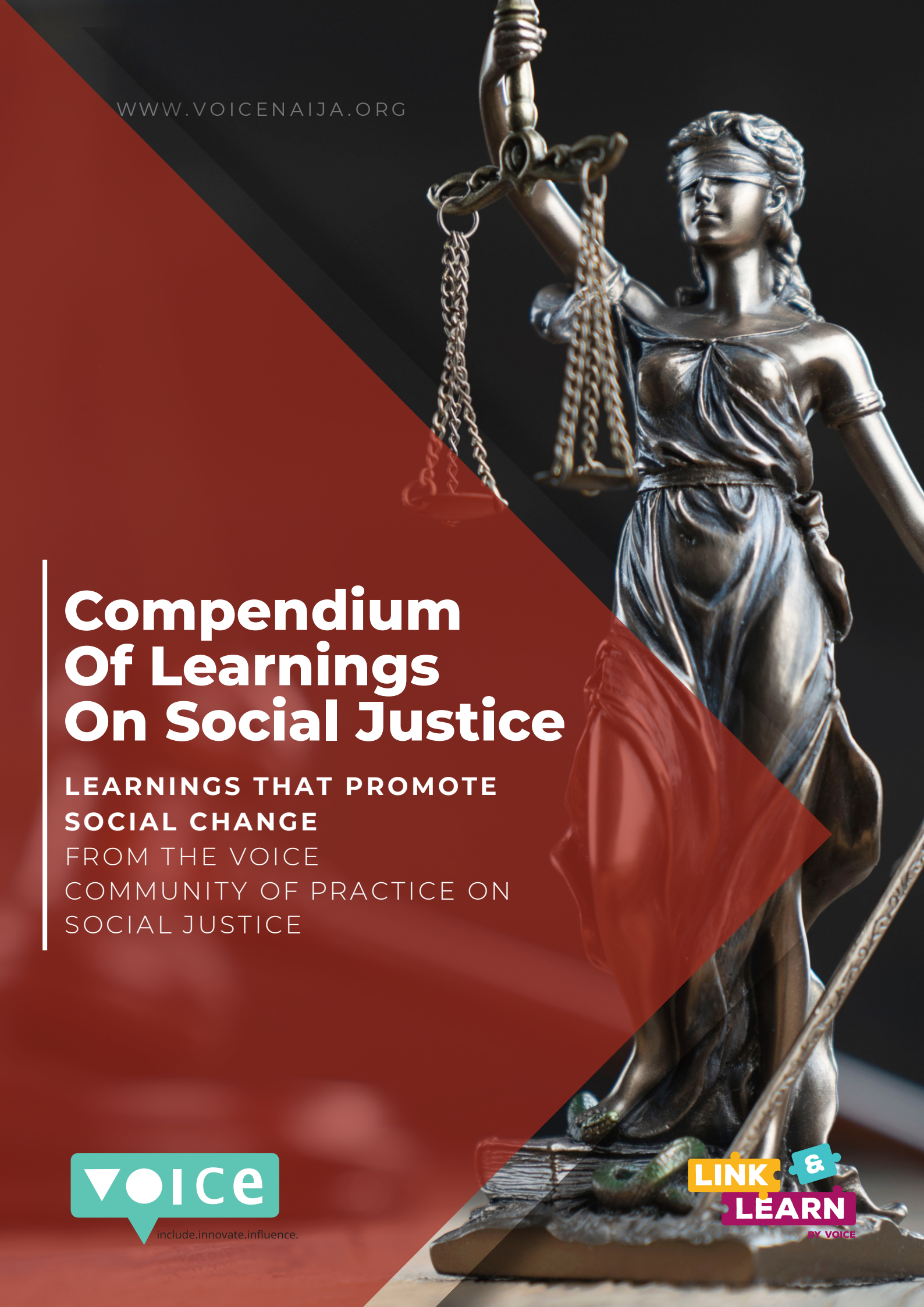
WWW.VOICENAIJA.ORG

Compendium Of Learnings On Social Justice

LEARNINGS THAT PROMOTE SOCIAL CHANGE

FROM THE VOICE COMMUNITY OF PRACTICE ON SOCIAL JUSTICE



VOICE
include.innovate.influence.

LINK & LEARN
BY VOICE

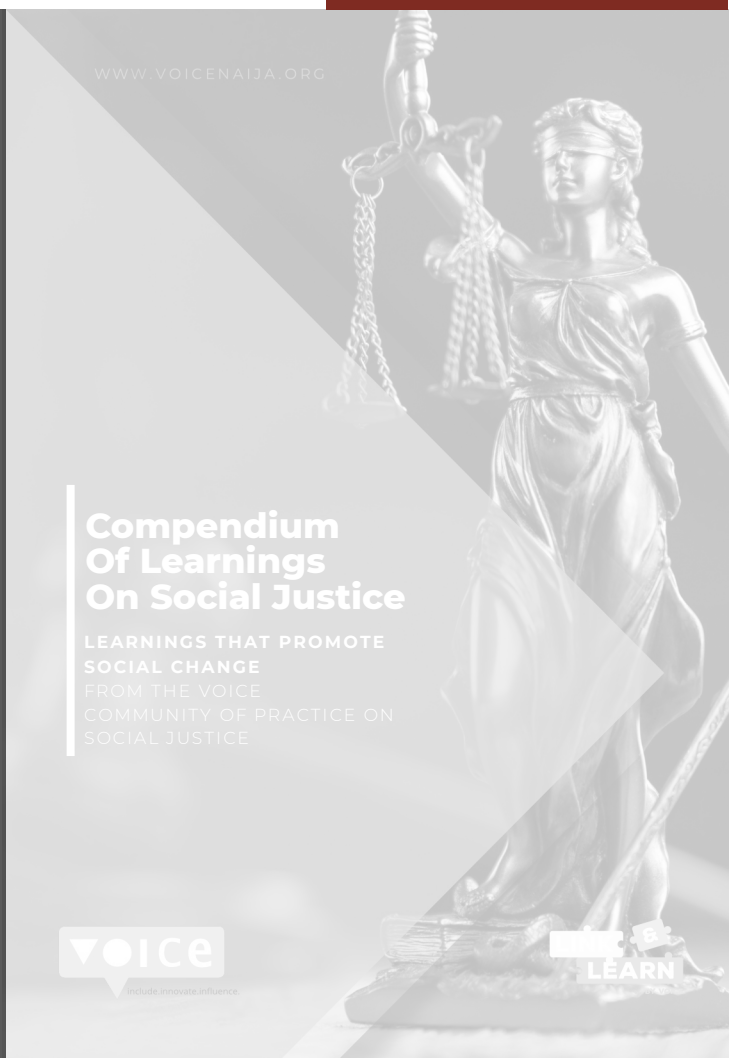
Published in 2022

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage or retrieval system, without the prior written permission of the copyright holder. Please direct all enquiries to the publishers.

This project was supported by the Voice project and members of the Social Justice Community of Practice. The work, ideas and opinions contained in this toolkit are written by the authors from their experiences of social justice advocacy and do not represent the official position whatsoever of Oxfam and the Kingdom of the Netherlands and do not commit Oxfam.

Internet references cited in this toolkit were valid as of the publication date; because websites and URLs are in constant flux, the supporters of this project or the authors cannot vouch for their current validity.

Photo credit: Sourced from unsplash.com



Acknowledgements

This learning resource is the result of the collaboration and contributions of an ever-enlarging circle of the voice-funded Community of Practice on social justice, partners and colleagues who made unique contributions to its completion. The Community of Practice is grateful to its donor, Ministry of Foreign Affairs of the Netherlands through Oxfam in Nigeria, who through the Voice-funded project, provided support and expertise during the drafting process to make the learning resource user-friendly. The Community of Practice thanks the entire Voice project team - Ijeoma Okwor, Cedric Owuru, Precious and Bola Noble for their reviews and support during the preparation of this resource.

Special thanks to Cognito and NINE, the Linking and Learning facilitator for the Voice project in Nigeria, for coordinating the Community of Practice (CoP) on Social Justice and guiding the Learning Resource project to completion; appreciation goes to the team made up of Christy Asala, Seun Asala, Kaseina Dashe, Gabriel Oke, Bukola Oloruntoba, Chidinma Kalu, Chizoba Jatau, Joshua Ibrahim and Timothy Avidime.

Appreciation goes to to all the COP members who were part of developing this learning resource, in no particular order Michael Ukwuma and Etorobong Inyang of CAPIO, Obinna Nwagbara and Elekwachi Nnamdi of YSAD, Davidson Nwaonu and Nwabuba Nnamani of CSAAE, Bernard Yayock, Ahmadu Bello, A. Abba and Barrister Saleh Abdullahi of FOSER, Olalekan Oshukoya of Citizens Commons, Nurudeen Hassan and Malti Danjuma of YouthHubAfrica, Victor Terhemba of Raising New Voices and, Barrister Ugo Harris Nwafor for their writing contributions to the learning resource.

To successfully prepare a learning resource that would be user-friendly and attend to different areas of social justice advocacy, the COP held a two-day workshop on social justice. We are grateful to several stakeholders whose extensive deliberations enabled the COP to achieve this finished document. These include the Digital Rights Lawyers Initiative, the Premium Times, National Human Rights Council, Ministry of Justice / FIDA, Ukachi Ukah of the National Human Rights Commission, Imo State, Nelson Nnanna - Executive Director of the Foundation for Environmental Rights, Advocacy and Development (FENRAD), Raising New Voices, the National Orientation Agency HQ, the Nigerian Bar Association (NBA) Abuja, the Human Rights Committee of the NBA, Aba Branch, Media Rights Agenda, K. Magaji & Associates, YIAGA Africa amongst many other stakeholders and social justice actors. Immense thanks to Achenyo B. Alfa for her support in compiling and editing this learning resource.

Abbreviations and Acronyms

ACJ	Administration of Criminal Justice
ACJA	Administration of Criminal Justice Act
ACJL	Administration of Criminal Justice Law
ASUU	Academic Staff Union of Universities
CAJR	Centre for Advocacy of Justice and Rights
CAPIO	Carmelite Prisoners' Interest Organization
CC	Citizens Commons Advocacy International
CoP	Community of Practice
CSAAE	Center for Social Awareness Advocacy and Ethics
CSO	Civil Society Organisation
ESJRT	Enugu State Justice Reform Team
FOSER	Foundation for Societal Empowerment and Rejuvenation
MDA	Ministries, Departments and Agencies
NBA	Nigerian Bar Association
NGO	Non-Governmental Organisation
NHRC	National Human Rights Commission
NLC	Nigeria Labour Congress
NOA	National Orientation Agency
NPF	Nigeria Police Force
NSIP	National Social Investment Programme
NURTW	National Union of Road Transport Workers
NYC	National Youth Council
NYSC	National Youth Service Corps
OXFAM	Oxford Committee for Famine Relief
PVC	Personal Voters Card
SDG	Sustainable Development Goals
SERAP	Socio-Economic Rights and Accountability Project
SUV	Sport Utility Vehicle
UBE	Universal Basic Education
UN	United Nations
YHA	YouthHubAfrica
YOUWICAN	Youth Wing of the Christian Association of Nigeria
YSAD	Youth and Students Advocates for Development Initiatives

Contents

Acknowledgements	2
Abbreviations and Acronyms	3
Contents	4
Introduction to the learning resource	5
Part 1 - Understanding Social Justice in Nigeria	7
Chapter 1: Enabling Change By Understanding Social justice Concepts	8
Part 2 - Tools and Tactics for Effective Social Justice Advocacy	16
Chapter 2: Media: A Vital Tool In Advocacy	21
Chapter 3: Effective Ways For Community Organising	37
Chapter 4: Social Justice Advocacy In The Most Unlikely Places	45
Chapter 5: Effective Feedback And Citizen Engagement In Social Justice Advocacy	46
Part 3 - Advancing Social Justice in Nigeria	53
Chapter 6: Advancing Social Justice In North-Eastern Nigeria	54
Chapter 7: Bridging The Confidence Gap In Social Justice Advocacy	60
Appendix	69
Feedback Questionnaire Sample	70
Glossary Of Words	74
Resource Page	75

Introduction to the learning resource

As the social justice frontier keeps expanding, social justice actors and crusaders themselves keep getting increasingly involved with many emergent issues of social concern. Since time immemorial, a perfect society is yet to evolve – one without poverty, war, hunger, oppression, mortality, inequality, gender exclusion and suchlike social justice issues. Due to this reality, social justice advocacy remains vital for changing the narrative in demanding a just and fair world where everyone has a voice and every voice matters.

In this resource, several organisations working on diverse areas of social justice across Nigeria captured and documented their on-field and off-field experiences, sharing their learnings to support as many people or groups who wish to work in the social justice space. As a thriving community of practice (COP) on social justice supported by Voice Nigeria, this resource also captures views from a wide variety of stakeholders across the social justice space, including representatives of law enforcement agencies and other government establishments, legal luminaries, and Civil Society Organizations (CSOs).

This learning resource is by no means a perfect and complete reservoir of knowledge on social justice; rather, it is a collation of experiences that will hopefully serve as a guide and contribute to the growth and learning of individuals, teams, and organisations within the social justice space. This is the aspiration of the contributors who, through their work in diverse fields, have x-rayed social justice issues and endeavoured to showcase what has worked and what is possible.

From project conception to mapping out of plans and then to execution, every detail is laid down here in a three-part resource material. Engaging stakeholders and rightsholders, state actors, and non-state actors is a challenging task, as there may be a lot of legwork and fieldwork to do. Some of the learnings that members of this COP share in this document include identification of social justice issues, organising a community of victims or rightsholders, setting the agenda through media platforms, effective use of (social) media for issue amplification, evaluation of project performance and sustaining the legacies of a project.

Voice is an innovative grant facility to support rightsholders and groups facing marginalisation or discrimination in their efforts to exert influence in accessing productive and social services and political participation. It is an initiative of and financed by the Ministry of Foreign Affairs of the Netherlands and is executed by a consortium between Oxfam Novib and Hivos. Hivos is the coordinating body in four countries: Indonesia, Philippines, Kenya and Tanzania , while Oxfam coordinates Voice in six: Laos, Cambodia, Uganda, Niger, Mali and Nigeria.

Voice provides different types of grants for projects promoting diversity and inclusion of ALL in the above mentioned countries. Voice aims to amplify and connect thus far unheard voices to leave no one behind. The connections are also made and deepened via the exciting Linking & Learning approach.

This COP is facilitated by the Voice Linking and Learning facilitators - Cognito and NINE and is made up of organisations that are grantees under the Voice project as follows:

- **Citizens Commons:** Implementing the project ***"From Protest To Action: Activating a New Nigeria"*** across selected geographies in Nigeria
- **Center for Social Awareness Advocacy and Ethics (CSAAE):** Implementing the project ***"Sorosoke, Parkwell"*** across the entire South-eastern region of Nigeria
- **Youth and Students Advocates for Development Initiative (YSAD):** Implementing the project ***"No Dey Give, Follow Traffic Rules"*** in Imo and Abia States
- **Foundation for Societal Empowerment and Rejuvenation (FOSER):** Implementing the project ***"Know Your Rights To Fight Police Brutality"*** in Bauchi State
- **Youth Hub Africa:** Implementing the project ***"You Matter In This Matter"*** in Ebonyi, Bauchi, Oyo and FCT
- **Carmelite Prisoners' Interest Organization (CAPIO):** Implementing the project ***"Pollrite 23"***, Securing The Rights Of Inmates To Vote In 2023 Elections.

In contributing to this document, the Voice-supported Community of Practice on Social Justice is lending a brick in the effort to raise the wall of social justice and going forward, brick by brick, it is believed that justice shall stand. We hope this resource will be a beginner's beginning and a social justice advocate's anchor.

