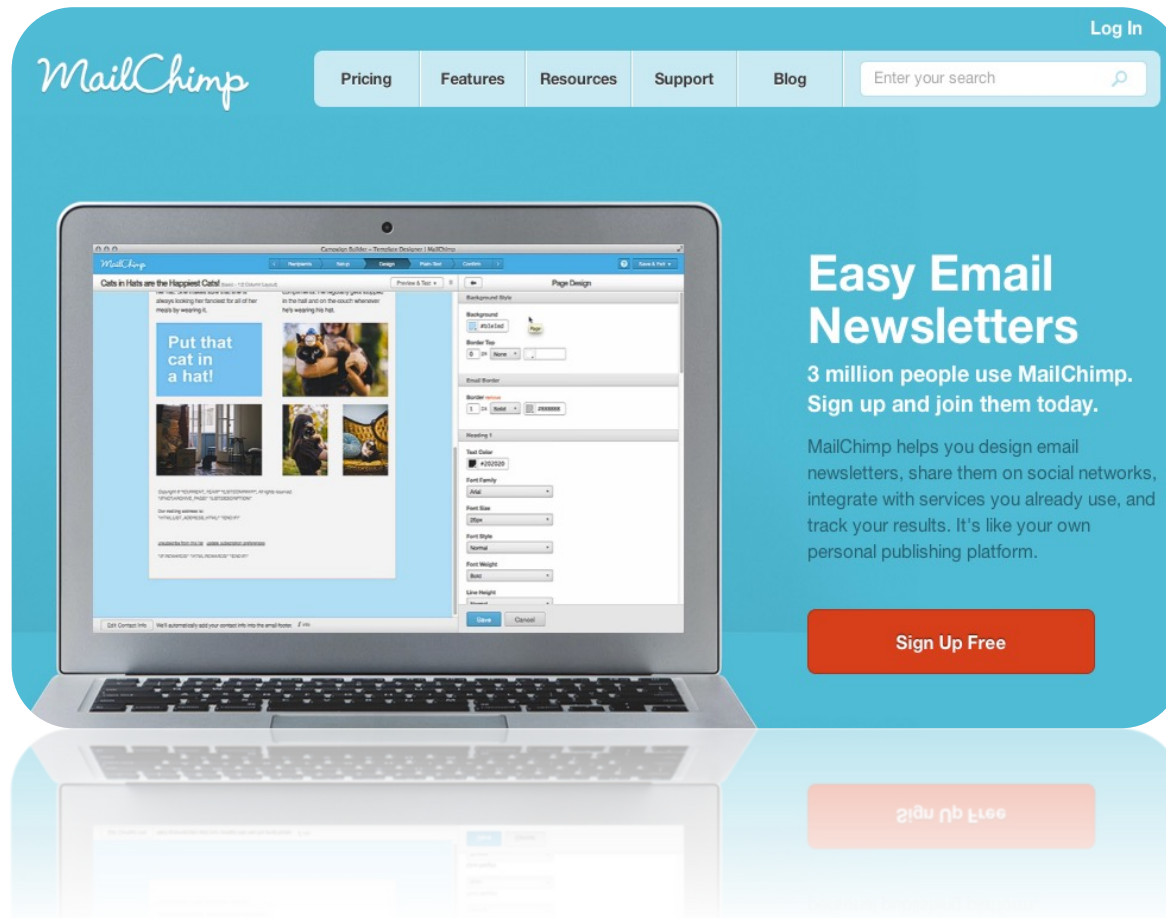
Twibbon:

Icon to use on facebook and twitter that gives a sense of belonging and activism for the cause. The message is "I want my choice for an alternative to be seen and known.... I CHOSE, I AM" .

The screenshot displays the #VotaSinRepresas campaign interface. At the top, the hashtag #VotaSinRepresas is prominently featured in blue. Below it, navigation links for 'support', 'activity', and 'discuss' are visible. The main content is divided into two sections: 'How would you like to support this Campaign?' and 'Campaign Details'. The 'How would you like to support this Campaign?' section includes a prompt 'Add a Twibbon to my profile picture' with a help icon. It shows a visual equation: a profile picture of a woman + a Twibbon icon (a green hand with 'VOTA' written on it) = the profile picture with the Twibbon overlaid. Below this are two green buttons: 'Add to Twitter' and 'Add to Facebook'. The 'Campaign Details' section shows the campaign was created by 'VotaSinRepresa' and provides a description: 'Campaña de PatagoniaSinRepresas para que los candidatos presidenciales y parlamentarios Voten Sin Represas.' It also displays two statistics: '285 supports' and '190 unique supporters'.

