



MENENGAGE AFRICA

SRHR (SEXUAL AND REPRODUCTIVE
HEALTH AND RIGHTS)

LEARNING AND EXCHANGE SYMPOSIUM

PROGRESS 2026:

Reclaiming Autonomy: Advancing Sexual and
Reproductive Justice in the Face of Resistance

THE LOBBYIST PLAYBOOK –

PRE-SYMPOSIUM YOUTH TRAINING



10-14 AUG 2026
Mombasa, Kenya

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INTRODUCTION

The MenEngage Africa Sexual and Reproductive Health and Rights (SRHR) Learning and Exchange Symposium is a continental gathering that brings together youth leaders, advocates, practitioners, academics and policy-makers to advance gender justice and SRHR across Africa. As part of the 2026 symposium, Sonke proposes a two-day pre-symposium training called “The Lobbyist Playbook.” This event will prepare young participants for high-level advocacy engagements during and after the symposium. The training will introduce youth to effective advocacy skills, comportment, relationship-building and resilience strategies rooted in evidence-based practices.

BACKGROUND AND RATIONALE

Young advocates often face challenges when engaging decision-makers because they have limited exposure to policy processes and advocacy protocols. Research shows that effective training helps youth develop strong personal narratives and clear action plans for advocacy. A comprehensive lobbyist playbook will guide participants on power mapping, communication strategies and the difference between education and lobbying. It will also promote self-care and collective resilience as integral elements of effective activism. Equipping youth with these skills ensures that their participation at the symposium translates into strategic influence on SRHR policies.

OBJECTIVES

The training seeks to:

- Enhance understanding of advocacy, lobbying and public policy processes. Participants will learn the difference between education and lobbying and how to navigate policy systems effectively.
- Build skills in power mapping, stakeholder analysis and coalition-building. Youth will identify primary and secondary targets for advocacy, map allies and opponents and understand collective and institutional power.
- Develop personal narratives and messaging strategies. Using evidence and storytelling, participants will craft personal stories and clear calls to action that resonate with policy-makers and the public.
- Promote self-care and resilience strategies. The training will address the emotional labour of advocacy, boundaries, and self-care practices to sustain activists.
- Introduce etiquette and comportment for meeting policy-makers. Sessions will cover professional behaviour, respectful engagement, listening skills and dress code.
- Produce advocacy action plans. Each participant or team will design an action plan to implement during and after the symposium.

PARTICIPANTS

The training targets 40–50 young advocates aged 18–30 from across Africa who are attending the 2026 MenEngage Africa SRHR Symposium. Participants will include youth leaders, activists, programme implementers and representatives of youth-led organisations. Selection will ensure gender balance, regional diversity and inclusion of youth with disabilities.



METHODOLOGY

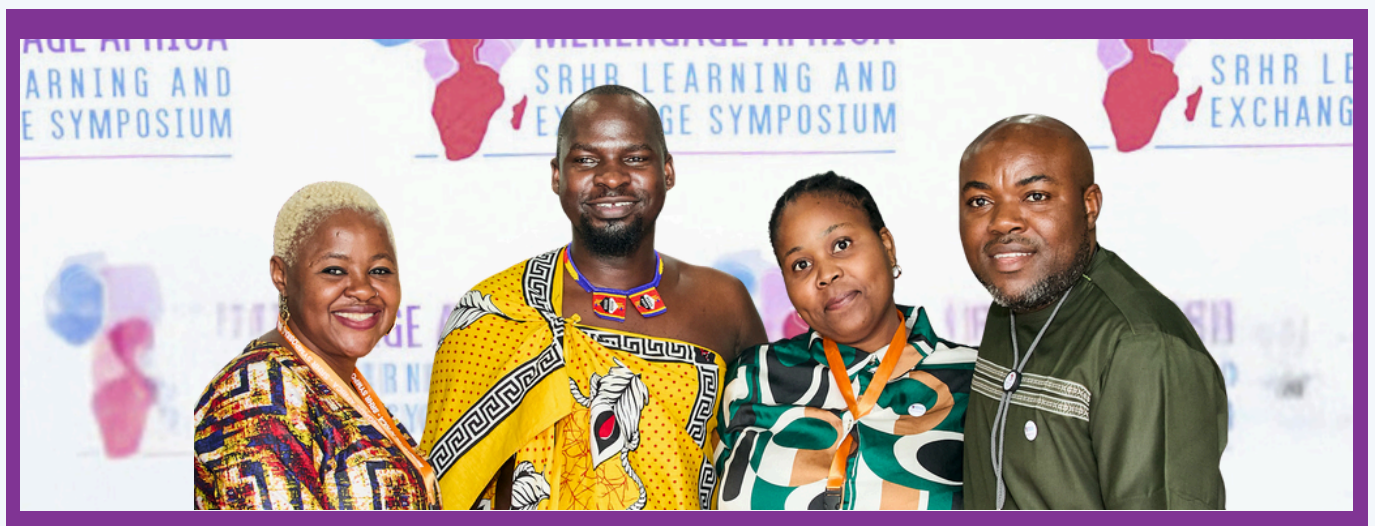
The training will adopt an experiential learning approach featuring:

- Interactive sessions and discussions to promote peer learning and reflection.
- Small-group work for power mapping, stakeholder analysis and development of advocacy plans.
- Storytelling exercises to craft compelling personal narratives and messages.
- Role-play and improvisation activities to practise meeting etiquette, negotiation and respectful engagement with decision-makers.
- Self-care and resilience sessions using mindfulness activities, group reflections and discussions on setting boundaries and managing emotions.
- Expert inputs from experienced advocates, policy-makers and mentors.

EXPECTED OUTCOMES

By the end of the training, participants will:

- Understand the fundamentals of advocacy, lobbying and policy processes.
- Conduct power analyses, map allies and targets and develop strategic messages.
- Demonstrate improved comportment, confidence and professionalism when engaging decision-makers.
- Apply self-care strategies and demonstrate increased resilience in advocacy settings.
- Produce an advocacy action plan aligned with SRHR priorities at local or regional levels.
- Establish a supportive network to continue collaborations during and after the symposium.



TWO-DAY TRAINING AGENDA



DAY 1: BUILDING FOUNDATIONS

TIME	SESSION
09:00–09:30	Opening & Ice Breaker Introduction to the training objectives, participant introductions, and interactive ice-breakers.
09:30–10:15	Understanding Advocacy & Lobbying Overview of advocacy, the policy process and the distinction between education and lobbying.
10:15–11:00	Power Analysis & Stakeholder Mapping Identifying primary and secondary targets; mapping allies and opponents; understanding collective and institutional power.
11:00–11:15	BREAK
11:15–13:00	Developing Personal Narratives Using personal stories to illustrate advocacy issues; aligning messages with evidence and strategic objectives.
13:00–14:00	LUNCH
14:00–15:00	Communication & Messaging Strategies Crafting clear messages; using data and anecdotes; tailoring messages to different audiences.
15:00–15:30	Self-Care & Resilience Discussing emotional labour in advocacy; establishing boundaries and coping strategies.
15:30–15:45	BREAK
15:45–16:30	Interactive Role-Play (video) Practicing power mapping, messaging and comportment in simulated advocacy meetings.
16:45–17:00	Reflections & Wrap-Up Summary of key lessons, participant reflections, and preview of Day 2.

TWO-DAY TRAINING AGENDA



DAY 2: ENGAGING DECISION-MAKERS & PLANNING

09:00–09:15	Recap & Energizer Review of day 1 and energizer activity to prepare for the day.
09:15–10:00	Comportment and Meeting Etiquette Effective professional behaviour, dress, introductions, listening skills and respectful engagement with policy-makers.
10:00–11:00	FRAME Method & Meeting Preparation Understanding the FRAME approach—Facts, Reduce to one page, Anecdotes, Map strategy, Evaluate results—for meeting with legislators.
11:00–11:15	BREAK
11:15–13:00	Building Alliances & Coalition-Building Importance of diverse leadership, connecting with allies, leveraging networks and managing conflict.
13:00–14:00	LUNCH
14:00–15:00	Developing Advocacy Action Plans Participants work in groups to develop actionable advocacy plans addressing SRHR issues in their communities.
15:00–15:30	Presentation of Advocacy Plans Groups present their plans for peer feedback and refinement.
15:30–15:45	BREAK
15:45–16:30	Simulation with Decision-Makers (video) Participants engage in mock meetings with facilitators acting as policy-makers; incorporate comportment, messaging and the FRAME method.
16:30–17:00	Closing Ceremony & Next Steps Participants reflect on learning, commit to applying advocacy plans during the symposium, receive certificates and discuss post-training mentorship.