Obinna Nwagbara,

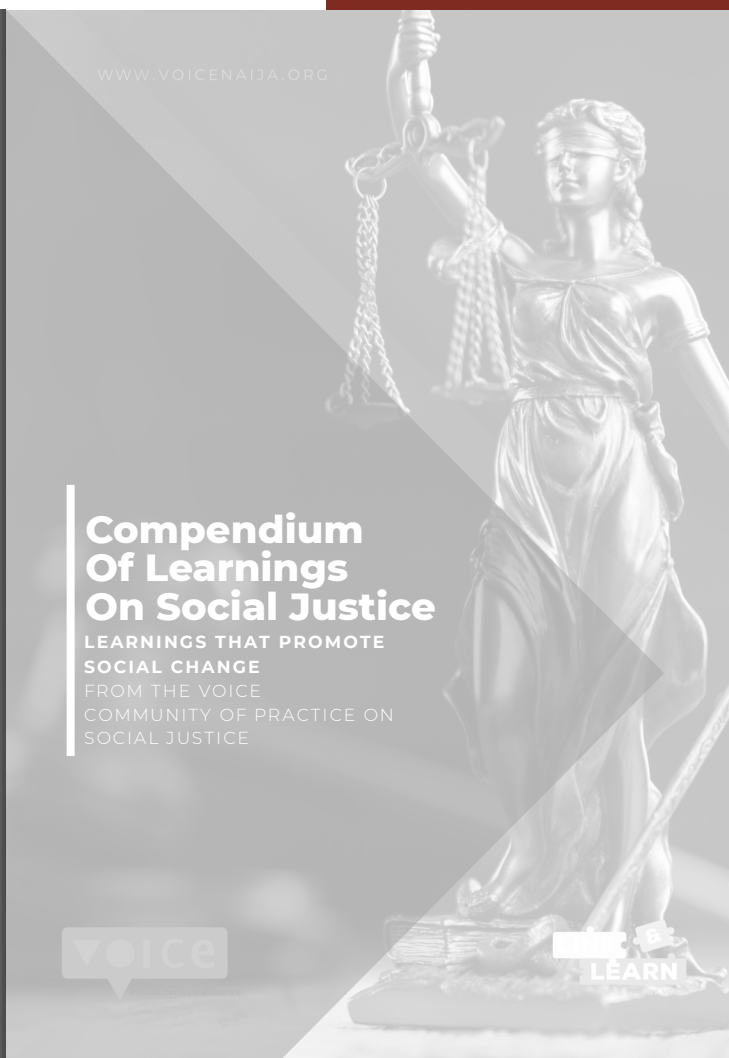
Executive Officer, YSAD

Co-Chair of the Social Justice CoP

On behalf of the CoP

Part 1

Understanding Social Justice in Nigeria



Chapter 1: Enabling Change By Understanding Social justice Concepts

A primer on principles of social justice and social justice advocacy.

BACKGROUND

Development practitioners, change leaders, civil society organisations or activists often come across the term "Social Justice" in the course of their work; this material revolves around this fundamental concept and provides a baseline understanding of key principles of social justice and its practice in Nigeria, including how to advocate for social justice.

Social justice is rooted in fairness characterised by uniform access to economic opportunities, healthcare, education, human rights, and related societal issues. For instance, factors such as income or location, may hinder children in Nigeria from accessing the same quality of education even though the government should provide universal basic education for all children regardless of the parents' status or location. Social justice actors advocate closing unequal gaps for members of a social group (economic, health, human rights, equity and participation). To implement change, social justice advocates target areas such as politics, policies, social interventions, and institutional efforts to bridge the gap that may naturally or otherwise exist in our society.

What is Social Justice?

There are several legal, moral and philosophical definitions of social justice by different schools of thought or organisations. A few propositions offered by the United Nations, the National Association of Social Workers (NASW) and political and ethical Philosopher John Rawls will be adopted besides other definitions because they better explain the concept and its application.

The United Nations states, *"Social justice may be broadly understood as the fair and compassionate distribution of the fruits of economic growth."*[1]

On the other hand, the National Association of Social Workers expounds on the definition of the concept stating, *"Social justice is the view that everyone deserves equal economic, political and social rights and opportunities. Social workers aim to open the doors of access and opportunity for everyone, particularly those in greatest need."* [2]

John Rawls posited that social justice or fairness would describe a society of free citizens holding equal basic rights and cooperating within an egalitarian economic system.

While there is no concise distinction between international justice, social justice among nations or justice among the people, the Charter of the United Nations treats justice as a broad principle recognised and applied in national and international relations. This relatively new concept of social justice is recognised in environmental, social, and political spaces. The United Nations General Assembly during its 63rd session on 26th November 2007 set aside February 20 to mark the World Day of Social Justice; the UN General

1 https://www.un.org/esa/socdev/documents/ifsd/SocialJustice.pdf

Assembly, in its resolution, recognised that social justice was indispensable for developing and maintaining peace and security among and within nations and for respecting all human rights and freedoms

Regardless of any preference in definitions, the basic consensus is that social justice is about the pursuit of fairness within every society's economic, political and social dimensions.

This means everyone should have equal access to social goods including wealth, health, well-being, privileges, and opportunities.

PRINCIPLES OF SOCIAL JUSTICE

Principles are foundations on which concepts are grounded. Over time, four principles - access, equity, participation and human rights - have been established as the core of social justice. Any social justice advocacy effort or society must consider these four dimensions to be considered effective.

LET'S LOCALISE THIS!

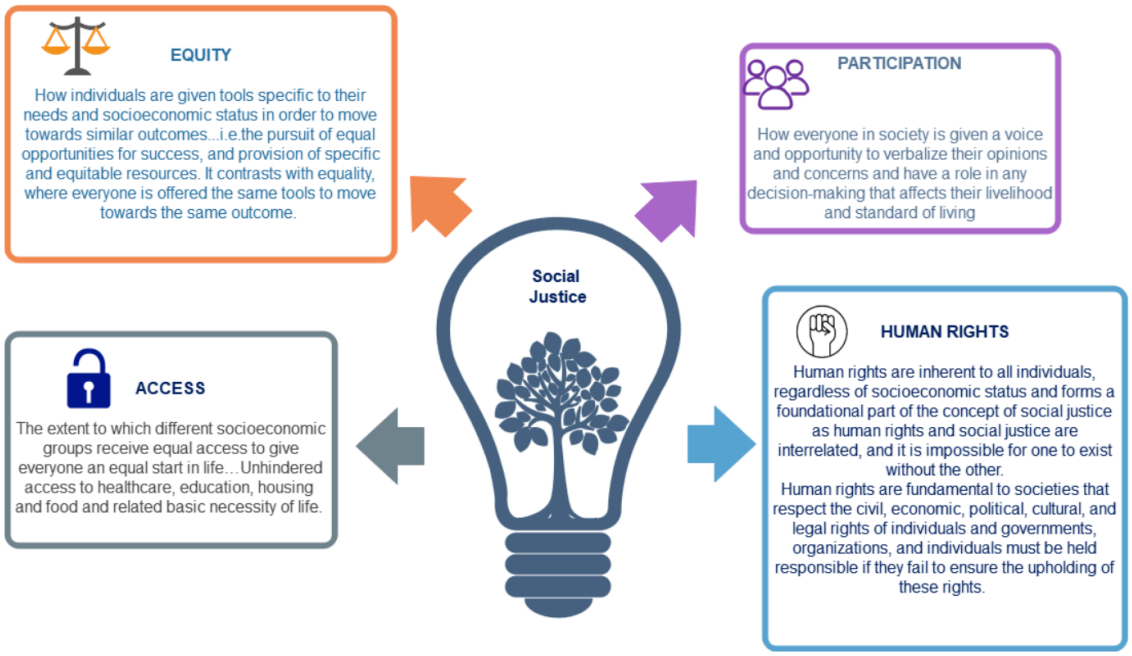
This is a basic idea of social justice:

Fatima, whose mother is a fruit trader in Kano State, should be able to access the same education, health and employment opportunities as Chioma, whose parents are teachers in Enugu state, regardless of whether they live in the city or in the village.

THINK ABOUT THIS: Access to education, employment, or health opportunities should not be limited to any child because of their location or their parent's economic prospects.

Yusuf, a carpenter, should not spend 20 months in detention without arraignment or trial on a bailable offence. In contrast, a Senator spends just a few hours with the police because he can afford a high-profile Senior Advocate Lawyer.

THINK ABOUT THIS: The right of prompt access to should be available to everyone regardless of status.



2 NASW - the leading professional association of social workers in the United States https://www.socialworkers.org/Advocacy/Social-Justice/Social-Justice-Priorities

3 https://www.un.org/esa/socdev/documents/ifsd/SocialJustice.pdf

4 https://documents-dds-ny.un.org/doc/UNDOC/GEN/N07/464/37/PDF/N0746437.pdf?OpenElement

LEGAL FRAMEWORK AND FOUNDATION FOR SOCIAL JUSTICE IN NIGERIA

The concept of social justice and socioeconomic rights are, (beyond international application) enshrined/ grounded in Chapter 2 of the 1999 Constitution of the Federal Republic of Nigeria as a fundamental right of individuals and a directive principle of state policy. Social justice is the whole essence of the formation of the constitution of the Federal Republic of Nigeria.

Social Justice is enshrined in Sections 14 and sub-section (1) of the constitution, encapsulating citizens' rights to social justice.[5] It states that Nigeria shall be a state based on the principles of democracy and social justice. The principles of access, equity, participation and human rights should therefore be a veritable and unquestionable element in governing the people.

Subsection (2) (a-c) of Section 14 also states that sovereignty belongs to the people of Nigeria, and the government derives its powers and authority from the constitution. It adds that the government's primary purpose should be the security and welfare of Nigerians and that the people can participate in government following the provisions of the constitution.

Sections 15 and 17 of the Constitution provide yet another backdrop to how social justice is woven into society's fabric. The sections promote national integration to eliminate discrimination and show that the State's social order shall be founded on Freedom, Equality and Justice ideals. Social justice is further grounded in the Nigerian constitution in Section 23 as part of Nigeria's national ethics, including, Discipline, Integrity, Dignity of Labour, Religious Tolerance, Self-reliance and Patriotism.

Chapter II of the constitution provides for socioeconomic rights, a component of social justice.

Regrettably, the same constitution states that the provisions of chapter II are non-justiciable and not enforceable. This is provided for under Section 6(6) of the constitution, which limits judicial enforcement of Chapter 2. This means that these rights (or directive principles), rather than imposing a duty on the State, require the State to take positive steps to achieve these objectives. Hence, these rights, seen as obligatory, are handled with levity and courts are ousted from hearing matters pertaining to Chapter II.

Social Advocates should support, lobby and engage the legislature at various levels to pass laws promoting social justice objectives.

Thankfully, it is trite law that there is an exception to every rule. Item 60(a) of the Second Schedule, 1999 Constitution, empowers the National Assembly to make laws for the establishment and regulations of authorities "to promote and enforce the observance of the Fundamental Objectives and Directive Principles". This means that by enacting enabling laws, the legislature can take positive advantage of the exception to the non-justiciability rule. For example, the National Assembly enacted and established the Economic Financial Crimes Commission Act and the Economic Financial Crimes Commission (EFCC) to realise economic objectives.

TIPS TO BECOMING A SOCIAL JUSTICE ADVOCATE

Research The Issues

In discovering a purpose, it is vital to research and understand the issue of interest to avoid oversimplifying the problem, as that will amount to more injustice.

5 See Chapter 2, Section 14 (1), "The Government and the People" of the 1999 constitution of the Federal Republic of Nigeria.
6 Ogun, Festus, Non-Justiciability of Chapter Two of the 1999 Constitution: A Hindrance to Nigeria's Development (July 30, 2020). Available at SSRN: https://ssrn.com/abstract=3663868 or http://dx.doi.org/10.2139/ssrn.3663868

The Universal Basic Education Act makes provision for free, compulsory and universal primary education as provided in Section 18 (3) (a) and therefore makes primary education enforceable against the government.

The Personal Income Tax Act was enacted to address Section 24(f) of the constitution on the duty of citizens to declare their income and pay their taxes promptly.

The judiciary will equally have a role to play in realising socio economic rights.

Fundamental Human Rights

Another critical area for social justice advocates to get familiar with, is Chapter IV, Sections 33 to 44 of the Constitution. Fundamental human rights must be considered to maintain order, peaceful coexistence, and respect for other human beings. Fundamental Human Rights are basic rights naturally bestowed on human beings for being humans. It is an unshakeable entitlement derived as a person, provided by law, should not be purchased, and cannot be denied by a government.

Fundamental human rights are not just provided in the Nigerian constitution but are also recognised in countries and nations worldwide. Countries also enter into regional agreements or instruments, such as The African Charter on Human and People's Rights, to expand on fundamental human rights and ensure those rights are respected across Africa.

Social justice advocacy will often campaign for the principles of social justice to be entrenched in society.

MECHANISMS FOR ENFORCEMENT OF SOCIAL JUSTICE IN NIGERIA

Social justice in Nigeria can be enforced by some of the following mechanisms:

1. The Legislature: This includes the National and State Assemblies.

2. The Executive: These are ministries, departments and agencies with the mandate to promote social justice, such as the Ministries of Justice, Human Rights Commission, and Social Welfare departments).

3. The Judiciary: This includes the high courts, ECOWAS court, and the African Court on Human and Peoples' Rights.

SOCIAL ORDER

Section 17, Subsection 2 (2) of the Nigerian Constitution, provides the following in furtherance of social order:

- Every citizen shall have equality of rights, obligations and opportunities before the law;
- the sanctity of the human person shall be recognised, and human dignity shall be maintained and enhanced;
- governmental actions shall be humane;
- the exploitation of human or natural resources in any form whatsoever for reasons other than the good of the community shall be prevented; and
- the independence, impartiality and integrity of courts of law and easy accessibility to these courts shall be secured and maintained.

SUMMARY OF CHAPTER II OF THE CONSTITUTION

- Section 13: Duty and responsibility of organs of government to observe and conform with the provisions of the chapter on economic and social rights.
- Section 14: Government and the People
- Section15: Political Objectives
- Section 16: Economic Objectives
- Section 17: Social Objectives
- Section 18: Education Objectives
- Section 19: Foreign Policy
- Section 20: Environmental Objectives
- Section 21: Cultural Objectives
- Section 22: Mass media obligations
- Section 23: National Ethics
- Section 24: Duties of Citizens

SOCIAL JUSTICE ADVOCACY: Why is it important?

Social Justice Advocacy involves planning and championing the principles of social justice by influencing governments or agencies responsible for shaping public policies to address social justice concerns. These principles are:

1. Access to Resources

Advocacy ensures that equal access is given to everyone across different socioeconomic groups. These include healthcare, food, education and justice. However, there may be unequal access to such resources. For instance, individuals from the upper class may be able to afford better education and, therefore, better jobs when compared to individuals from the lower classes. It may also be easier for members of the upper class to seek redress from courts, in contrast, members of the lower class barely have access to justifiable redress within the same courts.

2. Equity

Equity addresses systemic inequalities by ensuring that individuals are given tools specific to their needs and socioeconomic status to achieve similar outcomes. Through advocacy, equity is applied in providing individuals with tools specific to their socioeconomic status and needs.

FUNDAMENTAL HUMAN RIGHTS

- Right to Life
- Right to Dignity of Human Person
- Right to Personal Liberty
- Right to Fair Hearing
- Right to Private and Family Life
- Right to Freedom of Thought, Conscience and Religion
- Right to Freedom of Expression and the Press
- Right to Peaceful Assembly and Association
- Right to Freedom of Movement
- Right to Freedom from Discrimination
- Right to Acquire and Own Immovable Property anywhere in Nigeria.

3. Participation

Advocacy strives to remove barriers to participation; small groups of people should not take decisions on issues without contributions from individuals affected by the issues. If a decision will affect an individual, that individual should have a say and voice concerns and be part of the decision-making process.

Discrimination in employment based on factors such as race, gender, ethnicity, sex, age, and other characteristics are prevalent issues in society, and enforcing policies to countermand discriminatory practices is one way diversity is considered.

4. Human Rights

Enshrined in many treaties and recognised internationally, Human rights is one of the most important social justice principles regardless of socioeconomic status. The civil, political, economic, cultural, and social rights of people must be protected, including the rights to vote, free speech, a fair trial, and the like.

How To Implement Social Justice Advocacy

Social Justice Advocacy is undertaken to enable change; steps to take towards this include: identifying the purpose, setting goals, timeframe and method of the campaign. This process allows for adequate planning, preparation, communication and stakeholder buy-in. Throughout the planning process, communication with relevant stakeholders is necessary to ensure that they understand the campaign, agree with it and give permission to run it.

A. PURPOSE

Social justice advocacy campaigns or initiatives may be to influence public policy or create awareness. Three primary purposes which could form the basis of your social justice advocacy campaign include the following:

1. Raising Awareness: This is to educate and increase knowledge and understanding of a particular social justice issue. The goal is to inform the community about the issue, why it exists and what can be done to address it.

TIPS TO BECOMING A SOCIAL JUSTICE ADVOCATE

Build Community

Partnership and collaboration is essential to becoming a social justice advocate. A community can take different forms - the internet can be a valuable tool for building an online community.