Mailchimp:

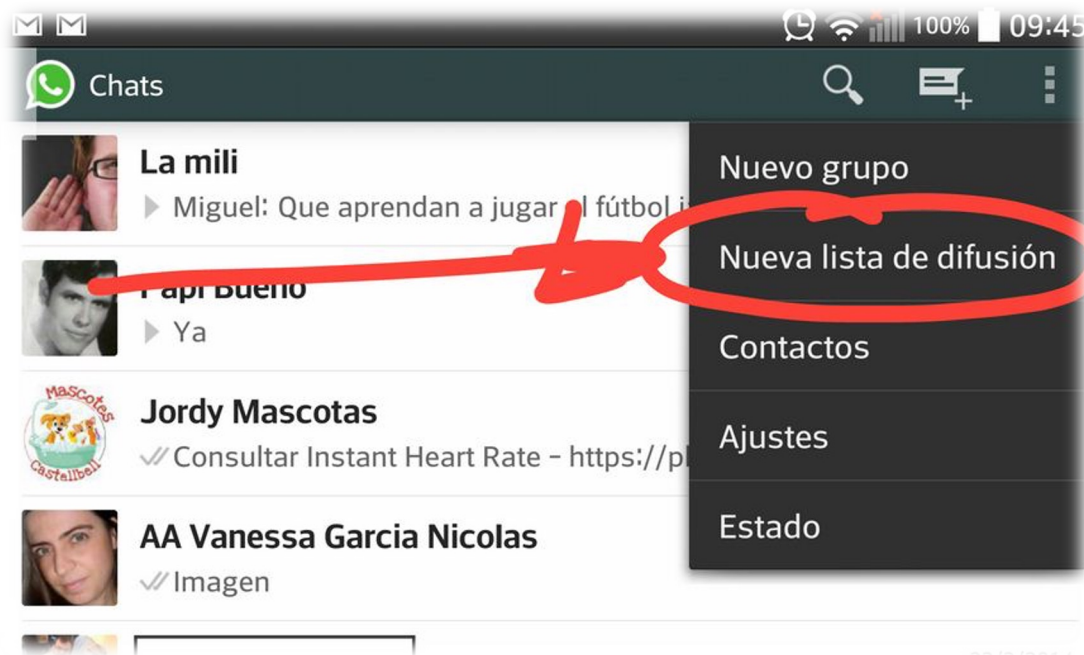
Subscription tool and sending of a periodic newsletter directly to the subscriber's email address.



The image displays the Mailchimp website interface. At the top, the MailChimp logo is on the left, and navigation links for Pricing, Features, Resources, Support, and Blog are in the center. A search bar with the placeholder text "Enter your search" and a magnifying glass icon is on the right, next to a "Log In" link. Below the navigation is a large teal banner. On the left side of the banner, a laptop is shown displaying the Mailchimp email design tool. The tool's interface includes a preview window on the left with the headline "Cats in Hats are the Happiest Cats!" and a "Put that cat in a hat!" sub-headline, and a "Page Design" panel on the right with various settings like Background, Border, Email Header, and Font. To the right of the laptop, the text "Easy Email Newsletters" is written in large white font, followed by "3 million people use MailChimp. Sign up and join them today." and a paragraph describing the service. A prominent orange "Sign Up Free" button is located at the bottom right of the banner. A faint, semi-transparent version of the "Sign Up Free" button is visible below the main one.

Whatsapp

This instant messaging application for smartphones is used to send and receive messages, complementing e-mail services, instant messaging, short message service or multimedia messaging system.



Campaign implementation

- 1. Launch:** The launch was on June 10, 2013, with wide coverage from the political world and the media, around 20 media outlets covered the news.



www.publimetro.cl
Jueves 20 de junio 2013

MEDIO AMBIENTE 22

15 candidatos ya firmaron el compromiso "Vota sin represas"

La campaña fue lanzada el 10 de junio. Iniciativa busca que candidatos transparenten su postura frente a temas energéticos

La campaña "Vota sin represas" del Consejo de Defensa de la Patagonia llama a los candidatos a parlamentario y a la presidencia a transparentar su postura sobre temáticas energéticas y en particular sobre el megaproyecto Hidroaysén.
"Es una herramienta po-

Candidatos

Los candidatos que han firmado el compromiso de Vota sin Represas.

- **Diputados.** Marcelo Díaz (PS), Gabriel Silber (DC), Rolando Jiménez (IND), Cristina Girardi (PPD), Giorgio Jackson (IND), Víctor Barrueto (PPD), Camila Vallejo (PC), Fuad Chahin (DC), Patricio Contreras (P), Antonio Horwath G. (RN) y Claudia Torres (IND).
- **Senadores.** Guido Girardi (PPD), Juan Pablo Letelier (PS) y Alejandro Navarro (MAS).



