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# Technical Assistance for the Support for Children's Rights in Türkiye

Ref No: NEAR/ANK/2021/EA-RP/0070

Contract No: TR2017/RL/02/A3-01/001

## Activity 1.3. Organising awareness-raising seminars

Ankara Workshop

13 – 14 April 2023



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## INTRODUCTION

This report describes the "Ankara Awareness Raising Workshop" held on 13-14 April 2023.

"Technical Assistance for the Support for Children's Rights in Türkiye", known as the Özne Çocuk Project, is financed by the Instrument for Pre-Accession Assistance 2014-2020 (IPA II). The Ministry of Family and Social Services is the main beneficiary, and the Ministry of Labour and Social Security is the co-beneficiary. The project's lead institution is the Ministry of Foreign Affairs, Directorate for EU Affairs (DEUA). The Central Finance and Contract Unit (CFCU) is the contracting authority.

The project team will organise workshops to increase the awareness-raising and advocacy communications capacity of CSOs working in child welfare and protection in Ankara, Bursa, Istanbul, Izmir, and other provinces to be determined. Experts Ms Dilek Ertükel, Mr Altuğ Akin and Ms Mevlude Sahillioğlu have designed a two-day interactive workshop programme to "stimulate a mindset shift towards a pro-active, systematic, evidence-based, result-oriented and well-planned approach to outreach and communications" as defined in the Terms of Reference. The curriculum is based on the "Step-by-Step Guide to Public Awareness Advocacy Planning" and "Özne Çocuk Public Awareness Strategy" prepared by Ms Ertükel and Mr Akin, respectively, and incorporates three learning methodologies:

- Peer-Learning: Facilitated open discussion in which participants share their views and experience about public awareness raising and advocacy on child rights;
- Information-Sharing: Expert presentation of information covering core concepts and practices of public awareness advocacy, followed by questions and answers;
- Experiential Learning: Role plays through which participants gain experience raising awareness using direct communications methods. Experts provide feedback and facilitate discussion to extrapolate lessons learned and practical techniques.





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## ANKARA WORKSHOP: EVENT AND PARTICIPANT MANAGEMENT

The Ankara Workshop was held at the Point Hotel. The hotel's facilities, technical infrastructure and food and beverage services contributed to a productive and seamless experience. Each participant received a copy of the "Step-by-Step Guide to Public Awareness Advocacy Planning

34 people participated in the workshop representing 22 CSOs. Women represented 71% and men 29% of participants. See Annex I for a list of CSOs and participants.

## ANKARA WORKSHOP AGENDA

Mr Bayram Ince, Head of Department, Research and Development Department at the Ministry of Family and Social Services, opened the workshop by welcoming participants and discussed the Özne Çocuk Project in the context of the Ministry's efforts to protect children. Mr Miraç Turan, Labour Expert, representing The Ministry of Labour and Social Security, followed with a presentation on the work of his office to combat child labour in Türkiye. Mr Emre Ertekin and Mr Sertan Türk, Social Policy Experts at the Research and Development Department at the Ministry of Family and Social Services, observed the workshops, participated in role plays and responded to participant questions. Professor Dr Tarık Tuncay, Key Expert of the Özne Çocuk Project and member of the Hacettepe University Department of Social Work, also participated. Expert trainers Ms Ertükel and Ms Sahillioğlu led the workshop.

13 April 2023	
10:00-10:30	Workshop Opening Welcome & Presentation
10:30 – 10:45	Overview of Workshops Aims and Logistic Details
10:45-11:30	Icebreaker (Get-to-Know) Exercise
11:30-12.30	Why do we need to communicate and raise awareness about child protection and rights? What change are we trying to achieve? <ul style="list-style-type: none"><li>• Interactive discussion activity</li><li>• Summary of consensus points</li></ul>
12:30-13:30	Lunch
13:30 -14:15	What is public awareness-raising advocacy? Introduction to the Public Awareness Raising Guidebook <ul style="list-style-type: none"><li>• Presentation</li><li>• Q&amp;A</li></ul>



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14:15-16:00	Let's Raise Awareness: Simulation and Role Play Exercise <ul style="list-style-type: none"><li>• Instructions</li><li>• Group Preparation</li><li>• Role Play</li><li>• Feedback</li></ul>
16:00-16:30	Wrap-up Discussion
16:30	Workshop closing

<b>14 April 2023</b>	
10:00-10:45	Good Examples: Public Awareness Raising for Child Rights
10:45-13:00	Let's Design a Public Awareness Activity! <ul style="list-style-type: none"><li>• Small Groups and Instructions</li><li>• Small Group Work</li></ul>
13:00-14:00	Lunch
14:00-16:00	Activity and Live Presentations <ul style="list-style-type: none"><li>• Feedback</li></ul>
16:00-16:30	Wrap-up discussion: observations, lessons learned, possibilities for the future
16:30	Workshop closing