2. Acts of charity/service: the aim here is to meet a particular physical need that has been identified. This type of campaign is often for a specific duration using relief materials or resources and is often driven by an emergency or suffering. Most charity campaigns have the purpose of meeting basic needs by providing goods.

3. Justice Advocacy: these campaigns aim to address or challenge a specific social justice issue to see how it may be improved or resolved. These types of campaigns are focused on action and being a part of the solution.

B. GOALS

Every campaign must have a goal(s) it hopes to achieve by the end of its lifecycle. It may be setting a bill in motion, improving civic participation or training a number of social justice change enablers.

Set goals should be practical, realistic and in line with the project and the vision of your donor. Setting goals that are unlikely or too big can be discouraging as they may be daunting. The more practical a goal is, the easier it is to measure whether it was achieved.

C. TIME FRAME

Social justice advocates should be mindful of the duration of their campaigns. Civil Society Organisations should establish time frames, especially when involving stakeholders. A campaign, when adequately planned, can morph into a more significant campaign/movement capable of influencing policies or advocating change.

When setting a timeline, the following should be considered:

1. Do permits or approvals need to be obtained before commencing the campaign or project?
2. What else is taking place in the community

TIPS TO BECOMING A SOCIAL JUSTICE ADVOCATE

Research The Issues

In discovering a purpose, it is vital to research and understand the issue of interest to avoid oversimplifying the problem, as that will amount to more injustice.

during that time, and will it detract from or amplify the campaign?

3. Pace activities- When determining the campaign period, consider how many other campaigns and activities you plan to run in the year and set a sustainable and achievable pace.

TIPS ON LETTER-WRITING CAMPAIGNS

Timing is Key – Schedule your letters when there is a window of opportunity in a legislative process or when the issues are still relevant or in the news.

Less is More – Go straight to the point & be specific in addressing the issue, referencing any legislation if necessary.

Be Passionate Yet Firm – Do not use accusatory tones with your elected officials. Be sincere in communicating the need for change in the legislation or policy.

Collective Partnership Contributes to Awareness – Partnering with other organisations to address an area of concern can prompt quicker and possibly favourable responses.

Include An Address and Request a Response – Write your letter in a way that will invoke a specific answer rather than an automated response from your elected official. You can ask questions or provide information on how they intend to tackle a problem.

D. METHODS

Once the purpose, goals and timeframe for the advocacy campaign have been set, the next step is to start designing the campaign. Below are different methods that can be used to run an advocacy campaign. They are divided according to their different purposes.

Raising Awareness – When raising awareness, think about three objectives which are:

- To inform
- To create understanding
- To motivate your stakeholders or targets to take action.

CSOs and social change advocates can raise awareness through social media campaigns utilising hashtags, creating and using visual materials, and presentations and performances.

Charity and Acts of Service – Advocacy can be pursued by charity or acts of service. Social change agents can engage in activities such as a food/goods drive in response to emergencies or by raising funds for a specific cause.

Justice & Advocacy – You can utilise several tools using the justice and advocacy method. This may include:

- **Letter-writing campaigns** – Letter-writing is an effective advocacy tool that can effect change. A letter-writing campaign can be used to urge the government or local community to take action against a specific human rights violation / social injustice issue. Letters can be written to relevant stakeholders, or citizens can be mobilized to write letters to specific government departments.
- **Demonstrations** – Protests are a powerful representation of people coming together to stand against injustice. Protests show the government, companies and the

NOTE

Acts of charity/service campaigns are important because, without them, people may go without the necessities they need to survive.

These campaigns should address the root cause of social justice issues and be done with collaboration and partnership from other social justice actors.

community that the public will not tolerate human rights violations or social injustices. Social justice advocates can arrange protests and demonstrations to object to specific behaviours or seek redress and corrective action by a government, companies or a community. For more information on planning a protest or demonstration, see the resource document on Advancing social justice in North Eastern Nigeria.

- **Petitions** – Petitions are used to object to specific actions of the government, community or an organisation that violate the rights of individuals. A petition can be used to demand change and is like letter-writing but is usually accompanied by people's signatures. The more signatures are gathered on the petition, the more powerful and reputable the petition.

Online petitions are similar to paper petitions and can allow you to quickly spread information and collect more signatures.

STEPS IN RAISING AWARENESS

OneCause, an organisation that helps nonprofit organisations with fundraising, suggests nine steps to raising awareness:

- **Conduct research and set goals** – What do you intend to achieve with your campaign?
- **Set a Date** – For the launch of your campaign
- **Define your target audience** – Who is the campaign for?
- **Craft your message** – Use precise & concise language
- **Recruit Ambassadors** – to promote your campaign
- **Secure sponsors** – partner with other organisations and the media
- **Set up media handles** – Get a web landing page, have designated hashtags
- **Create an awareness plan** – Spread your campaign across multiple channels
- **Host your event/launch your campaign**

Read more about how to raise awareness for your campaign here: Velasquez-Hague, K., 2021. NonprofitNonprofit Awareness Campaigns: The Complete Guide for 2021. [online] OneCause. Available at: <https://www.onecause.com/blog/awareness-campaigns/#steps>.

Reflection Questions

1. What is your definition of social justice? Can your definition fit your experience in your country especially regarding your rights?

2. The principles of social justice include equity, access, participation and human rights. Can you reflect on areas in your work where these principles of social justice have been used?

3. In your experience and practice, what are some of the challenges you face with addressing social justice issues in Nigeria and what methods can you adopt to tackle these challenges?

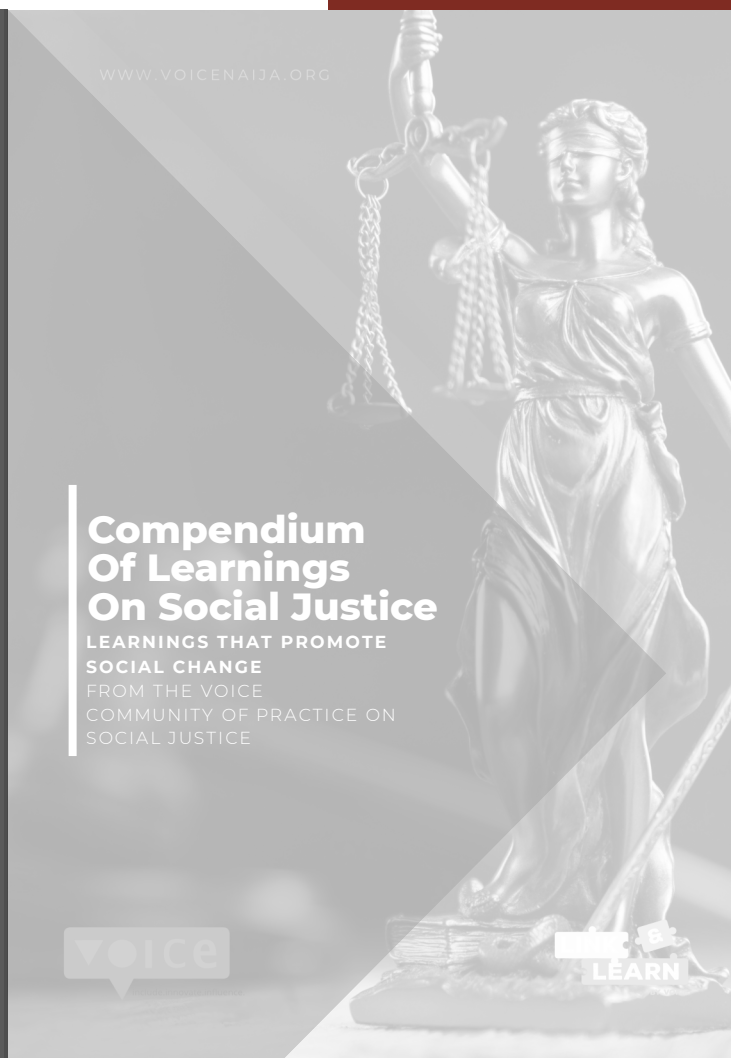
TIPS ON WRITING A PETITION

- Be clearly informed about the issue
- Write a clear, concise letter
- State clearly the change you want to make
- Include accurate information
- Create a table for the names and signatures of people.
- Ensure that people are aware of the issue before they sign the petition.

Never write someone's name on the petition without their permission.

Part 2

Tools and Tactics for Effective Social Justice Advocacy



Chapter 2: Media: A Vital Tool In Advocacy

YouthHubAfrica's approach to using media in advocating for social justice.

BACKGROUND

The development sector relies on the relationship between advocacy and media; advocacy to influence and promote positive behavioural change within a society's political, economic, and social institutions and media to meet the growing demand for knowledge and awareness creation. Media advocacy is a strategic tool that uses mass media to advance social justice. The media provides diverse channels to educate citizens, amplify a project and communicate its impact, however small or substantial. This resource shares YouthHubAfrica's learnings in using media to create awareness on issues of bad governance.

What Is Media?

Media, the plural form of 'medium', are channels of communication – television and radio, newspapers, magazines, written materials (or "print media")[7] and recently expanded to include the internet, mainly social media. Media spread or transmit information from a source (a person, an organisation, a business, an institution, a government agency, a policymaker, or other media outlet) to the public.

Types of media include:

- **Print Media** - This refers to printed materials, such as books and magazines, that contain words and images.
- **Broadcast Media** –This would include information transmitted through several mass communication channels, such as television and radio.
- **Social/Internet Media** – This is content distributed online and can include emails and online publications. It also includes interactive channels where people create content, share content or exchange views online.

RELEVANCE OF MEDIA FOR ADVOCACY

Media (with an emphasis on digital media) plays an active role in how social justice issues are perceived and addressed. Media provides ways for people and communities to communicate and collaborate and is a driver of ideas, a repository of information and a tool of social justice. The #ENDSARS movement was birthed on social media and gave the public a space to speak against police brutality. The media contributed to how the movement gained momentum and support. Though there is always the risk of a different narrative and propaganda, the media is relevant to advocating for change.

7 Whitman, A., n.d. Community Tool Box. Chapter 34. Media Advocacy | Section 1. Working with the Media | Main Section | Community Tool Box. [online] Ctb.ku.edu. Available at: <https://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy/working-with-media/main> [Accessed July 11 2022].

In 2014, Amnesty International Switzerland created awareness using 200 posters to show scenes of human rights abuse around the world. Each poster meticulously matched its surroundings in its "**It's Not Happening Here. It's Happening Now**" campaign.

In 2010 and 2011, youth in The **Arab Spring** protests utilised social/digital media during uprisings against an oppressive regime to collaborate, create awareness of political issues, and document live experiences. Media advocacy creates a space for civic engagement and reinforces the relevance of having citizen journalists.

The **Black Lives Matter movement** began in 2012 as an online community initiated by activists in response to the indictment and exoneration of George Zimmerman who fatally shot a teenager, Trayvon Martin. The hashtag was revived again in 2014. On one occasion, it was tweeted 13,000 times within an hour following the acquittal of a police officer who had choked a black man to death. The #BlackLivesMatter contended on anti-black systemic racism and police violence issues and was used nearly thirty million times on Twitter between 2013 and 2018.[8] This movement improved the organisation's visibility and created 40 chapters in different communities to advocate for and support black lives.

Photo credit – Amnesty International

HOW CAN THE MEDIA PROMOTE SOCIAL JUSTICE?

Social justice actors, relevant stakeholders or rightsholders can use media to create awareness and collaborate with similar organisations and the public; The #BringBackOurGirls movement leveraged social media to advocate for justice.

Some of the ways media can be used to advocate for social justice include:

Coordinating Community Responses

The #EndSARS movement is an excellent example of how similar communities coordinated responses using social media to create online spaces to provide support. Citizens used social media to muster large gatherings to protest on issues of police brutality and security and coordinate the feeding of protesters. The media can provide a multisectoral approach to reaching different stakeholders. An example of a hashtag used by YouthHubAfrica is #YouMatterInThisMatter.

8 https://www.pewresearch.org/internet/2018/07/11/an-analysis-of-blacklivesmatter-and-other-twitter-hashtags-related-to-political-or-social-issues/

Amplification of Live Experiences

The media provides a platform to amplify and share real-time situations and attract global attention. The live broadcast at the Lekki toll gate on October 20, 2020, publicised the stories and struggles of Nigerian youth in their protest against police brutality. EndSARS activists streamed via Instagram live soldiers opening fire on civilians, even though the government initially denied these claims. This live broadcast prompted an investigation by CNN into the events of that night and verified that live ammunition was indeed fired.[9]

CSOs can use the share feature on different social media platforms to amplify a cause and gain traction, allowing it to spread to millions of people. When appropriately amplified, a message or content may go viral.

Tracking Citizens' Perceptions

Media can be used to track the perceptions of a target audience or the public on an issue of interest. Where the perception differs from what a social justice actor or CSO intended, strategies that will change the public's mindset or provide the necessary information can be implemented. YouthHubAfrica tracked citizens' perceptions on social advocacy issues such as Human Rights through call-ins on its radio shows.

Promotion and Documentation

Media can be used to promote public awareness of social justice issues and reach a larger audience by educating and sharing information. Media can be used to document movements and demonstrations. The #ENDSARS movement was recorded across several media outlets such as television, radio and social media platforms.

#BRINGBACKOURGIRLS

THE ABDUCTION OF 276 CHIBOK GIRLS

On April 14, 2014, members of a militant organisation in Nigeria, Boko Haram, kidnapped 276 school girls from a school in Chibok, a Northern village in Borno state.

Three Nigerian campaigners marched in Abuja with a grassroots campaign to #BringBackOurGirls. Three weeks after their abduction, Nigerians and the international community used the hashtag over a million times, including the former first lady of the United States, Michelle Obama, former UK prime minister David Cameron, filmmaker and activist Angelina Jolie and education activist Malala Yousafzai.

Though some of the Chibok girls remain in captivity at the time of writing this resource, the hashtag sparked an international outcry. It brought to the forefront the issues of violent extremism and the failure of the Nigerian government to protect its vulnerable citizens – children.

9 https://edition.cnn.com/2020/11/18/africa/lagos-nigeria-lekki-toll-gate-feature-intl/index.html

BUILDING A SUCCESSFUL MEDIA ADVOCACY TEAM

A successful communications team is essential to how an organisation is perceived by its stakeholders and the public. As a strategic tool, media advocacy must have adequate human and budgetary resources, including structure such as reporting lines, visual identity guidelines and templates. In building a successful media advocacy team, dedicated staff should oversee different aspects of a media advocacy plan. YouthHubAfrica has its own communications team handling various responsibilities that report to the communications Lead in Nigeria, who in turn reports to the Executive Director.

A media advocacy team should have graphic designers, content writers, web designers, photographers and videographers. A CSO may outsource media monitoring, data mining and research, mapping or paid media activities.

BEST PRACTICES IN MEDIA ADVOCACY

When engaging in media advocacy and working with the media, the following practices are recommended:

Setting an Agenda: This means influencing what the media covers (media agenda), what people talk about (public agenda), or what policymakers do during legislative sessions or in committees (policy or political agenda). In setting an agenda:

The media and public should know, acknowledge and generate actions to address issues. This may be advocating for a policy change or getting more people involved.

Agenda setting helps CSOs connect with the media and the people who pay attention to them. It also sets the stage for the next goal, shaping the debate.

TIPS ON MEDIA SOFTWARE

Have a Small Budget?

If you are starting as an individual or an organisation with a small budget, use software platforms such as CANVA. These sites have templates that can be edited to design advocacy materials for a small fee.

WHEN TO LEVERAGE ON THE STRENGTH OF THE MEDIA

- **When community is Involved.** In specific cases, the success of a project is tied to the response and action of the community. Media is a powerful tool to employ when for instance, a group needs thousands of signatures on a petition for immediate action by policymakers on specific issues.
- **Building a community of like minds.** Leveraging media is an opportunity to be visible and identified by like minds, which in most cases comprise donors, partners and several other stakeholders.
- **When a media opportunity makes the difference** between adopting or rejecting a law or regulation you support or disagree with.
- **When a social justice issue has reached crisis proportions** but few people are aware, the media can be used to report this.
- **Launching a project or passing a bill of benefit to the public.** This could be the launch of an ICT centre, a healthcare facility, the passage of a child protection bill or a policy reform that benefits the community. It is also an opportunity to make visible the efforts of CSOs or partners that have contributed to achieving such milestones. This paves the way for future opportunities and recommendations.
- **When you've achieved something significant.** Media can be used to inform the community and the public about significant achievements and how it benefits everyone.

