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

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Activity 1.3. Organising awareness-raising seminars

İstanbul Workshop

6 – 7 April 2023



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INTRODUCTION

This report describes the "Istanbul Awareness Raising Workshop" held on 6-7 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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ISTANBUL WORKSHOP: EVENT AND PARTICIPANT MANAGEMENT

The Istanbul Workshop was held at the Melas Hotel. Easily accessed by public transportation, the hotel was ideal for attracting participants from different parts of the city. 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."

29 people participated in the workshop representing 16 CSOs. Women represented 76% and men 24% of participants. See Annex I for a list of CSOs and participants.

The Istanbul Provincial Directorate of Family and Social Services handled sharing information about the event with potential participants with the guidance of the beneficiary institution. Mevlüde Sahillioğlu supported the recruitment of participants.

ISTANBUL WORKSHOP AGENDA: 6-7 APRIL 2023

Mr Bayram Ince, Head of the Research and Development Department at the Ministry of Family and Social Services, opened the workshop by welcoming participants and discussing the Özne Çocuk Project in the context of the Ministry's efforts to protect children. Mr Miraç Turan, a 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 Turkey. 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. Expert trainers Ms Ertükel and Ms Sahillioğlu led the seminar.

6 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">• Interactive discussion activity• Summary of consensus points
12:30-13:30	Lunch



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13:30 -14:15	What is public awareness-raising advocacy? Introduction to the Public Awareness Raising Guidebook <ul style="list-style-type: none">• Presentation• Q&A
14:15-16:30	Let's Raise Awareness: Simulation and Role Play Exercise <ul style="list-style-type: none">• Small Groups and Instructions• Group Preparation• Role Play• Feedback
16:30-17:00	Wrap-up Discussion
17:00	Workshop closing

7 April 2023	
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">• Small Groups and Instructions• Small Group Work
13:00-14:00	Lunch
14:00-15:00	Small group work continues
15:00-16:00	Presentations of Campaign Plans <ul style="list-style-type: none">• Each group presents for 20 minutes• Experts provide feedback for 10 minutes
16:00-16:15	Break
16:15-17:15	Presentation of Campaign Plans continues
17:15-17:30	Wrap-up discussion: observations, lessons learned, possibilities for the future
17.30	Workshop closing



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HIGHLIGHTS

6 April 2023:

- Ministerial representatives made opening statements/presentations that provided valuable context for the workshops. They discussed the Özne Çocuk Project and communicated the importance of strengthening cooperation between public authorities and civil society.
- Following the ice-breaker activity, experts facilitated a discussion in which participants described their needs and priorities for communications and public awareness-raising. As participants could express themselves freely and realise common interests, the discussion set a positive tone for the remainder of the workshop. Further, experts gained insight into the diversity of participants' perspectives and experience levels. Issues raised by participants included:
 - Low level of rights awareness among young girls
 - Need for inclusion of human rights in the public school curriculum
 - Policy action to combat widespread labelling and bullying
 - Need for improved child rights advocacy in mass media
 - Lack of gender sensitivity in tone and language used in television programming
 - Need to include mukhtars, teachers and imams in rural area projects
 - Greater CSO cooperation with bar associations
- After the discussion, experts made a PowerPoint presentation defining core concepts, approaches and tactics for communications and public awareness advocacy. 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 Istanbul mayor, 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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- Ms Ertukel, Ms Sahilliođlu and Mr Ertekin conducted a debrief at the end of the first day. Observing that the participants had very little pre-knowledge and experience with public awareness advocacy, they agreed to modify the exercise planned for day two. Instead of preparing and presenting an advocacy campaign plan, participants would design and deliver an awareness-raising activity for a pre-defined target group.

7 April 2023:

- Experts started the second day of the workshop with a presentation of good examples – tactics, activities and tools for awareness-raising developed by CSOs in Turkey and around the world. Participants were invited to add to these examples tactics and tools they have found useful. See Annex II for the PowerPoint presentation.
- Participants were divided into four new groups. They were given two hours to prepare an awareness-raising strategy and presentation for an assigned target group, including foster parents, psychologists, senior government officials and 4th-grade primary school students. Groups were given laptops, 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 a description of target groups.
- At the workshop's end, experts shared lessons learned and observations. Mr Ertekin concluded the workshop by thanking participants and inviting them to share their views and perspectives on the workshop.



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PARTICIPANT EVALUATIONS

18 of 29 participants completed and returned the online evaluation form.

