



Coordinating Policy Advocacy for Effective Extension Delivery

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- Policy advocacy is the process of negotiating and mediating a dialogue through which influential networks, opinion leaders, and ultimately, decision makers take ownership of your ideas, evidence, and proposals, and subsequently act upon them
- Policy advocacy is the **deliberate process of informing and influencing decision-makers** in support of **evidence-based policy change and policy implementation**, including resource mobilization.

Policy advocacy...

- Policy advocacy is a deliberate process.
- It aims to inform and influence decision-makers.
- Seeks changes that are evidence-based.
- Ultimate goal is to achieve a desired policy change or ensure that an existing policy is implemented.



Why policy advocacy in agricultural extension?

- Agricultural extension is privileged to constantly connect with the people
- There are obvious policy gaps in agricultural development including provision of advisory services
- We have the technical responsibility of ensuring that interests of stakeholders are well represented in policy actions

Road map to effective coordination

- Shared coordination of advisory¹ services
 - Identification of gaps, creating synergies, avoiding duplications
 - Representation of service providers, other interest groups
- Monitoring and evaluation
 - Identification of advisory needs and gaps
 - Map ping of service providers
 - Audits (out-sourcing, etc.)
- Outcome and impact of advisory services for policy formulation

Learning few lessons from our advocacy drives at P & A Working group

1. Collaboration with the Foresight and CSA working group
2. Policy review – reviewing existing agricultural extension policy and identifying gaps
3. National policy dialogue with stakeholders
4. Generation of Policy briefs with inputs from 2 & 3 above
5. Use of social and mainstream media to out-channel our ideas





6. Robust and cross-cutting media engagements with special target platforms

7. Our advocacy efforts are yielding result:

- Inter-organisational collaboration (IITA, ARMTI, NRCI, FRIN, NiMET, among others)
- Ministry of trade and investment

Our efforts at Policy and advocacy office...

Some of our media outreach actions

Bamidele, Yahaya Recommend Antidotes to Achieve Food Sufficiency

October 11, 2020 3:01 am

Like

Share



Social media handles

Policy and advocacy - NIFAAS

4 Tweets



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Issa @ Joint Tech

10/30/2020 at 10:58

Edit profile



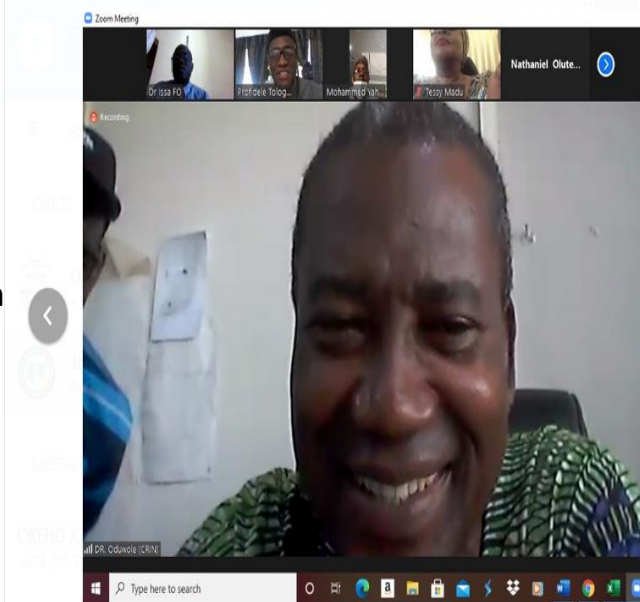
Our first zoom meeting with stakeholders; we had a

second



Issa @ Joint Tech policy review

10/30/2020 at 10:58



Our planned but botched national roundtable session



Senator Abdullahi Adamu
NASARAWA WEST SENATORIAL DISTRICT
CHAIRMAN, SENATE COMMITTEE ON AGRICULTURE.

cordially invite

to a
round table discussion
on

**EXTENSION PRACTICE FOR
AGRICULTURAL VALUE CHAIN IN NIGERIA**

Tuesday, January 19, 2021. 10am

@Hawthorn Suite, 1, Uke Street, Garki, Abuja

- **Our next moves**

- Seeking of attention of policy makers continues
- Follow-up on and strengthen our brokered inter-organisational collaboration
- Partnership with media, and concerned citizens



CONCLUSION

- As extension professionals, we cannot afford to be policy-neutral and/or inert
- Now is time we move and move
- Awkward and unpleasant experiences are inevitable, but we should remain resolute as we push for the ultimate goal

Thank you!