Shaping The Debate: The media focuses on social justice issues using a debatable approach, which can influence the public to take or avoid a stance on issues of concern.

Advancing a policy: Media can be used to advocate for a change in policies and to put pressure on policymakers. This pressure from those who elected them then motivates policymakers to take action.

ADVANTAGES AND DISADVANTAGES OF MEDIA OUTLETS

There are several media outlets that you may choose to communicate with. Some of these media outlets include print media, broadcast media and the internet. Below are some examples of such media, including their advantages and disadvantages:

MEDIA OUTLET	ADVANTAGES	DISADVANTAGES
Print Media		
NEWSPAPERS This is written information printed on paper and is often distributed daily. It may be national, regional (local) or unique interest newspapers. Newspapers disseminate an extensive amount of information at a low price to readers.	**The large volume of readers:** According to a 2018 data,[10] 16% of adults got their news from a daily newspaper. **High frequency:** Due to price and demand, many newspapers are delivered daily. **Inexpensive**: Newspapers are usually not expensive, and you can receive a discount if you pay for a yearly subscription. **Geographic specificity**: Ads or information can target a local or national audience	**Possibility of becoming ruined:** Printers use inexpensive ink and paper that becomes discoloured and brittle. **Inability to target specific demographics or lifestyles:** Newspaper readers are diverse. Newspaper ads cannot target specific genders, ages, hobbies, or economic classes. **A short period of relevance:** Most newspapers contain daily events and news that lose relevance within a day or two. **The audience must be able to read:** Newspapers are only available for those who can read and those who have access to shops or delivery.
MAGAZINES Magazines are usually consumer-related or business-related. They are often focused on a specific niche and are mostly printed monthly or quarterly.	**Higher quality physical product:** Magazine prints typically use glossy, higher quality paper than newspapers. **Targeted lifestyles and demographics:** CSOs can easily choose the most relevant publications since the magazine readership is segmented by gender, interest, or industry. **An extended period of relevance and usefulness:** magazine articles contain information that can be valid over time. **High reader engagement:** There is usually a higher engagement of people who read the magazine articles.	**Low frequency:** Magazine subscriptions are often monthly or quarterly, so readers may be inconsistent with their purchases or subscription. **Expensive:** Magazines are more costly to advertise in than Newspapers.
Broadcast Media		
TELEVISION This broadcast media delivers information and entertainment to audiences with visual and audio stimuli.	**High viewership rates:** Television attracts millions of viewers, especially about live events or popular television shows. **Scheduled Automatic Ads:** Adverts are scheduled, so viewers cannot control the ads they see. **Highly targeted to key demographics:** It is easier to use market research to target the desired audience. **Flexibility:** Television advertising allows for creative, emotional, or shocking methods to gain viewer attention.	**High cost:** Television ads are usually expensive. **Channel changing or fast-forwarding:** With the evolution of broadcast television services, viewers can skip your ad. **Limited viewer attention**: There may be distractions that could prevent the viewership of your ads. **Channel changing or fast-forwarding:** With cable Television, viewers can easily switch channels to another, so a campaign or information may not be watched.

10 https://www.pewresearch.org/fact-tank/2018/12/10/social-media-outpaces-print-newspapers-in-the-u-s-as-a-news-source/

RADIO	**Low cost:** Radio ads are cheaper than television.	**Channel changing or fast-forwarding:** Listeners can quickly shift the dial from one radio station to another; hence a campaign or information may not be listened to.
	Flexibility: Listeners can be targeted based on the channel, programme, time, and geographic location.	**Short ad lifespan:** Radio ads are typically 15, 30 or 60 seconds long to keep listeners' interest, so information may not be fully passed across.
	Extensive coverage: Compared to Television, the radio has a broader reach.	**No visual elements:** Because there are no pictures, listener retention and response may be diminished.
	Ability to reach low-income/rural audiences: The radio is an effective medium to reach rural areas, especially places with little to no electricity.	
MOVIES AND DOCUMENTARIES Outside of traditional advertising, Movies and Documentaries provide opportunities to incorporate a campaign/information. The plot may highlight a specific cause to enlighten and educate stakeholders.	**Engaged audience:** An audience would be more engaged due to the visuals and pictures.	**Capital expensive:** Movies and Documentaries usually cost more than using television and radio campaigns. This is because the movie/documentary is longer and specifically created for a specific cause.
	Capitalising on the experience: Experiencing a documentary can provide a unique collective CSOs can take advantage of.	**Language Barrier:** A target audience or stakeholders may be from different ethnic groups and have different cultures. There may be issues with having subtitles in other languages or having the documentary/movie spoken in different languages.
	Targeted geographic and age demographics: Movies and Documentaries can target audiences/stakeholders based on inferred data.	
Internet		
EMAIL	**Inexpensive:** Sending and receiving emails is relatively free.	**Low click-through rates:** While the targeted audience may open emails, fewer would click on the links embedded in the newsletter.
	Easy to create: Newsletters can be sent via email to share information or campaigns with stakeholders.	**May feel intrusive:** Targeted audiences may not feel comfortable receiving emails/newsletters from an organisation. Emails should include a link allowing readers to unsubscribe from future emails/Newsletters; this protects the reader's privacy.
SOCIAL MEDIA	**Potentially broad reach:** social media is the fastest way to reach billions of people worldwide.	**User research can become expensive:** The more in-depth social media research, the more expensive.
	Can be inexpensive: Utilising social media to interact with stakeholders can be accessible and affordable.	**Time-consuming:** To advocate for change successfully and effectively on a cause requires frequency, consistency and a high level of responsiveness.
	Interactive: social media features allow for increased engagement with audiences.	
	A large amount of performance evaluation data is available: An organisation can utilise available software to monitor, track and report on its social media reach and performance.	

FACTORS TO CONSIDER WHEN CHOOSING A MEDIA OUTLET FOR A CAMPAIGN

Because there are different media with advantages and disadvantages, as highlighted above, it is essential to consider certain factors when selecting the kind of media to engage with.

Size and Nature of Advocacy – You must understand your objectives for your campaign and the nature and extent of your advocacy. Suppose your advocacy campaign is short-term and restricted to a particular

group of rightsholders, you may decide to use a media outlet that may be more expensive yet pass your message more effectively.

Know your target audience – Your rightsholders or stakeholders may be in rural or urban areas, so identify the exact people you want to reach. It may be a community, policymakers or people who are not even aware of the issue you wish to bring to light. If you have a campaign on the need to get a personal voter's card (PVC) in rural communities, it would be better to use a radio outlet. Likewise, if you are advocating for a change in policy for a particular constituency, television and newspapers may be better to get your message across.

Reach - How many people can you reach with your chosen media outlet several times within a specified period? Even within a preferred medium of communication, such as radio, you should consider the reach, frequency and impact of your message with one radio station over another.

Credibility and Image of Media Outlet – You should consider the credibility or prestige of the media outlet you have chosen. Suppose your selected media outlet is not reputable for free, fair, and unbiased news, the public may not receive your message as intended.

Have a Budget – While communications and the media are important in any advocacy effort, often, there are no budgets set for the communications team; it is important to allocate resources for media advocacy. The size of your budget will determine the media outlet to use and frequency of use. You may decide to use black and white print rather than colour print when using print media to reduce cost. Your resource/ budget constraints determine the choice.

Know your Organisation's Media Policy – Your organisation may have its own media policy and approach to promoting its advocacy. For example, some organisations do not provide some honorarium or PR token for reporters covering your programme; this will guide you in selecting a media outlet that would not expect payment.

HOW TO WORK WITH THE MEDIA

There are strategies to employ when working with any chosen media outlet. Though this may not be fully applicable to social media, some of the ideas shared may help you in furthering your social justice cause on social media.

Have a Goal – Before approaching any media outlet, have a clear-cut goal you wish to speak to them about, this will show preparedness. Perhaps you have an awareness campaign coming up, or information to share about an upcoming event. Would you want the media outlet to partner actively, to offer a discount on their services or promote the event?

Provide information – It is always essential to have the information you need readily available and at short notice when required. Make sure your information is accurate and you have the permission of your organisation to disclose it.

Establish a Relationship – Sometimes, the difference between getting what you want and being turned down is building and sustaining a relationship with the media. Be friendly with journalists, reporters, bloggers and even social media influencers whom you have cause to deal with.

Be cordial – Have a mutually respectful relationship with the media outlet. Be pleasant even when they may be rude or dismissive. Keep the end goal in mind.

COLLABORATION/PARTNERSHIP IS KEY!

Sometimes you may need more funding for a specific media outlet or extend your reach as you may have wanted to. This is an excellent opportunity to identify and reach out to other CSOs, stakeholders, and media platforms to collaborate or partner with them. For instance, you can partner with a television house to provide credible information of value to their audience. Or you could collaborate with a similar organisation with a broader reach to achieve your objectives.

Building a relationship is vital to collaboration or partnership. YouthHubAfrica partnered with OneLife Initiative, Cedar Seed Foundation and Foundation for Investigative Journalism in the Voice Funded Project, "You Matter in this Matter". YouthHubAfrica, in collaboration with these organisations, created a 4-week virtual course on Social Activism to increase engagement and shared knowledge.

YouthHubAfrica also partnered with OneLife Initiative to introduce WhatsApp and Facebook Chatbots as another communication medium to its online audience.

Another way to encourage partnership and goodwill with the media is to organise programmes or workshops for journalists, writers, and bloggers, whether freelance or established media outlets. In July 2022, YouthHubAfrica organised a six-month Basic Education Media Fellowship funded by the MalalaFund and Rise Up for 15 journalists on quality and ethical reportage. Media and civil society experts facilitated the three-day training before the fellowship.

Leveraging on Newsletters

Newsletters are a powerful way to build awareness, acquire volunteers, engage prospective donors, convert prospects, and retain support.

Using email newsletters can convert subscribers to volunteers or donors. They can be scheduled monthly, bi-monthly or weekly and should contain information and a call to action. Newsletters are easy to send, effective for fundraising and will increase an organisation's brand visibility.

What Should Be in A Newsletter?

- Relevant and useful content
- Use headings to break chunks of text, make the newsletter easy to scan, and direct your reader's attention to relevant areas.
- Craft the message in the preview snippet of your email to draw readers in.
- Pay attention to the desktop and mobile interface designs of your newsletter. Use powerful imagery to keep readers engaged.
- Personalise the newsletter by including the recipient's name in at least two places - in the subject line and the body of your newsletter.

- Newsletters should be one to two pages.
- Include links as readers may want to access more information. This will boost engagement and is needful in collating engagement data.
- Have a call-to-action for your readers to click on. Make it easy and convenient. It may be to "Share this newsletter with…" or "Donate now". For donations, make sure the donate button links to your donation page.
- Be consistent with sharing information. Use an editorial calendar to schedule content. Use autoresponders if you can so new subscribers immediately get a welcome email.

SOCIAL MEDIA IN DIGITAL ADVOCACY

Digital media advocacy is an emerging tool that uses technology to communicate, inform, and mobilise a group of concerned people around a cause. Digital tools include websites, blogs, emails, and social media tools such as Facebook, Twitter, Instagram, and TikTok.

According to Datareportal, there were about 109.2 million internet users and about 32 million social media users in Nigeria by January 2022.[11] As the world grows more digital, social media should be integrated into any communications plan to amplify advocacy efforts and reach a wider audience. These platforms are easy to set up, engage with a target audience and monitor progress.

Some social media platforms have features organisations can use in fundraising, volunteer signup, organising rallies, discussions, and subscription updates.

Youth Hub Africa uses its social media platforms to sensitise its target audience on their fundamental human rights and to promote social justice.

HOW TO USE SOCIAL MEDIA

1. **Clarify your goals** – What do you want to achieve?
2. **Identify your target audience** – Identify the target audience and use the same social media tools they use.
3. **Research and evaluate** - Research who your stakeholders are and the platforms they use. Focus on the platform your target audience is using the most. Research the type and kind of content you intend to put on your channels and how often you plan to do it.
4. **Be SMART** – Have specific, measurable, actionable, relevant and time-based goals in pushing out information. You can have a success rubric to evaluate your goals.
5. **Sign up for Social Media accounts** - You can use Facebook, LinkedIn or Google+ besides other

11 Kemp, S., 2022. Digital 2022: Nigeria — DataReportal – Global Digital Insights. [online] DataReportal – Global Digital Insights. Available at: <https://datareportal.com/reports/digital-2022-nigeria> [Accessed July 17 2022].

social media platforms. Most of these platforms enable users to join for free. You can sign up, and link/integrate your accounts, such as Facebook and Instagram.

6. **Have a social media toolkit for activities.** A social media toolkit should have at least the following elements: Written content/stories, good hashtags, photographs, videos and data.

7. **Have a schedule** - Plan and schedule content ahead of time. Before the event, schedule posts that build anticipation and discuss what the occasion is centered on. You can post content using your social media toolkit.

TIPS ON SOCIAL MEDIA ACCOUNTS

Be Organized

When signing up for social media accounts, have a central platform, such as your website, which can be the hub of your advocacy cause. From your central hub, you can direct information to other social media handles.

MANAGING MULTIPLE ACCOUNTS

Managing and maintaining multiple social media accounts can be tasking. Use social media platforms such as Hootsuite and Canva to schedule content in advance and post simultaneously on several social media platforms. Add other team members to the account to edit, review, or manage content. This allows you to plan and frees your team to do other things.

YouthHubAfrica sends its content to a designated site/platform and then shares it across other social media platforms. This makes it easy to send one message across different platforms.

"YOU MATTER IN THIS MATTER" CHATBOT

YouthHubAfrica, in partnership with One Life Initiative, launched and introduced a Facebook and WhatsApp "YOU MATTER IN THIS MATTER" chatbot. The chatbot was created to expand the civic space in Nigeria and provide service to an online audience on Human Rights and related issues. Using numerical prompts, the chatbot can educate or deliver up-to-date information on the following:

- The You Matter in this Matter Project
- Security Forces
- Channels to report any Human Rights Violations
- Commendation of Security forces
- 2022 official emergency helplines in Nigeria
- Frequently Asked Questions

SOCIAL MEDIA CONTENT IDEAS

- You can generate engagement on social media platforms by reposting or retweeting content of CSOs or sharing opportunities for individuals or organisations.
- You can also conduct polls, distribute fun content, promote events and discuss current issues on your platforms. Youth Hub Africa uses snippets of its radio conversations on social media platforms like Instagram to spark conversations and awareness on social justice-related matters.
- Do more than just promote your cause or event. Promote other organisations and discuss issues that may not put your organisation at the forefront but will increase engagement.

ARTIFICIAL INTELLIGENCE IN MEDIA/COMMUNICATION TOOLS

A great way to broadcast personalised content across a vast user base is to leverage chat mediums like Facebook, SMS, Twitter, website chat windows and WhatsApp.

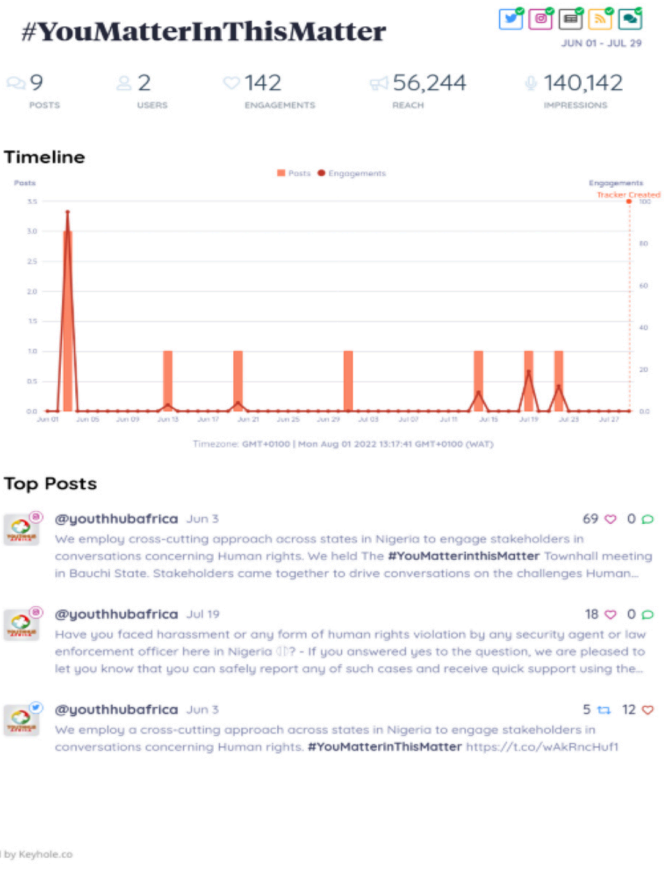
Chatbots are artificial intelligence programs that use machine learning to develop language skills and can automatically respond to messages containing keywords. Using chatbots will encourage better click-through rates and engagement, including accessing information quickly.