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## HIGHLIGHTS

### 13 April 2023:

- Opening statements by ministerial representatives provided valuable context by discussing the purpose of the workshops and conveying the importance of cooperation between public authorities and civil society.
- Following the ice-breaker activity, experts facilitated a discussion among participants about their needs and priorities for communications and public awareness-raising on child welfare issues. The discussion helped set the workshop's tone, encouraging participants to express themselves freely and helping them discover common ground. Experts gained insight into the diversity of participants' perspectives and experience levels. The top needs and priorities communicated by participants included:
  - Need for an updated State of Play for Turkey on the Child Policy.
  - More interaction and communication between NGOs and Ministry.
  - Platform to gather with the other NGOs working on similar topics.
  - Data on the early marriages under 16.
  - Monitoring and Evaluation of the policies.
- After the discussion, experts made a PowerPoint presentation defining core concepts, approaches and tactics for communications and public awareness advocacy (a revised version based on the Istanbul workshop experience). Experts' responded to questions and invited participants to share insights from their experiences. Experts' concluded with an introduction to the "Step-by-Step Guide to Public Awareness Advocacy Planning." See Annex II for PowerPoint Presentation.
- Following lunch, participants were divided into four groups. Each group was asked to prepare for a public awareness meeting with a community leader, including an editor of a large mainstream media outlet, the mayor of Ankara, the CEO of a leading international holding, or a youth association representative. Role plays followed. One by one, each group carried out a mock meeting with the community leader (played by different experts and participants) while other workshop participants observed. After each role-play, experts facilitated a self-assessment and provided feedback and guidance for improvement. See Annex III for the scenario and description of community leaders.



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#### 14 April 2023:

- Experts started the workshop's second day with a presentation of good examples – tactics, activities and tools for awareness-raising developed by CSOs in Turkey and worldwide. Participants were invited to add to these examples tactics and tools they have found useful. Experts Revised the presentation based on the Istanbul workshop experience -- see Annex II for PowerPoint presentation.
- Participants were divided into four groups and given two hours to prepare an awareness-raising strategy and presentation for an assigned target group (foster parents, psychologists, senior government officials and high school students). Groups were provided with computers, drawing tools, flip chart paper and other materials to prepare presentations. Each group presented to a live audience in which other workshop participants played the role of the target audience. Experts facilitated a self-assessment and provided feedback and guidance for improvement. See Annex IV for the description of target groups.
- At the workshop's end, experts shared lessons learned and observations. Dr Tuncay shared wrap-up remarks in which he emphasised the importance of taking a holistic approach to children's rights and the importance of advocacy. Mr Ertekin concluded the workshop by thanking participants and inviting them to share views and perspectives on the workshop.



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## PARTICIPANT EVALUATIONS

17 of 22 participants completed and returned the online evaluation form.

The following is a summary of quantitative evaluation results:

- "How would you rate the quality of training on a scale of 1 to 5 (5 being the highest)?"  
12 participants strongly agreed (75%), and 4 participants agreed (25%) to this question.
- "I would recommend this training to others (1 strongly do not recommend, 5 strongly recommend)."  
15 participants strongly agreed (88.23%), and 2 participants agreed (11.77%) with this statement.
- "Participatory and inclusive methods were used during the training."  
16 participants strongly agreed (94.11%), and 1 participant agreed (5.89%) with this statement.
- "I received one-to-one attention from the trainer(s) and interacted with the trainers."  
15 participants strongly agreed (88.23%), and 2 participants agreed (11.77%) with this statement.
- "The balance of theory and practical implementation of the topics covered was appropriate."  
12 participants strongly agreed (70.58%), 4 agreed (23.52%), and 1 was neutral (5.88%) with this statement.
- "The resources/examples in training were sufficient."  
12 participants strongly agreed (75%), and 4 agreed (25%) with this statement.
- "Thanks to this training, my awareness of children's rights and advocacy has improved positively."  
14 participants strongly agreed (82.35%), 2 agreed (11.76%), and 1 was neutral (5.88%) with this statement.
- "I think the group work implemented in the training was practical."  
13 participants strongly agreed (76.47%), and 4 participants agreed (23.53%) with this statement.
- "This training contributed to the knowledge and skills needed to fulfil my duties in my work organisation."  
12 participants strongly agreed (70.58%), 4 agreed (23.52%), and 1 was neutral (5.88%) with this statement.