Summary of Quantitative Results:

- "The training programme met my expectations."
14 participants strongly agreed (77%), and 4 participants agreed (23%) with this statement.
- "How would you rate the quality of training on a scale of 1 to 5 (5 is the highest)?"
17 participants strongly agreed (94%), and 1 participant agreed (6%) to this question.
- "I would recommend this training to others (1 strongly do not recommend, 5 strongly recommend)."
16 participants strongly agreed (94%), and 1 participant agreed (6%) with this statement.
- "The methods were appropriate to the purpose and content of the training."
16 participants strongly agreed (88%), and 2 participants agreed (12%) with this statement.
- "Participatory and inclusive methods were used during the training."
18 participants strongly agreed (100%) with this statement.
- "I received one-to-one attention from the trainer(s) and interacted with the trainers."
17 participants strongly agreed (94%), and 1 participant agreed (6%) with this statement.
- "The balance of theory and practical implementation of the topics covered was appropriate."
18 participants strongly agreed (100%) with this statement.
- "How would you rate the quality of the trainer(s) on a scale of 1 to 5 (5 is the highest)?"
17 participants strongly agreed (94%), and 1 participant agreed (6%) to this question.
- "The resources/examples in training were sufficient."
15 participants strongly agreed (83%), and 3 participants agreed (17%) with this statement.
- "Thanks to this training, my awareness of children's rights and advocacy has improved positively."
16 participants strongly agreed (88%), and 2 participants agreed (12%) with this statement.
- "I think I have gained a general perspective on children's rights and advocacy."
17 participants strongly agreed (94%), and 1 participant agreed (6%) with this statement.
- "I think the group work implemented in the training was practical."
17 participants strongly agreed (94%), and 1 participant agreed (6%) with this statement.
- "This training contributed to the knowledge and skills needed to fulfil my duties in my work organisation."
16 participants strongly agreed (88%), and 2 participants agreed (12%) with this statement.
- "I plan to participate more in these and similar events."
17 participants strongly agreed (94%), and 1 participant agreed (6%) with this statement.



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Below is a sampling of comments shared by participants about the workshop experience.

- *"The workshop changed my perspective, I updated my knowledge and learned new things."*
- *"The workshop's content was prepared in the best way in terms of being interactive."*
- *"This was the most fruitful workshop I attended ever; I got free from the anxiety of role-playing and making presentations. I think the workshop could be longer."*
- *"We would like to see Ministry of Family representatives more in such events and workshops."*
- *"Both trainers were experts in their field, and they successfully delivered it."*
- *"The workshop was inspiring and guiding for me."*
- *"We want this workshop to continue and do it again for our colleagues and friends."*
- *"There could be more theory and knowledge as much as the group work, which would increase the efficiency."*
- *"It was such an amazing and useful workshop. I thank to the ones that made effort to prepare them to the trainers and to our Ministry."*
- *"It was fruitful to meet my colleagues that I have not met before working on the same topic."*
- *"I would like to attend more trainings on advocacy."*

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. Participants were inspired by resources, reports and good examples shared by experts.

Capacity

Participants came to the workshop with little knowledge or direct experience with public awareness advocacy. Experts found the aim of stimulating a mindset shift towards a "pro-active, systematic, evidence-based, result-oriented and well-planned approach to outreach and communications" too ambitious for the audience. Instead, experts focused on helping participants become familiar with fundamental concepts: the purpose of public





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awareness advocacy, the need for specific and measurable goals, planning and target audience customised messaging and tactics. Role plays were instrumental in stimulating a mind shift. 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 shared interests. The experience of organising activities for different target audiences helped participants understand the importance of customised messaging and tactics. Role plays were simultaneously challenging and enjoyable, creating a constructive environment for self-reflection and capturing lessons learned.

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. 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. Further, participants appreciated the opportunity to participate in a workshop on this topic. Unfamiliar with the trainings offered by the Civil Society Development Centre (STGM) and the EU Sivil Düşün Programme, they perceived the project as filling a training void. As such, participants walked away from the event with a positive impression of the project and beneficiary ministries' efforts to convene child welfare CSOs, address their unique needs, and open lines of communication.

Opportunities for Future

As indicated in evaluations, 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.

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.





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- 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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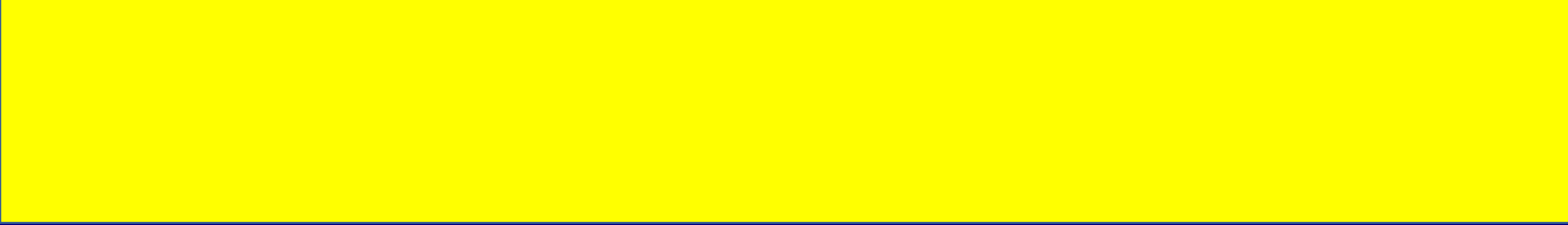
ANNEXES

Annex I – List of participants

Annex II – PowerPoint Presentations

Annex III – Scenarios

Annex IV – Description of target groups



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