DATA COLLECTION AND DATA ANALYTICS

Data collection is essential to learn the type of content a target audience reads or listens to regarding liking, sharing, commenting and retweeting. Data provides insight into the audiences and what they are more engaged in. This will help CSOs decide to put out more content of a particular type, boost a post or stop a model content that has low engagement over some time. Analytics can include the number of clicks, shares, likes or the number of people who viewed posts.

Social media data can be tracked using analytic tools usually built into websites and social media platforms. Additional monitoring analytics can be added for a fee. Good monitoring sites or analytics tools such as Google alerts, Google Analytics, Hootsuite or Web2express monitoring are good monitoring sites or analytic tools.

In the "You Matter In This Matter" project, YouthHubAfrica closely monitored data on social media handles. An example of what data analytics will look like can be seen below:



DATA ANALTICS IN ACTION

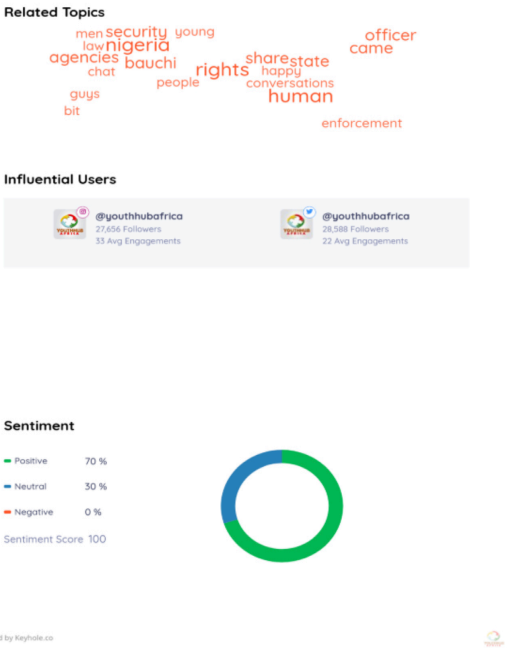
Data analytics for June to July 29 show that from 9 posts with the hashtag #YouMatterInThisMatter, 56,244 accounts were reached or participated in the conversations relating to Human Rights Violations and the #EndSARS protest.

It also shows that the cumulative number of times the accounts above engaged or saw posts relating to the same were 140, 142.

Topics related to the hashtag which accounts searched for include "security", "rights", and "human".

Reflection Questions

- How will you use the media to keep stakeholders informed and the government accountable?
- How can you handle misinformation?
- What are the risks to a media advocacy campaign, and how do you think they can be mitigated?



Chapter 3: Effective Ways For Community Organising

BACKGROUND

To effect community change, social justice actors with a common interest can engage with policymakers to demand and bring about change. The ultimate goal is to bring about positive change for the most vulnerable. Community organising is a good advocacy tool to positively influence the government, corporations, and institutions, increase direct representation within decision-making bodies and foster social justice.

THE #EndSARS PROTESTS – IMPROMPTU COMMUNITY ORGANISING

On social media, young people took to the streets to protest the disbandment of the now-defunct SARS unit. The movement attracted attention locally globally, and worldwide as people united as one voice.

Beyond social media coordination and on-the-ground demonstrations, organisations across multiple sectors banded together to significantly contribute to the movement's success. Funding came from within and outside Nigeria to sustain the movement. A group of volunteer chefs called the Food Coven provided protesters with meals for free. Dominos pizza and Coldstone creamery, a foreign food company with franchises in Nigeria, donated free ice cream and pizza boxes to Lagos protesters. A financial technology company, Flutterwave, made a $5,000 staff donation and coordinated the first tranche of donations to the #EndSARS protests, including emergency health care for injured protesters.

Community organising had been birthed!

In the fight to end police brutality and sustain the protests over several days across different states, several organisations and individuals began to set up structures to advocate for social justice.

Some of these organisations were:

- The Socio-Economic Rights and Accountability Project (SERAP) Nigeria – filed multiple suits on behalf of extorted/harassed protesters and worked to free protesters illegally detained.
- Feminist Coalition – A women's rights advocacy group that facilitated fundraising and logistic support and led emergency response for protesters. They also worked with the EndSARS helpline (established by ENDSARS response), raised over $180,000, and disbursed the funds with accountability to cover medical costs for protesters who were injured and illegally detained.
- ENDSARS Response – besides launching a helpline, the ENDSARS response provided direct support for the #EndSARS protests and coordinated, across multiple states, legal aid, funding, logistics, food and health care at no cost.
- EndSARS Legal Aid – The Nigerian police force illegally arrested protesters (and denied same) during the physical protests. A team of over 700 lawyers provided their services to get illegally detained protesters from police custody for free.

WHAT IS COMMUNITY ORGANISING?

Community organising involves collective actions by people with shared interests who come together to achieve shared goals for social change.[12]

Community organising is the process of:

- Building power by involving a constituency to identify problems they share and desired solutions;
- Identifying the people and structures that can make those solutions possible;
- Enlisting stakeholders through negotiation or using confrontation and pressure when needed;
- Building an institution democratically controlled by that constituency to take on further problems.

FEATURES OF COMMUNITY ORGANIZING

- There must be a common interest and commonality of purpose.
- Usually starts small but gathers momentum.
- Influences government policies and law.
- The goal is for positive change.

Community organising can be birthed suddenly, as with the #EndSARS movement that gathered momentum and succeeded primarily due to community organising features. It can also be in the forms of associations, unions, alliances or coalitions. For example, the Nigerian Labour Congress (NLC) is a community of pressure groups seeking and advocating for the welfare of its members.

The Situation Room is an example of community organising in the Nigerian social development sector. It is a community of CSOs working to improve the quality and integrity of the electoral process in Nigeria.

COMMUNITY ORGANISING VS COMMUNITY ENGAGEMENT

There is often some confusion between community organising and community engagement. While both are practical advocacy tools to influence change, community organising involves people (individuals or organisations) with shared interests who come together to address issues of concern. In contrast, community engagement refers to the framework and methodology of empowering the powerless or voiceless and solving problems of inequality at the community level.

The following are some unique differences between community organising and community engagement:

Community Organising	Community Engagement
Individuals or organisations with shared interests come together.	A method or framework for empowering a disadvantaged or underserved community
It can be mobilised at all levels - grassroots, community, State, sub-national, and national.	Usually occurs at the grassroots level.
Activities and programmes towards achieving its goals are carried out	Usually carries out intervention projects to empower a community.
Primarily focused on promoting social justice in the larger society	Primarily focused on community development and upliftment
Community organising is dynamic; it can evolve to address other issues.	Community engagement is not dynamic. It comes to an end once objectives have been met.

12 Staples, L., 2016. Roots to power: A manual for grassroots organising: A manual for grassroots organising. ABC-CLIO.

STEPS FOR COMMUNITY ORGANISING

1. IDENTIFY THE PROBLEM

To properly coordinate the community organising process, social justice actors should identify the problem and its effects and proffer desired solutions.

2. MAP OUT STAKEHOLDERS

Stakeholder mapping helps identify a community's key stakeholders and provides a basis for understanding their interests and influence. There are several categories of stakeholders to consider when carrying out stakeholders' mapping, these categories will depend on the area of interest. Stakeholders can be categorised into some of the following:

- **Partners:** Partners are people who share common interests within the community. It is essential to deliberately map out persons or groups with shared interests to fuel the passion and drive to sustain efforts. In advocating for social justice in human rights violations, victims or survivors of human rights violations can be considered partners. These victims will benefit from the changes in policies being advocated for. The media can also be a partner because it is a veritable platform to share the objectives of the community and its activities.

- **Policy/Decision-makers:** These stakeholders significantly influence an area of interest. They are pivotal to achieving set goals and objectives of community organising because they can influence outcomes. These can be the legislature, government officials, and agencies. Policymakers are vital to achieving the goals and objectives of community organising.

- **Regulators:** Social justice actors should comply with existing regulations regarding their area of interest. Regulators oversee specific areas, and community organisers may need their permission or consent during their activities. An excellent example of a regulatory body is the Corporate Affairs Commission which regulates the formation and management of companies including non-profit organizations in Nigeria. .

- **Beneficiaries:** Social justice actors should engage and obtain the buy-in of those who will benefit from community organising efforts. For instance, the Not Too Young to Run bill's beneficiaries are the Nigerian youth. Beneficiaries can be at the national, subnational, or grassroots level.

3. ENGAGE

The next step after stakeholders mapping is engagement. To achieve desired results, community organisers should engage with different stakeholders by identifying the most efficient, effective, and appropriate channels of engagement. This may be through letters, petitions, visits, or social media platforms. Stakeholders should be engaged frequently to extract their commitment and support to the community's cause.

4. DESIGN ACTION PLAN

Developing an action plan will enable community organisers to turn their vision into reality and increase efficiency and accountability within an organisation or community. An action plan should describe how the community will meet its objectives through action steps explaining how and when these steps will be taken. Action plans should include those responsible for the specified steps, reflect current trends and

STEPS TO DEVELOPING AN ACTION PLAN

STEP 1: Identify a Coordinating/ Leadership Team

Though different organisations and individuals undertake many community organising efforts, there needs to be some coordination to develop and execute an action plan effectively. Having a core team of leaders from a diverse cross-section of your community who acknowledge the need to improve access to social justice is beneficial.

Step 2: Develop a Common Vision

After a core team of leaders has been assembled, develop a vision for where the community wants and needs to be. Every person in the community will likely have differing views on what needs to be changed; the goals of community organising campaigns should reflect the community's concerns. It will be essential to ensure that a broad cross-section of the community is involved in developing a shared vision.

Step 3: Develop A Strategy

Once there is a developed community consensus around a set of goals, it is time to generate the strategies to achieve them. The following five questions are critical elements of developing a plan:

- What are our specific short- and long-term goals?
- What resources are currently available for accomplishing them?
- Who will help, and who will hinder our efforts?
- What people or institutions have the power to give us the results for which we are looking?
- What action steps can we take to achieve these results?

anticipate emerging threats and opportunities.

5. EXECUTE ACTION PLAN

Strategies should be executed by implementing the points or activities outlined in the action plan. In some cases, beneficiaries may need to take action to meet set goals and objectives. Beyond executing the action plan, community organisers must continue to monitor and evaluate the impact and effectiveness of the action plan to identify gaps and apply remedial measures to improve or correct the implementation of the action plan.

6. INFLUENCE DECISION-MAKERS

The end goal of community organising is to influence government and decision-makers to bring solutions to social justice issues. Influencing the government will revolve around planning effective public campaigns and engagement with the stakeholders in government.

CHALLENGES AND THREATS TO COMMUNITY ORGANISING

While community organising efforts are increasingly growing and have achieved significant milestones in civil rights, electoral reforms, human rights and social justice, youth participation and inclusion, there are challenges to community organising. These challenges can impede the efforts of advocates and mobilisers. Understanding these challenges will enable community organisers to adequately prepare towards combating these challenges.

1. FATIGUE

As organising is often based on personal or collective values, community organisers may feel a sense of urgency to achieve results. Community organisers may become discouraged and burn out when their efforts do not yield immediate results. This can prevent them from staying engaged in community organising activities for the long term.

2. CONFLICTING INTEREST

Community Organisers may struggle to collaborate with other organisations even if they share similar goals due to challenges in reconciling differences in strategic approaches or other interests. Some community members may believe in radical actions to achieve social injustice, while others may prefer less radical approaches. Some movements may prioritise a confrontational approach toward the government. In contrast, other movements may adopt a strategic approach to build power and influence on different fronts, including engaging in dialogue, cooperation, and working within government institutions. The #ENDSars movement, ASUU and the NLC are good examples.

3. GOVERNMENT HOSTILITY

Because most community organising efforts influence government decisions, the government's response is always anticipated. Depending on the issue's sensitivity and the approach adopted by your community, the government's response may range from hostility to aloofness.

The government may respond with hostility or force when it is perceived that community organising actions threaten its integrity. The deployment of the military and police during protests in the #EndSars movements nationwide is a notable example. In other instances, the government might ignore the community's demands and requests by being unresponsive.

PRINCIPLES OF PRACTICE

There are different principles or truths you may adopt in community organising. The following are 13 principles or practice you can replicate so your community shares the same value, behaviour and actions:

1. To help people develop their collective power to act together for the common good of the whole community.
2. To cooperate with others if it is what the community needs, to build on what already exists.
3. To put the development, well-being and progress of people first.
4. To be responsible for maintaining the ethos and quality of community organising.
5. To work for a just society.
6. To uphold public confidence and trust by demonstrating honesty and integrity.
7. To promote equality and show respect for diversity.
8. To NOT do for others what they can do for themselves.
9. To manage conflict constructively, without violence.
10. To not intentionally put one's self or others in danger.
11. To not promise what cannot be delivered.
12. To be an advocate for social change and be politically neutral.
13. To move at the community's pace according to its need.

4. LACK OF ORGANISING SKILLS AND LEADERSHIP CAPACITY

Community organising requires skills and experience in organisation and leadership. Hence to ensure its efforts are successful, its leaders should be able to build, maintain and transfer organising capacity. Several organisations provide training in capacity building for community organisers to teach them how to organise and lead more effectively. A community organiser's competencies include listening, facilitating group discussions, building unity, creating structures that develop people's leadership, and enabling collective actions and campaigns.

This challenge was observed in the #EndSars movement, which had a decentralised leadership system. Different demands were also being made from the original five-point agenda that prevented it from crystallising into tangible and intended outcomes. It has been suggested that the movement may have achieved its objectives if it had been better organised and had effective leadership. This challenge can be addressed by creating a system where experienced organisers can teach new organisers to develop their leadership skills.

5. GEOGRAPHICAL OBSTACLE

The geographical location of individuals or organisations with shared interests can challenge effective community organising. Sometimes, it may be challenging to organise members due to their location. Depending on the area and the existing laws, social justice actors may not be able to participate in a collective community with shared interests.

6. POLITICAL CLIMATE

The political climate in a country can be a challenge to community organising. Where the political environment is hostile and antagonistic to community organising and social justice movements, it becomes difficult and dangerous to organise for social justice.

7. LACK OF FUNDING

Communities advocating for social justice need financial aid and heavily rely on donations and grants from institutions and individuals to support their work. Raising suitable funds from institutions, organisations, or individuals to implement organising processes and practices may take time and effort. Funding opportunities available to community organisers may be available for a short-term or may be focused on particular activities or programmes. This may result in organising projects that are rushed, interrupted too early, cannot be used to respond to emerging needs, and run by underpaid or volunteer organisers.

An effective way to overcome this would be to create long-term funding frameworks, invest in paying organisers and measure progress in innovative ways. This may include individual donations, membership, annual dues, or any other donations.

PRACTICE GUIDELINES TO PUT INTO ACTION

There are some guidelines to consider before taking action in community organising. While these are not rules, community organisers will benefit from putting some of these guidelines into practice. Professor Terry Mizrahi, PhD, MSW., Silberman School of Social Work at Hunter College, with over 40 years of experience in community organising, enumerates 14 guidelines.[13]

13 For a more in-depth study of these practice guidelines, see Mizrahi, PhD, MSW.,, P., 2014. Community Organizing Principles and Practice Guidelines – revised. In: Social Workers' Desk Reference, 3rd ed. [online] NY: Oxford University Press., pp.1 -30. Available at: <https://sssw.hunter.cuny.edu/pdf/community_organizing.pdf>.

