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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

İzmir Workshop

4 – 5 May 2023



WEglobal





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INTRODUCTION

This report describes the "Izmir Awareness Raising Workshop" held on 4-5 May 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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IZMIR WORKSHOP: EVENT AND PARTICIPANT MANAGEMENT

The Izmir Workshop was held at the Kaya Prestige 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 65% and men 35% of participants. See Annex I for a list of CSOs and participants.

IZMIR WORKSHOP AGENDA

Mr Nesim Tanğlay, Chair of Izmir Province representing the Ministry of Family and Social Services, opened the workshop by welcoming participants and discussed the Özne Çocuk Project in the text of the Ministry's efforts to protect children. 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 Sahillioğlu and Mr Akin led the workshop.

4 May 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
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



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16:30-17:00	Wrap-up Discussion
17:00	Workshop closing

5 May 2023	
10:00-10:45	Effective Communication tools and implementation
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
14:00-16:00	Activity and Live Presentations <ul style="list-style-type: none">• Feedback
16:00-16:30	Good Examples: Public Awareness Raising for Child Rights Wrap-up discussion: observations, lessons learned, possibilities for the future
16:30	Workshop closing





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HIGHLIGHTS

4 May 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:
 - *"Trainings on capacity building of civil society would be very useful."*
 - *"Communication and relations among stakeholders for child right topics, also to have a continuation training on advocacy."*
 - *"More trainings similar to this with a focus of children's right."*
 - *"I would like to have trainings on presentation skills especially in front of a group and effective communication skills".*
 - *"A training on lobbying and more in-depth training on advocacy would be great."*
 - *"Workshops on women's rights advocacy can be organised."*
 - *"Early childhood development-focused training would be good."*
- 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



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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.

5 May 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 around the world. Participants were invited to add tactics and tools they found helpful in these examples. See Annex II for the 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. Emre 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

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

Below is a summary of the quantitative results:

- "How would you rate the quality of training on a scale of 1 to 5 (5 being the highest)?"
11 participants strongly agreed (61%), 6 participants agreed (33%), and 1 was neutral (6%) to this question.
- "I would recommend this training to others (1 strongly do not recommend, 5 strongly recommend)."
14 participants strongly agreed (70%), and 6 participants agreed (30%) with this statement.
- "Participatory and inclusive methods were used during the training."
17 participants strongly agreed (85%), and 3 participants agreed (15%) with this statement.
- "I received one-to-one attention from the trainer(s) and interacted with the trainers."
18 participants strongly agreed (90%), 1 participant agreed (5%) and 1 was neutral (5%) with this statement.
- "The balance of theory and practical implementation of the topics covered was appropriate."
12 participants strongly agreed (60%), 6 agreed (30%), and 2 were neutral (10%) with this statement.
- "The resources/examples in training were sufficient."
12 participants strongly agreed (63%), 5 agreed (26%), and 2 were neutral (11%) with this statement.
- "Thanks to this training, my awareness of children's rights and advocacy has improved positively."
15 participants strongly agreed (75%), and 5 agreed (25%) with this statement.
- "I think the group work implemented in the training was practical."
14 participants strongly agreed (74%), 4 participants agreed (21%), and 1 was neutral (5%) with this statement.
- "This training contributed to the knowledge and skills needed to fulfil my duties in my work organisation."
13 participants strongly agreed (65%), and 7 agreed (35%) with this statement.

Below is a sampling of comments shared by participants:

- "The workshop changed my perspective, I updated my knowledge and learned new things."
- "The content of the workshop 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 presentation. I think the workshop could be longer."
- "We would like to see Ministry of Family representatives more in such events and workshops."



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- *"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

Workshop participants included civil society organisations and local branches of state agencies working on child protection. The event provided a space for these actors to come together around the same table to exchange ideas and experiences. Compared to Istanbul and Ankara events, participation by civil society organisations was limited, leaving room to involve other active organisations in future workshops in Izmir. From an engagement perspective, participation was high, implying that the workshop format and content were appropriate to their needs and interests. Participants were inspired by resources, reports and good examples shared by experts.

Capacity

Izmir workshop participants indicated significant advocacy efforts in their daily work; however, they were unfamiliar with the terminology around advocacy and other communication tools (such as Communication for Social and Behaviour Change, Communication for Development, Risk Communication and Community Engagement). Overall, participating organisations lack sufficient communication capacity regarding human resources – communications is typically one of many tasks carried out by a limited number of staff/volunteers who run the organisation. Hence, organisations need technical and resource support. The workshop appears to have contributed to building their technical knowledge.

Ministerial – CSO Relations

As spelt out by the Ministry representatives both during the closing ceremony and bilateral talks, they are relatively happy with the outcomes of the workshop, mentioning there's further need for such capacity-building





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efforts for other audiences, including civil society organisations that could not participate to the workshop in İzmir.

Opportunities for Future

Potential action points for the future could be:

- Keeping contact with participant organisations and actively engaging with them for relevant interventions of the Ministry and other capacity-building activities.
- Conducting similar capacity-building activities with those civil society organisations that could not participate.
- Exploring the potential and enthusiasm among participants to cooperate on theme-based issues such as early childhood marriage, addiction, mental well-being and sexual harassment, among others.
- Conducting activities designed to increase interaction and enable connections between different stakeholders working for the same purpose.

SUGGESTIONS FOR THE FUTURE ACTIVITIES

- Allocate more time to group work, interactive activities, definitions and perceptions
- Based on the lessons learned from the workshops in Bursa, Ankara, İstanbul and İzmir, revise and integrate versions of the workshop to upcoming project activities.
- For the question directed to participants, "If you had a magic stick, what would you change at work?" participants are aware of their challenges and needs. This will support the development of needs-based content for future trainings.
- Actively promote the advocacy guidebook on social media to encourage participants to disseminate the guide within their networks.
- Share recordings of role plays and presentations with participants



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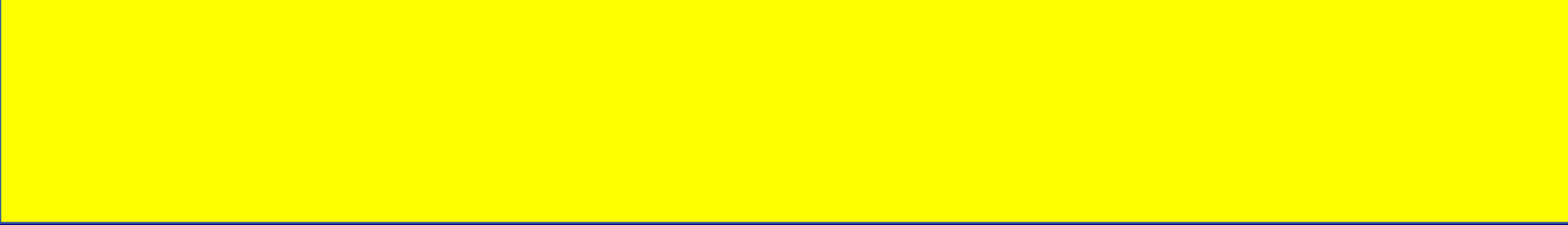
ANNEXES

Annex I – List of participants

Annex II – PowerPoint Presentations

Annex III – Scenarios

Annex IV – Description of target groups



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