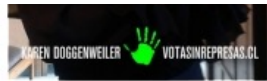
2. Primaries: The presidential candidates who will participate in the primary elections are invited to sign the commitment.



Political support




Support from the cultural world





Graphics:

Potencial desarrollable HOY de ERNC
(Energías Renovables No Convencionales)



Capacidad de HidroAysén




VOTA SIN REPRESAS

Fuente: Ciperchile.cl



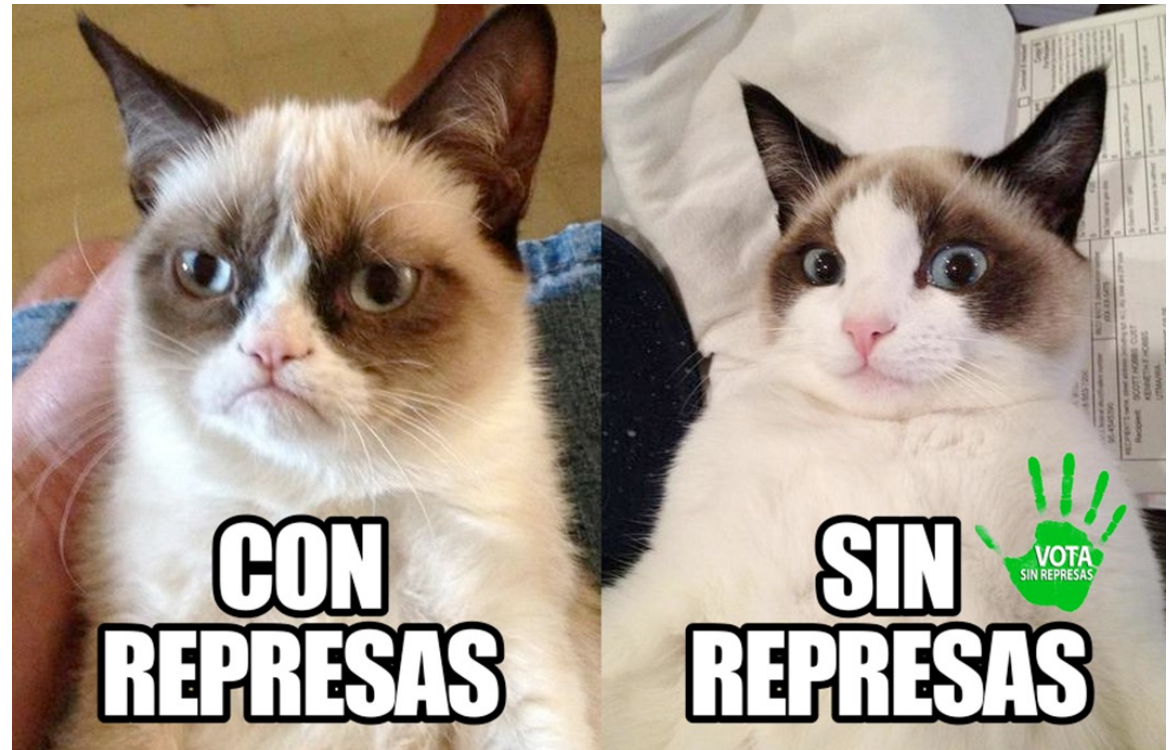
¿DONDE ESTA MICHELLE?

Si bien se mostró en contra de HidroAysén y a favor de las ERNC, aún no firma el acuerdo de Vota Sin Represas. Ayúdala a decidirse definitivamente. Dale tu opinión!

Su Twitter:
[@ComandoMichelle](https://twitter.com/ComandoMichelle)

Su Facebook:
www.facebook.com/MichelleBachelet
Presidenta

MEMES



Practice

We will form 5 groups of 10 people or less to carry out the following activities (30 minutes, activity 1 has to be done by the whole team, for activities 2,3,4 can be divided).

1. Each group will define a study that has fundamental information to generate a public policy. Define whether it is to input an existing public policy (strengthen the information) or for a new policy (create the information).

Elaborate a brief summary (max. 200 words) on the importance of the topic, for example, to attract the attention and convince a decision maker (define).

3. Make a small mapping of actors, relevant politicians, public personalities that can support the initiative, NGOs that deal with the issue and possible opponents that may arise.

4. Define the communication strategy with two levels: personal as scientific actor promoting the initiative (2 ideas of initiatives, e.g., use of twitter threads) and the communication strategy to position the initiative with different audiences (2 ideas, e.g., a seminar).



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