Practice Guideline 1	**Effective Organising Balances Process and Product –** Have realistic expectations, prioritise what is essential, and determine who can assist with the programme.
Practice Guideline 2	**Planning Is a Complex, Value-based, Socio-political and Technical Process –** Planning requires power (those who make decisions) and resources (socio & economic capital) & will inform the way problems are defined and solutions selected.
Practice Guideline 3	**There Is No Such Thing as "Rational" and "Irrational" from the Perspective of How Problems Are Defined or Resources Are Allocated –** Consider the reasons for resistance to change. What is rational to you may not be to a stakeholder. To avoid these arguments, be logical, focus on identifying contingencies beyond your community's control, and have a plan that anticipates the needed activities, people and resources.
Practice Guideline 4	**Know and Make Your Case –** Define and document the problem and then convey the information to make a compelling case for change.
Practice Guideline 5	**The "Community" Is Not Monolithic –** Consider the definition of your community which may be geographic, symbolic, or identity/interest/issue-based. Also, consider any structural inequalities, differences, historical tensions and inter/intrapersonal conflicts that may prevent your community from working together.
Practice Guideline 6	**Know the Decision-Making Structures of the Target System: who holds The Formal power (Authority) as critical actors and who holds Informal power (Influence) as facilitating actors –** Consider the people, bodies, and organisations that control the systems the community organiser wants to influence. Consider facilitating actors such as activists and celebrities who can affect change.
Practice Guideline 7	**Do Not Assume that the target You Want to Influence Is a Unified Monolithic System –** People inside the organisation/body may sympathise with your cause. For instance, legislators who may affiliate with the social justice issue advocated. Endeavour to proceed deliberately in engagement with them, allowing time for the same actors to persuade their colleagues or others of the need to grant the request or meet the demand.
Practice Guideline 8	**Assume Nobody Knows Anything, Anytime –** Assume that those in charge of the institution where you advocate for change are ignorant of the issues. This allows community organisers to educate on the problem – from its root causes to solutions.

Practice Guideline 1	**Effective Organising Balances Process and Product –** Have realistic expectations, prioritise what is essential, and determine who can assist with the programme.
Practice Guideline 2	**Planning Is a Complex, Value-based, Socio-political and Technical Process –** Planning requires power (those who make decisions) and resources (socio & economic capital) & will inform the way problems are defined and solutions selected.
Practice Guideline 3	**There Is No Such Thing as "Rational" and "Irrational" from the Perspective of How Problems Are Defined or Resources Are Allocated –** Consider the reasons for resistance to change. What is rational to you may not be to a stakeholder. To avoid these arguments, be logical, focus on identifying contingencies beyond your community's control, and have a plan that anticipates the needed activities, people and resources.
Practice Guideline 4	**Know and Make Your Case –** Define and document the problem and then convey the information to make a compelling case for change.
Practice Guideline 5	**The "Community" Is Not Monolithic –** Consider the definition of your community which may be geographic, symbolic, or identity/interest/issue-based. Also, consider any structural inequalities, differences, historical tensions and inter/intrapersonal conflicts that may prevent your community from working together.

REFLECTION QUESTIONS

What are social injustice challenges or problems that are visible or observed in your area/location?

What potential organising issues can you deduce from these social justice challenges?

What other stakeholders can you identify for your cause in stakeholder mapping?

Chapter 4: Social Justice Advocacy In The Most Unlikely Places

Tools and Learnings on Social Justice Advocacy in Penitentiary Institutions.

BACKGROUND

Social justice is an ideal that many countries grapple with. Despite the efforts made, there will always be room for improvement. Irrespective of where a country is ranked, some of the most neglected communities will be in correctional facilities.

Correctional facilities are necessary because as long as society exists, there must be persons who will act outside the law. The Criminal Justice System of countries ensures that those who break the law are arrested and tried before a competent court of jurisdiction. If found guilty, they are put away in custodial centres for two primary reasons - Deterrence and Recovery.

They are put away as deterrence to demonstrate to the other members of the society that such or similar offences will attract the ire of the State. By doing so, the State will be drawing the boundaries between lawlessness on the one hand and normative, acceptable behaviour on the other.

The State realises that those sent to a custodial centre will rejoin society someday. Therefore, the peace and security of law-abiding citizens would depend significantly on the conditions they are in when they return to society. Those in correctional facilities receive therapeutic programs and educational or vocational courses to reform inmates.

While this is the case for many nations with dynamic criminal justice systems and adequate correctional facilities, this is not the case in Nigeria. Correctional facilities in Nigeria are characterised by congestion and squalor. The average prison facility in Nigeria is often dark, small and congested, permeated with environmental degradation, suffering and death. Yet, these facilities house individuals with human rights who deserve to be treated with dignity.

These repressive situations call for social justice advocacy in correctional facilities.

STRATEGIC DEVELOPMENT FOR SOCIAL JUSTICE ADVOCACY

Strategic development and positive change are the intended end products of any social justice advocacy movement/ project. CAPIO employed four tools for social justice advocacy in its work with custodial centres to bring about social development. These are Breaking In, Research, Act and Review. This chapter will use examples and stories from CAPIO's work in custodial centres to buttress these tools.

Breaking in

Entry into correctional communities for social justice advocacy is slightly different from regular society because of its regimented nature. The correctional service is a federal institution and, consequently, only administered from the Federal head office and manned by the Controller-General. This implies that even basic interventions by CSOs often need approval from the top. This creates an extra layer of work because the institution must first be 'satisfied' and issue approvals before the desires of inmates (or rightsholders requesting the change) are considered.

The first step in gaining entry into the inmates' community entails talking to the inmates. The social justice actor can approach the authorities when the wants of the inmates are identified. In their traditional sense, questionnaires and surveys may not effectively capture their desires. This is because most inmates are poorly educated and are not in the best mental state to grant interviews or provide data that can be considered reliable.

Tools for establishing contact and breaking in

Here are a few ways to break into the correctional environment:

Letter Writing Campaigns: This is an important activity and requires planning out possible responses to your requests/applications. Endeavour to send letters to your target for the following reasons:

- Targets are often overburdened by many internal and external correspondences; ensuring your requests stay fresh in their memories is crucial.
- Officers do not have tenures and can be changed frequently. A letter received by an outgoing officer may not be acted upon when a new person takes over.

TIPS FROM THE FIELD

Always Remember

- Always remember the power relations between the groups you work with.
- The targets are individuals or entities that have the power to affect the change you seek.
- In the correctional service, the correctional officers and institutions are the target. The inmates are our rightsholders and the beneficiaries.

BREAKING INTO THE NIGERIAN CORRECTIONAL SERVICE AND CSOS

In 1996, the Prisons Service began collaborating with Civil Society Organisations (CSOs) to draw attention to the plight of correctional facilities. The Prisons Service invited stakeholders and the press to visit the prisons for the first time with cameras. This open engagement with CSOs eventually culminated in the first civil society prison conference in 2002, during which the position of the prisons was made public concerning the causes of the State of decay in the Prisons Service.

That encounter galvanised a much-publicised Retreat of Prison officers held in Makurdi, Benue State, in 2003 and sponsored by the British Council for International Development. The frank and open assessment of the Prisons at that retreat identified key challenges: poor government attention, poor human resource complement and a lack of a proper legal framework. These issues are yet to be resolved.

The impact of the retreat influenced the Federal Government under President Olusegun Obasanjo to pay holistic attention to the issue of Prison reforms. This propelled the Federal Government to release funds for inmates' store items and funds to purchase operational vehicles for the service; these efforts were not long-lasting.

writing this resource, the infrastructure of most correctional facilities in Nigeria leaves little to be desired. Many of its correctional facilities are outdated and incomparable to existing structures used in other civilised countries for the custody and treatment of offenders.

The correctional service has been open to dialogues with CSOs. In 2015 and 2019, the Correctional service teamed up with CAPIO and partners like the National Human Rights Commission and Voice to host two international conferences on correctional reforms.

Support for Initiatives of the target: The institution has several programmes in which they request support from CSOs. Your responsibility is to identify such programs and assist them. Your support and partnership will ensure that you find the cooperation you need to access the community quickly. It is better to be an established community member before starting to demand 'change' of any sort. CAPIO has consistently supported the National Open University of Nigeria programme at the Maximum-Security Custodial Centre with books, computers and internet dongles to enable enrolled inmates to complete their studies. This has earned much support for the organisation's work among inmates and the Correctional Service.

Involve your targets in planning: Involving communities in planning is an excellent way to gain trust. It encourages stakeholders' and community members' buy-in so they adopt the plan as their own. Their involvement also makes it possible to get honest feedback easily to ensure that the proposed interventions match the community's needs. CAPIO's strategic planning activities in the past ten years have involved ex-inmates and stakeholders in the criminal justice system.

HOLD ONTO YOUR RECEIPTS/LETTERS OF ACKNOWLEDGEMENT

In 2016, CAPIO implemented a voice-funded project to institutionalise a gender-sensitive approach to treating women inmates in Nigeria. Several letters had been written and delivered by courier to the office of the Controller-General without any feedback. A letter was eventually delivered physically and was acknowledged.

Two months later, CAPIO was informed by a phone call of an approved audience with the Controller-General. However, the original file where the Controller-General's office stored the letter was missing on arrival in Abuja. This implied that the meeting would not happen. The officers on duty questioned the purpose of the visit and the authenticity of CAPIO's invitation to the head office.

Though the CAPIO team were permitted to search through the stack of files available in the office, they searched for hours without finding the missing file. The CAPIO team presented an acknowledgement copy of the missing letter. The Officers had to make copies and schedule a meeting based on the acknowledged receipt.

If CAPIO did not have the acknowledgement copy as proof of submission, events might have played out differently.

RESEARCH AND DATA GATHERING

Like other vulnerable groups, inmates are from poor socioeconomic and educational backgrounds. This implies that some research techniques may be more suitable for working with them. In our experience, two of the most effective data-gathering methods CAPIO employs are Direct Observation and Guided Discussions.

Guided Discussions

These are truth-seeking conversations that tease out needed information in any given circumstance. However, the setup is different due to the nature of the facilities. There is little need for formalities, and some guidelines below help facilitate the process. Guided discussions are excellent for collecting data from correctional officers within their facilities or at designated events. It can also collect data from inmates during routine visits to a correctional centre.

What is Facilitation?

To facilitate is "to make something easier" or "to help bring about an action/outcome". In the context of the Correctional Reform Conferences, facilitation manages the flow and discussions of a group session. The

facilitator guides the dialogue and maximises members' time and energy by keeping the event and discussions on track regarding the time and topic. These sessions have specific outcomes, such as learning, decision-making and problem-solving. The facilitator mediates the process and plays an active and critical role in ensuring that a community achieves its intended outcome. Facilitators should be able to:

- value people and their ideas
- think quickly and logically
- communicate excellently

The Role of a Facilitator

The facilitator helps the group move through the agenda, reach decisions that all participants can support, and ensure that decisions are in harmony with the principles of the Prison Reform Conference programme. The facilitator's role includes the following:

Setting Up Discussions: This includes stating the purpose of the group session, reviewing the agenda, managing the time, and encouraging all to participate while observing the ground rules.

Gathering information: The facilitator should ensure everyone has the opportunity to participate in discussions by calling on individuals in the group and encouraging participants who are shy to speak up. The discussion should focus on the topic and its root cause while inviting debate. A facilitator should ask for more details where clarity is needed, invite experts to speak up and use probing questions. Key questions can be: What have we tried before that works? What would happen next?

Organising information: A facilitator organises information by concisely grouping common thoughts and ideas. The facilitator also records any ideas that may not be relevant at the time but may be in the future. Key questions include: Are these ideas similar? What would happen if we tried these ideas together? Can anything be added to these ideas?

Connecting ideas: The group may need help relating their ideas to the discussed issue. The facilitator can rephrase or combine ideas to be relatable or solution-driven. Key questions include: How can the idea help with the problem? What can we do today that will make a difference? Can we see some solutions or next steps emerging from our ideas?

TIPS WHILE FACILITATING

Remember To:

- Make eye contact and smile
- Be engaging
- Avoid "closed" body language, such as crossing your arms or turning your back on your audience
- Listen

TIPS WHILE FACILITATING

Rapporteur Tips:

- Listen attentively & ask for clarification if you need to
- Study the group session report template beforehand
- Take a vantage position where group proceedings may be observed without unnecessary distractions
- Focus on what is said so your comments are relevant and accurately interpret the event.
- Take down decisions and resolutions concisely.
- Focus on key points & avoid essay writing since the dynamics may not depend on your ability to follow, take notes or typing skills.

Wrapping Up a Discussion Session: When the sessions are over, the facilitator summarises any solutions or decisions and ensures that the subsequent action steps are spelt out. The group should be informed about those responsible for tasks, especially when information is sought from stakeholders. The facilitator should advise on the importance of involvement in discussions, inform on the next agenda on the event programme and thank everyone for coming.

Dealing with unproductive behaviour: The facilitator may notice that members are inattentive in meetings, are distracted or disagree on opinions. Progressive intervention effectively deals with conduct that does not help the community meet its goals or objectives.

PROGRESSIVE INTERVENTION TIPS

- Redirect by using gentle and appropriate humor
- Restate ground rules
- Direct questions to the individual for clarification
- Seek help from the group
- Address the issue during a break or offline

Recording Outcomes of Group Session

A rapporteur or note taker is necessary for group sessions to capture information that can directly influence the outcome of the session/conference and provide data for the needs assessment.

Direct Observation

Direct observation examines real situations and can set grounds for guided discussions. It is the preferred tool for data collection from inmates and correctional centres. Correctional officers may not be truthful to avoid bad press, and inmates may fear retribution when they speak out on the condition of their detentions.

DIRECT OBSERVATION IN ACTION

Change happens if when you see something, you say something.

- In 2015 CAPIO visited a custodial centre in Ibite-Olo in Enugu State. This small facility housing 50 inmates is unique because it is a farm settlement where inmates learn agricultural skills. At the time, it was a dilapidated facility with leaky roofs, mouldy walls and some cells co-housed goats and inmates. The Officer-in-charge allowed pictures to be taken, which were made available to the press.

- Shortly after, CAPIO received threats from some quarters for publicly displaying the facility. Other quarters shared concerns about the inmates who lived in detention conditions which did not deserve human habitation.
- The staff of the Central Bank of Nigeria were one group that showed concern. They visited the facility, accessed the needs, raised funds and completely renovated it.
- Images of the facility before and after are shown next.

ACT – MAKING SOCIAL JUSTICE ADVOCACY HAPPEN

Many approaches facilitate social justice advocacy, including legislative advocacy, legal action, and lobbying.

Legislative Advocacy

Legislative advocacy is a unique tool that provides results with far-reaching implications for communities. It often births a new piece of legislation or revises an extant one to give the people better rights, resources, or services. It is rigorous and may take many years to get completed. Some of the keys to successful legislative advocacy include:

1. Consultations – The community (rightsholders) must be actively involved in the issues that affect them. For implementation to be effective, the community should be able to demand a change in policy to enable them to exercise their rights.

2. Drafting – Prepared by draftsmen (lawyers specialised in legal drafting), this is an important step that should involve stakeholders who the new legislation will influence. Every voice in the room should be heard, and every concern should be addressed at this stage because new laws should solve problems and not create new ones. Legislation may not be perfect, but it should capture the intended purpose.

3. Introduction to the legislative chamber – In Nigeria, laws are made at the Federal, State, and local levels of government. Councillors make bylaws for the local government. The House of Assembly makes laws for the State. The House of Representatives (Lower House) and the Senate (Upper House) make legislation known as 'Acts' for the Federal Government.

An Act of the Federal Republic is enforceable within the Federal Capital Territory and Federal High Courts in States. Acts can become enforceable in State High and Magistrate Courts if the State Houses of Assembly domesticate them, making them 'laws' within the States. A bill may be introduced to the chambers as an executive bill (from the Federal or State executive council), a private member bill (presented by a member of the parliament), or from citizens. A serving member of the legislative house has to sponsor a bill that emanates from citizens.

CSOs working with rightsholders to change a policy must find the right pathway into the chambers to achieve an outcome. Once a bill is presented, it must pass the first and second readings. With the support of the majority of the house, it goes to an expert committee for further consideration. A public hearing is held to ensure all stakeholders are on board. This is another opportunity for stakeholders to contribute to a bill that has implications for a group of interest. At the third reading, no amendments can be made to the bill except where a legislator moves a motion for it to be recommitted to the committee stage. If the bill passes the third reading, it will proceed to be passed into law. This stage may take years to complete, and some legislative advocacy efforts last beyond one legislative cycle of four years.

4. Executive Assent - Passing a bill does not make it a law/Act. Only the President's or Governor's assent makes it enforceable. A passed bill may be denied assent. It is essential to keep the campaign alive to avoid stalling. Many groups erroneously believe that obtained assent equals passed law. The goal should be to achieve full implementation of the legislation.

