

Title: **Emergency Advocacy & Lobbying Strategy
& Practitioners' Guidelines**

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Considering the intensity of disasters in Pakistan PDI has in-fact worked hard to advocate the issues of the flood affected communities with pro-people advocacy campaigns. Due to enormous importance of the issue PDI decided to publish guidelines for the advocacy and lobbying strategy. The purpose of the publication was to not only pave a strategic way for the staff of PDI for proper advocacy but also develop the skills of other campaigners and practitioners in emergency related advocacy.

This kit is organized in two parts: Part 1 gives an overview of important insights about advocacy and how to integrate it into emergency programming. Part 2 provides a conceptual framework for designing an advocacy strategy during emergencies or humanitarian response. The book also carries PowerPoint presentations for easy understanding of the advocacy tools and skills.

Note: Please send us email at pdi@pdi.org.pk for the copy of the publication

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 Participatory
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