The Ankara evaluation form asked participants to suggest topics for possible future trainings. Topics they suggested include:

- *Child neglect and abuse*
- *Child participation and child perception*
- *Continuation of this training on advocacy and convincing people*
- *Communication and Presentation skills.*



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- Youth rights and human rights-related topics
- Same topics at a more advanced level
- Women rights
- Disabled people's rights
- Gender equality

Below are some of the comments shared by Ankara participants:

- "I would like similar trainings to be organised."
- "I plan to use these examples in my work too, the group exercise was very helpful."
- "I had the chance to learn about advocacy, the general concepts of how I can conduct a campaign." and I learned about these.
- "The group exercise helped me to see other perspectives."
- "Shared information and examples were very helpful."
- "I would like to attend more training on advocacy."
- "It was great to meet other friends working on the same topic, I did not know them before"

## NKE OBSERVATIONS

### Participants

The CSOs who attended the workshop represented diverse backgrounds and experiences related to child protection and children's rights. They came to the event highly motivated to learn. Participants expressed their views freely, displayed openness to new ways of thinking, listened to one another carefully, asked thoughtful questions and were highly engaged throughout the event. For the vast majority, this workshop was their first in-depth exposure and their first-ever invitation to receive training on public awareness advocacy. Group exercises allowed participants to "learn by doing" and to interact and form relationships across different groups and specialities.

### Capacity

Compared to Istanbul workshops, Ankara participants had slightly more experience with public awareness raising and were especially interested in public policy advocacy. Experts focused on helping participants become familiar with fundamental concepts: the purpose of public awareness advocacy, the need for specific and measurable goals, planning and target audience customised messaging and tactics utilising policy advocacy







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examples. Again, role plays were instrumental in stimulating a mind shift towards more proactive, planned activities. Participants experienced what it would be like to communicate directly with and attempt to persuade a public official, a high-level journalist, a corporate executive and a youth group around share interests. The experience of organising activities for different target audiences helped participants understand the importance of customised messaging and tactics. Role plays were challenging and enjoyable, creating a constructive environment for self-reflection and capturing lessons learned. Participants were inspired by resources, reports and good examples shared by experts.

### Ministerial – CSO Relations

Ministries delivered opening presentations in an engaging and open manner. They listened and observed and showed great interest in the work of participants. During the workshop and over lunch and coffee breaks, they interacted with participants, responded to questions, and shared feedback participants found constructive. As in the Istanbul programme, the workshop helped participants get to know one another. Mainly unknown to one another, they exchanged views, worked together and inspired each other. The event enabled them to form new relations and opened their eyes to possibilities for cooperation and collaboration. While Ankara participants were more familiar with training opportunities offered by the Civil Society Development Centre (STGM) and the EU Sivil Düşün Programme, they found the workshop exceptionally responsive to their needs.

As such, participants walked away from the event with a positive impression of the project and beneficiary ministries' efforts to convene child welfare CSOs, support their capacity development, and open lines of communication.

### Opportunities for Future

Like their peers in Istanbul, Ankara participants left the training motivated and wanting to learn more. The cause of increasing public awareness and advocacy for child welfare and protection services and enhancing relations with CSOs would be well served by expanding the scope of planned workshops to reach more organisations. Further, developing the capacity of highly-motivated, high-potential CSOs emerging from the first round of workshops with more advanced training would contribute to elevating and increasing the impact of CSO-driven public awareness advocacy activities and campaigns.





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## SUGGESTIONS FOR THE FUTURE ACTIVITIES

- To maximise the attention span of participants, workshops should not exceed 6.5 hours, including lunch and breaks. They should begin no earlier than 10:00 and end no later than 16:30 to help participants navigate transportation and manage child-care obligations.
- Every effort should be made to avoid holding workshops during Ramazan as it may inhibit or impair participation.
- Each participant should receive a name tent displaying their name and organisation in large print to facilitate trainer-participant and participant-participant interaction



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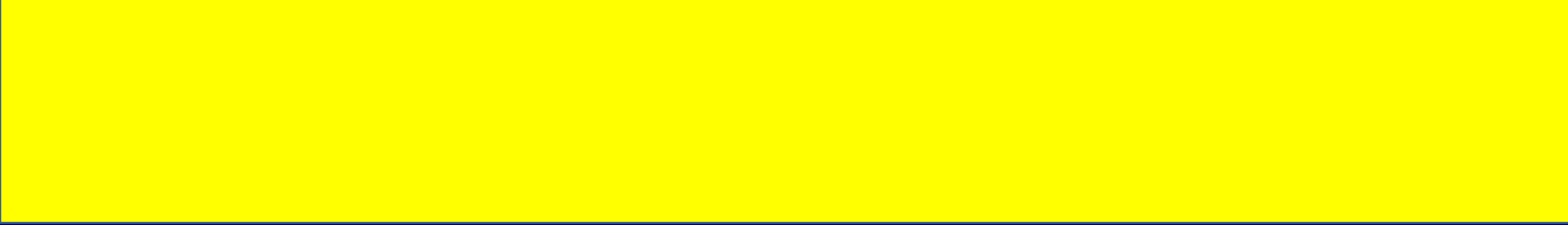
## ANNEXES

**Annex I** – List of participants

**Annex II** – PowerPoint Presentations

**Annex III** – Scenarios

**Annex IV** – Description of target groups



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