5. Test the Legislation – Test the provisions of the legislation and set precedents. This will determine that the bill can indeed achieve the desired effects. A few steps to accomplish this include:

- Ensuring that government Ministries, Departments and Agencies (MDAs) generate a framework and guidelines that the legislation requires to become operational. For instance, the NHIS Act includes inmates as socially excluded persons with health insurance coverage fully funded by the government. Unfortunately, the framework that would enforce this provision was never developed; hence, free healthcare is a privilege in most custodial centres and not an enforceable right. Similarly, the Federal Ministry of Justice has not shown commitment to developing the frameworks that would evoke punishments for offenders of the Anti-Torture Act.

- Ensuring budgetary allocations are created where the legislation has earmarked funds to make implementation smooth.

6. Review Legislation – No perfect laws exist; a bill's shortcomings can be identified when adequately scrutinised. The review process begins anew with consultations and drafted recommendations and is returned to the legislative assembly. Legislative updates are essential to social justice advocacy and ensure that emerging challenges are tackled.

Legal Action

This is a recommended action in instances where some stakeholders are unresponsive and unwilling to cooperate with the efforts of social justice actors to uphold and defend citizens' human rights. This option has been known to invite acts of aggression from the government.

Lobbying

Lobbying attempts to persuade persons of influence to support or refrain from supporting a cause or policy. This plays a vital role in social justice advocacy, creating a quick solution to complex problems. Lobbying should not be confused with bribery; bribery is used for undue advantage or easy escape from the punishment of crimes committed, whereas lobbying aims to persuade the right people to act on their lawful duty. When a lawmaker presents a bill he was lobbied for, he performs his constitutional duty. Lobbying brings a particular bill to the lawmaker's attention and prioritises that bill over others.

Lobbying is helpful when there is a matter of urgent concern, the action of an individual is desired, or the audience of an unresponsive influential person is sought.

WHEN SHOULD YOU TAKE ACTION AGAINST THE GOVERNMENT?

- As a last resort when every other option has been exhausted.
- When urgent action is needed, the action's purpose is to trigger a response. CAPIO sued the government of Enugu State in 2013 on behalf of awaiting trial inmates, and the government responded by charging said inmates (the story is in the blue box below).
- To create awareness about an issue.
- To demand change. An example is the inmates in a custodial centre in Edo State who sued the government, demanding to exercise their voting rights while in detention.

HOW TO TAKE LEGAL ACTION

- It is advisable to sue the government with other organisations rather than as a single organisation.
- Put your affairs in order and ensure your organisation cannot be easily discredited. Repressive governments have been known to clamp down on organisations they see as inconvenient.
- Consult widely and put together an excellent legal team.
- When the matter commences, keep pushing till you get the right results or exhaust your legal options.

HOW TO LOBBY

- Don't! Let the pros handle it. Be sure that the person sought can deliver the right results.
- Understand the needs of the influential person. It may be as little as a meal, a donation to their favourite charity or free press coverage. You would have wasted resources if you gave something they were not interested in.
- Mobilise resources. Note that some donors do not fund lobbying. If lobbying must be a part of an intervention, find creative ways to build this into your project. For instance, use a consultant instead of a lobbyist and structure their terms of reference around the required goals.
- Use family and significant others to reach influential persons. This has proven to be quite effective.
- Be appreciative of lobbyists. If you share the credit with them, they will be more willing to participate in future projects.

769 INMATES TOO MANY!

CAPIO conducted a study in 2013 on the Maximum-Security Custodial Centre in Enugu, Nigeria. The study revealed that seven hundred and sixty-nine (769) inmates had not been charged and were awaiting trial. Though some of these individuals were suspects of capital offences, others were suspects of minor crimes, some of which did not warrant long-term incarceration.

The duration of illegally detained inmates ranged from six (6) months to ten (10) years without trial. CAPIO wrote to the various criminal justice institutions and the Executive Governor of the State requesting the expedition of justice to no avail.

In January 2014, CAPIO facilitated a fundamental rights application on behalf of the 769 inmates before a Federal High Court in Enugu, seeking their unconditional release. The matter lingered for a year and was dismissed, citing a lack of jurisdiction.

Though CAPIO did not find the court's decision satisfactory, it did not pursue the matter further because various criminal justice institutions had made substantial efforts to charge or discharge the inmates. Such institutions and other CSOs, alongside CAPIO, worked with the government to fix the issues bedevilling the speedy dispensation of justice in Enugu State.

Source: CAPIO Newsletters 2014 – 2016 & Archives

REVIEW

Reviews are necessary for steering social justice advocacy efforts in the right direction. Because society, people and complex problems are dynamic, conscious efforts at assessing the tools deployed and the results generated are essential. Keep reviews simple by following these recommended steps:

Identify the focus

What is the review set to achieve, and how do you intend to go about it?

Investigation

- Plan assessments from the start of your social justice advocacy.
- Develop tools and instruments. Make them available to stakeholders and encourage them to use them.
- Be open to receiving as much data as possible, even when it is unsolicited.
- Schedule assessments within fixed intervals pending the availability of resources.
- Set clear baselines or references to quickly ascertain if the change is happening and in what direction.

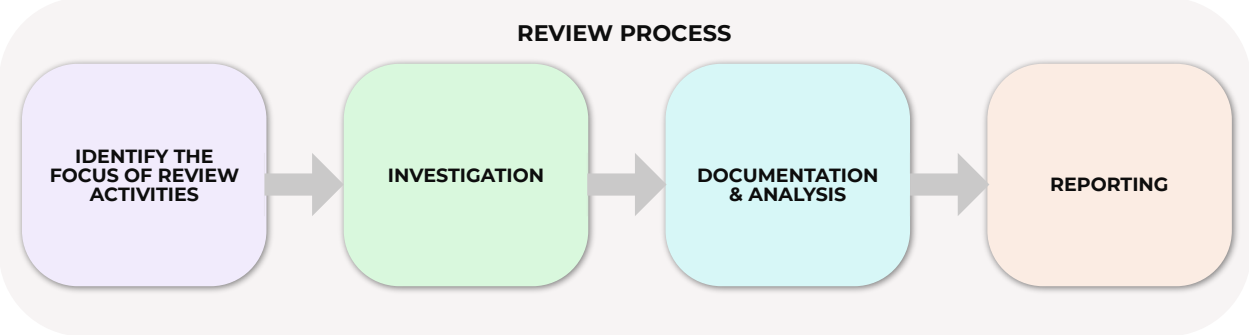
Documentation and Analysis

- Create a culture of documenting processes, procedures, feedback and results from your advocacy work.
- Record results of assessments conducted.
- Analyse results objectively by paying attention to the extent of achievements and impact on social change.

Reporting

What is the review set to achieve, and how do you intend to go about it?

- Reports of reviews are advocacy tools and can be made available to lawmakers or management committees of relevant legislation for their action.
- Reports must go beyond identifying problems to proffering solutions.
- Reports should be disseminated widely to stakeholders whose action or support may be required to facilitate positive social change.



REFLECTION QUESTIONS

1. Do you know who your targets and rightsholders are?
2. What steps/processes can you use in your strategy development?
3. What research and data-gathering techniques can you use besides direct observation and guided discussions for your project?
4. How best can lawmakers be engaged?
5. What are the steps to be taken before attempting to pursue the enactment of laws and acts?

Chapter 5: Effective Feedback And Citizen Engagement In Social Justice Advocacy

Creating And Maintaining Inclusive Platforms For Feedback, Experience Sharing, And Ideas Triggered By Informal Conversation Starters - Csaae/Chevs/Yes-P

Implementation Of The Soro Soke Or Park Well Project

BACKGROUND

Social interventions are borne out of the need to address particular social issues. A key element that remains constant across all social intervention projects is "the project beneficiaries". Beneficiaries are the people or groups for whom an intervention is conceived and who will ultimately be positively impacted by the immediate project outputs or the longer-term impacts of the intervention. For example, the Soro Soke project beneficiaries include ethnic minorities, youths, women and girls facing exploitation, and vulnerable members of society.

To maintain inclusive platforms, beyond understanding what social justice is, it is also pertinent to understand the concept of social inclusion and the nexus between social justice and social inclusion.

While social justice involves the fair and economic distribution of wealth, opportunities and privileges, social inclusion is the process of improving the terms in which individuals and groups take part in society by improving the ability, opportunity, and dignity of those disadvantaged based on their identity.[14]

The lessons learned in the "Soro Soke or Park Well" Project implemented by CSAAE x-rays practical steps to creating and maintaining inclusive social platforms for feedback, experience sharing and ideas triggered by informal conversation starters.

APPROACHES

Idea Generation, Experience Sharing and Feedback Collection in Social Justice Projects

Idea Generation

Earl Nightingale posits that "Everything begins with an idea. Social justice projects emerge through conceptualization of ideas. To form these projects, relevant stakeholders and rightsholders must be involved in the process and must contribute to modifying ideas into projects to be implemented...

Stakeholders in the idea generation phase of a project include project team members, consultants and the project beneficiaries or rightsholders. Stakeholders may be involved through virtual or physical meetings or discussion groups. Whichever approach is employed, the skill of initiating and sustaining such conversations is crucial to a successful idea-generation exercise. A typical example of an idea-generation exercise was the

14 World Bank: https://www.worldbank.org/en/topic/social-inclusion#1

activities before the launch of the Sorosoke or Park well project. In 2020, conversations on social media resulted in the Sorosoke project. After the #EndSars protest in Nigeria in 2020, the idea to keep the flame alive resulted from discussions between members of CSAAE.

Experience Sharing

Another approach to social justice projects involves experience sharing. Because most social justice interventions are reactive rather than proactive, a more significant proportion of social justice interventions address survivors or victims of injustice and their families. Engaging with them will provide first-hand information about the injustice(s) that survivors have experienced so that assistance can be provided and suitable interventions formed to address these cases of injustice. Therefore, justice actors must be knowledgeable in facilitating individual or group experience-sharing sessions. Approaches to experience sharing could be:

- Moderated - leading sharers along a guided path of response.
- Expository - letting sharers freely explore and express their thoughts without limitations as they share their lived experiences.

For The Sorosoke project, CSAAE engaged in experience sharing by creating a haven for survivors of police brutality. This showed them that they were in an environment filled with people genuinely interested in their experiences. By encouraging beneficiaries to share their experiences, stakeholders are one step closer to finding solutions to end police brutality.

Feedback Collection

Regular feedback is essential to improving project processes, shaping project guides and evaluating project results. Like experience sharing, obtaining feedback is delicate and requires great care and caution. Regular feedback from beneficiaries helps to keep the intervention within the target group's needs. It also reinstates ownership of the project by the rightsholders and positions the project on the path to sustainability and impact. Feedback can be collected using different approaches, ranging from a structured questionnaire to oral in-person conversations or virtual interviews. Irrespective of the method adopted to collect feedback, justice actors must ensure that it is inclusive and suitable enough to reflect the thoughts and feelings of the respondents.

For the Sorosoke project, to improve and increase its impact, feedback was collected at timely intervals and was oral or written. CSAAE ensured to attend and respond appropriately to each feedback. A sample questionnaire to record information is provided at the end of this resource to guide the creation of questionnaires or feedback forms.

GENERATING IDEAS TO ESTABLISH SOCIALLY INCLUSIVE PLATFORMS FOR FEEDBACK MAY NOT BE EASY.

Some techniques that can be used to generate ideas include the following:

- **Observation –** A quick and highly effective way to generate ideas is by simply observing and listening to events, human behaviour and the environment around you. CSAAE monitored the growing conversation on social media platforms regarding police brutality. From the discussions, it saw the need to educate youth on their rights and police engagement when confronted or arrested to prevent conflict.
- **Brainstorming –** Through interactions with other stakeholders, multiple solutions can be generated for a problem, and a preferred method can be selected.
- **Reverse Thinking –** A parallel approach to Brainstorming, ideas can be generated by identifying the ways a problem could worsen, which is the opposite of what you are trying to achieve. This way, negative ideas can be reversed back to positive ideas.
- **Collaboration –** By working with a partner on a project, generating unique ideas to achieve your aim is easier.

INFORMAL CONVERSATION STARTERS AS A TOOL FOR EFFECTIVE BRAINSTORMING, IDEA GENERATION, EXPERIENCE SHARING AND FEEDBACK COLLECTION IN SOCIAL JUSTICE PROJECTS

Initiating conversations is effective for idea generation, experience sharing and feedback collection. Traditional, oral and in-person conversation approaches can be utilised in community-based projects. Other conversation approaches can be adopted and include:

- The use of questionnaires.
- Telephone interviews.
- Web-based interactions or video conferencing options.

The major determinants of what options to adopt/consider when initiating a conversation include:

- The project scope.
- The preferences of the respondents.
- The option that responds adequately to the respondents' concerns, such as privacy, respect or security.

Any adopted conversation approach should reflect the rights holders' correct opinions rather than misinterpreting their ideas.

In conversation starters, the rightsholder's first impression of the social justice actor is arguably the most significant determinant of the quality of information (idea, feedback or experience) retrieved from the rightsholder.

SUGGESTED GUIDE TO EXPERIENCE SHARING

Acknowledge the trauma – Acknowledge with the victims that their experience violated their humanity.

Sharing – Allow victims free expression to share their challenges, the effect of the traumatic experience, and their recovery. This will allow you to take note of call-to-action points.

Share coping strategies – When facilitating experience-sharing sessions, it would be helpful to have a survivor share their coping strategies.

Resistance Strategies – End the experience-sharing session with strategies to engage with the police when confronted. CSAAE adopted this in its project, "Sorosoke", sharing measures of speaking out against injustice, such as peaceful protesting, educating others and even circulating petitions.

Consider Your Wellbeing – The experiences shared by survivors may be emotionally disturbing. Remember to stay objective while having empathy to get the intended outcomes which is to get solutions that can end police brutality.

[Some of the suggested guidance to experience sharing have been culled from Agyapong, P., n.d. Treating Clients Who Have Experienced Police Brutality. [online] Clarity Clinic NWI. Available at: <https://claritynwi.com/treating-clients-who-have-experienced-police-brutality/> [Accessed July 31 2022].]

WHY FEEDBACK IS IMPORTANT

Feedback is Effective Listening – Collating feedback in any form is similar to effective listening, as information can be collected and used to implement future programmes.

Feedback can identify lapses or gaps - Feedback can help social justice actors identify areas that need more work or effort. This allows them to change or pivot to a different approach if a former method does not provide the intended outcome.

Feedback enhances value – With feedback, social justice actors can also understand the value they have contributed to an ongoing cause and further improve the value of the project.

Feedback is a tool for continuous learning – Periodic feedback can transform projects and enable social justice actors to achieve their intended objectives.

CASE STUDY ON INFORMAL CONVERSATION STARTERS

Informal conversation starters are light and casual topics to begin a discussion and do not cover the primary subject matter. In other words, informal conversation starters intentionally deviate from the main issue. They are to be kept casual, non-confrontational and designed to relax the other party.

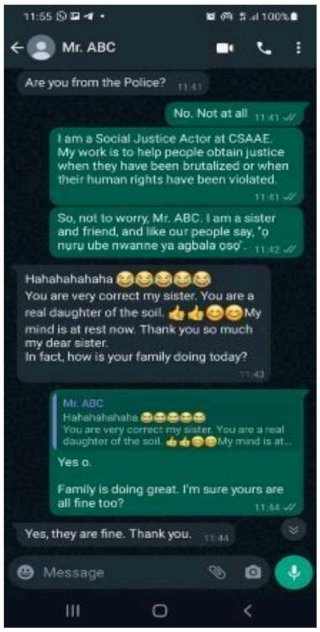
Below are snippets of the WhatsApp conversation between a social justice actor and "ABC", a victim of police brutality; bear in mind that ABC had been dehumanised, traumatised and was scared by the death threats issued by the police officers.

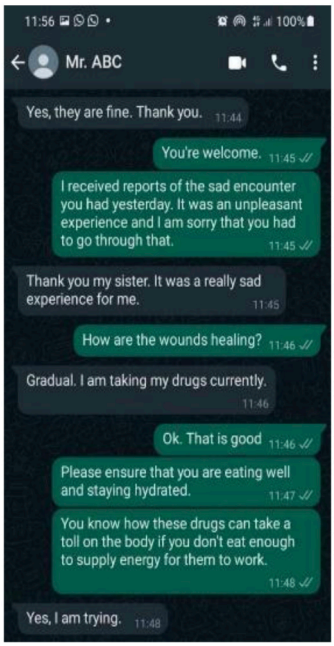
SCENARIO

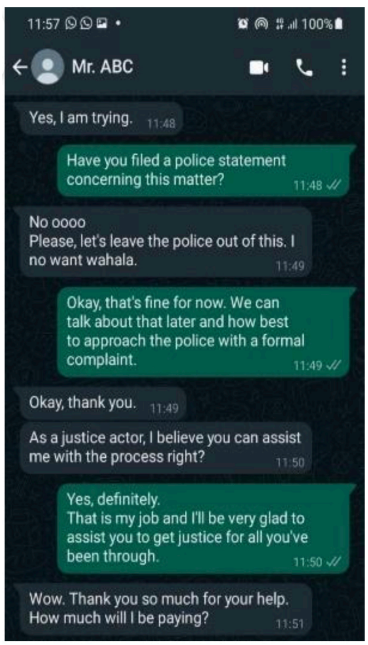
ABC is walking down Nwankwo Street in Owerri, Imo State. It is past 9 pm, and it has just finished raining, so the streets are cold and deserted. ABC is unable to find a bus home and decides to walk the long distance to his house.

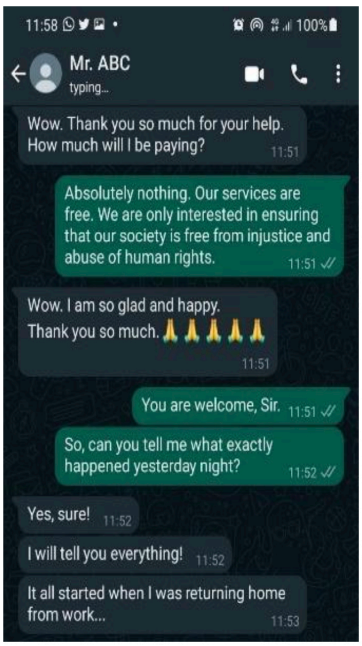
He is then accosted by two police officers who, without questioning, label him a criminal, assault him and inflict physical injury on him. They also extort some money from him and leave him in pain with death threats if he reveals their identity. A kind citizen comes to ABC's aid and helps him find his way to safety.

The kind citizen then contacts Soro Soke's toll-free helpline, 0800-900-1000, to report the injustice experienced by ABC. He also shares ABC's WhatsApp contact number, and the Soro Soke call agent promises to refer the case to a social justice actor.









From the brief conversation in the slides above, it is easy to tell that the initially tense and suspicious ABC was able to open up to the social justice actor, DEF. Notice the power of informal conversation starters at play? The skill of beginning conversations on a light note is crucial for social justice actors to retrieve information from rightsholders.

Why Informal Conversation Starters?

Informal conversation starters should be hosted on an inclusive platform to yield the expected results. Informal conversation starters:

Eliminate Distrust: Members of most platforms are, first, strangers to one another. As humans, we feel distrust toward strangers, say little to them and are afraid to give out personal details. This can cause vital information to be withheld even when it is not the intention of the parties involved. There is usually a lot of resistance to sensitive matters related to social justice. Providing a relaxing environment for members is necessary. Using informal conversation starters can build a welcoming atmosphere for free-flowing conversations.

Promote Open Communication: Informal conversation starters promote open communication, allowing them to find comfort and relatability in sharing their everyday experiences. Such conversations can easily transcend into more serious discussions, allowing participants to feel more connected, less on guard and more open to communicating and interacting. It creates a viable atmosphere for linking and learning.

INCLUSIVE PLATFORMS AS EFFECTIVE TOOLS FOR IDEA GENERATION, EXPERIENCE SHARING AND FEEDBACK COLLECTION

An inclusive platform is a community where members can comfortably share and receive ideas, knowledge, experiences and feedback without fear, shame, or distrust. Such platforms are crucial in conversations amongst diverse communities because they provide safe spaces which promote freedom of speech, a sense of belonging and human dignity.

What Is an Inclusive Platform/Community?

An inclusive platform or community:

- Is a community where members feel safe and supported.
- It can be a virtual meeting space, a physical congregation of people with shared interests, a social media app, a website, a community of practice, or even a network of people in a local group.
- Allows members to relate with others freely.
- Respects the privacy of members.
- Provides a platform for its members to speak with one voice and work together to achieve agreed goals.
- Recognises and celebrates individual uniqueness.
- Is flexible and adjusts to the needs of its members.

What Is Not an Inclusive Platform/Community?

An Inclusive platform/community is NOT:

- Necessarily a diverse platform.
- A community where people are discriminated against or feel undignified to associate, express, feel, belong, or give/receive trust is not inclusive.
- Any platform or community that does not adhere to the points listed in the preceding heading: "What is an Inclusive Platform/Community", does not qualify as an inclusive platform/community.

CSAAE STRATEGIES FOR THE SORO SOKE OR PARK-WELL PROJECT TO CREATE AND MAINTAIN INCLUSIVE PLATFORMS/COMMUNITIES

Co-creation: For a platform to be truly inclusive, members should have a say in their ideal platform. They should set the roles that will govern the platform and contribute to the kind of features they desire on the platform and those they do not want. This will give members a sense of inclusion and ownership of their community. For the Soro-Soke project, selected youth anchors were asked to describe their ideal environment before arrival at a Bootcamp. Their opinions were integrated into planning and used to design an inclusive environment for the community with positive feedback.

Effective Communication: The platform/community must ensure that communication is clear and timely and should address the needs of community members. Effective communication will enable sharing and ensure members understand the information being disseminated to avoid misinterpretation of the dispersed information. Poor communication can lead to a hostile environment that does not support sharing. The Soro Soke communication team maintains an email list of all stakeholders in the Soro Soke project. In addition, an active WhatsApp group is maintained for all youth anchors.

Trust Building: Inclusive communities build trust by ensuring their members' safety and privacy. This is evidenced in the case of ABC and the social justice actor. Public trust is the currency of social justice interventions. Public trust must not be betrayed but should form the foundation for a viable and inclusive community. The Soro-Soke team builds trust by respecting the privacy of survivors of police brutality and using an alias when sharing their experiences.

Celebrate Wins: Anything that counts as a win for the community should be applauded. The effort of community members should be commended. Using feedback approaches can encourage engagement. The personal milestones of members, such as birthdays, graduations, or the launch of a new business, should be celebrated. As a community, the Soro Soke team celebrates the birthdays of all its 95 youth anchors across the southeast. This gives them a sense of belonging and strengthens their resolve to do more for the common good.

Encourage members to be conversation starters: Community members should be encouraged to lead conversations. This would promote confidence and inclusiveness. Experienced actors in the community should closely guide its application to ensure that the community's goals are met in the process. Recognising and rewarding members who participate actively could help sustain interest.

Ask open-ended questions: Open-ended questions require more detailed answers than a "yes" or "no" and make conversations engaging. For example, asking members how their holidays went may generate answers such as “it was fun”. However, more triggering questions such as "how did you spend your

holiday?" can give room for more experience sharing. Deliberately asking open-ended questions can improve communication and promote inclusivity in social justice platforms.

Provide help and accessibility features: Community members may not be at the same literacy level. Therefore, it is essential to embark on literacy programmes where the need arises. For web-based community platforms, accessibility features should be incorporated to ensure every member has equal access to information and can use that information correctly. Such accessibility features include (but are not limited to) text-to-speech, read-aloud and bold font features.

Provide cheap and real-time means of reporting: Another essential strategy social justice actors can provide citizens who wish to report cases of injustice is providing free and accessible options for reporting human rights violations or cases of police brutality, such as chatbots on designated social media platforms or a toll-free line. This will encourage engagement and motivate the public to channel their grievances or provide information. For the Soro Soke project, CSAAE provided a toll-free line to the public. The public could use the number to report police brutality and cases of young people being wrongfully detained because of their involvement in social justice movements. This toll-free number is 0800-900-1000.

REFLECTION QUESTIONS

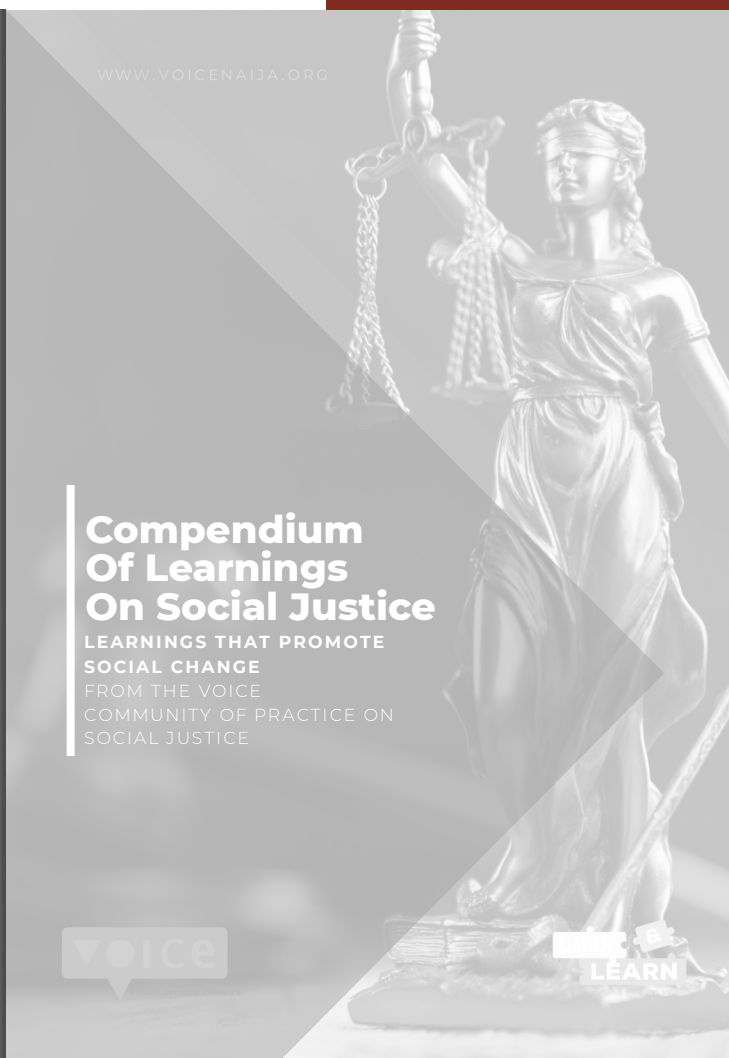
1. What activities are scheduled for community engagement that can improve citizen participation and feedback?

2. Do you think facilitation and mediation can provide an effective forum for dialogue?

3. What other ways can you collect and collate information from your rightsholders and targets?

Part 3

Advancing Social Justice in Nigeria



Chapter 6: Advancing Social Justice In North-Eastern Nigeria

Strategies Individuals and Groups can Adopt to Advance Social Justice in their Communities.

BACKGROUND

Due to extreme inequality and economic distress social justice has evolved from an initial focus on issues such as capital, property, and wealth distribution. The concept emphasises human rights and focuses on improving the lives of disadvantaged and marginalised groups.

It has become the responsibility of several actors - individuals, governments, non-profit organisations, CSOs or agencies - to drive the agenda of social justice in the world today and shape public policies to address social justice issues.

Against increasing global awareness of the many 'injustices' and 'inequalities prevalent in society, social justice actors, more than ever, strive for deeper and broader community engagement. These social justice actors have a pivotal role in advocating for change and greater participation among groups and individuals with influence.

The Foundation for Societal Empowerment and Rejuvenation (FOSER) shares some strategies it has used in the North-Eastern part of Nigeria. Social justice actors (individuals or organizations) can adopt these approaches to advance social justice in their communities.

STRATEGIES FOR ADVANCING SOCIAL JUSTICE

1. Observance of ideal democracy to guarantee effective administration of social justice

An ideal democracy provides an environment to advocate and advance social justice issues. Democracy should go beyond forming political parties, contesting general elections, and having a civilian government to a system anchored on equality and social justice. When public interests are equitably represented and needs and aspirations furnished, society makes meaningful development. Democracy can be defined as "a deliberate and determined move towards the creation of a society bound together by shared sentiments and outlook.[15] Equality and social justice are the heart of democracy, so a thriving democracy should be built on the foundations of social justice.

An ideal democracy should effectively manage and distribute the economic and social resources of the country and guarantee the security of lives and properties. The fundamental attributes of a democratic society are often the same as those of social justice. Both concepts focus on the equitable distribution of resources, obligations, and power to all persons in a society regardless of ethnicity, race, age, status, ability,

15 Enuke, C. (2019). Democracy and Good Governance in Nigeria: Retrospection of Obasanjo's Fourth Republic. International Journal of Democracy and Development, 6.

sexual orientation and religion. The concepts of democracy and social justice are not far-fetched from each other.

There are theories on different types of democracies. However, an ideal and good democracy operates by principles that allow for equality, greater participation, security, and human development. In this environment, social justice issues can be readily resolved. Conversely, it means that some democracies can be bad. These are democracies that lack free and fair electoral competition, even in 'illiberal' democracies, where civil rights are partially guaranteed. Social justice concerns are harder to resolve in such democracies.

To successfully advance social justice, the individual or organisation must operate in a democratic society as this would promote the administration of social justice, such as policy advocacy.

2. Examination of people's beliefs and habits

Due to religious, cultural, and environmental conditioning, individuals develop beliefs and habits they have been inculcated with and exposed to. These beliefs may often affect approaches to social justice issues and usually have the potential to influence how social justice issues are approached. Based on the social justice cause, there may be a need to change a deep-seated or prevalent narrative to ensure inclusion and advocacy. ***The first step toward inclusion and advocacy is to take constructive action at home, at the grassroots, and right down to the individual.***

To become reliable partners in a movement for social justice, social justice actors should engage in continuous introspection, be teachable, and be willing to expand their horizons. FOSER adopts this strategy in advancing the cause of social justice by teaching youth (both educated and uneducated) to recognise social justice concerns, as well as encouraging diversity and inclusion both inside and outside their communities.

Through community stakeholders' engagement, FOSER is using this approach to educate stakeholders, especially religious and traditional leaders, on the importance of adhering to social and cultural justice norms within their

ADVOCACY FOR SOCIAL JUSTICE

FOSER is currently advocating for the democratic administration of social justice in the Northern part of the country, where politicians are taking advantage of the region's illiteracy, poverty, and insecurity. In the 2019 Bauchi State Senatorial By-election and other electioneering processes, FOSER observed that politicians engaged in vote buying, box snatching and funding youth to commit violence to disrupt the voting process.

Consequently, FOSER engaged in advocacy for electioneering and democratic social justice in every project implemented. It also urged the public to elect leaders based on credibility, competence, and who would be responsible and accountable.

PAY ATTENTION TO CULTURE

In 2021, the FOSER team paid an advocacy visit to the Emir's palace and was required to follow the directives from the guards. Their clothing was assessed, and women were required to cover their hair. Those who were not appropriately dressed were not allowed to see the Emir as their "inappropriate dressing" was a sign of disrespect to the emirate tradition.

They were also required to remove their shoes and enter the palace while saluting with the traditional greeting "As-Salaam-Alaikum," meaning "peace be with you". Immediately after the Emir came in, they were required to stand up as a sign of respect for his authority. The FOSER team resumed their seated posture on the mats once the Emir had settled into his seat.

The FOSER team subsequently was informed to avoid interjecting while the Emir was speaking.

local communities. For instance, when engaging with traditional leaders, the culture and tradition should be acknowledged and respected.

3. Self-reflection and education about social justice issues

Social justice is broad and delves into every aspect of human life and interaction. A practical way to advocate for social change is to become well-versed in social justice concerns, be enthusiastic about a specific issue and study the implications and consequences of allowing such matters to persist.

FOSER made great strides within a few years of its establishment because it developed its goals and mission around educating on social justice issues. It focused on inspiring underprivileged youth and vulnerable groups of people to participate in meaningful development and impact society through education, sports, and socioeconomic empowerment. FOSER has helped, for instance, persons with disabilities (PWD) obtain a better grasp of issues on insecurity, voting rights, gender-based violence, poverty, and food insecurity.

4. Discover and align with local organisations

A partnership with like-minded social justice actors will encourage new learnings, knowledge sharing and access to information. FOSER aligns with organisations that advocate for social justice, such as the Centre for the Advocacy of Justice and Rights (CAJR). FOSER also works with newly formed CSOs that encourage youth and women to speak up on misconduct or violence in their communities. Social justice actors can also volunteer in FOSER's programmes. Meet-ups on social media are a valuable resource for community-based organisations to educate online communities about social justice issues of interest.

FOSER also partners with the National Orientation Agency (NOA) and the National Human Rights Commission (NHRC) in advocating for social change in its target communities.

5. Take positive action in communities

Social justice actors can advance a social justice cause by staying informed about a community of interest. Community issues can be learned about by watching the news, reading newspapers, gleaning information from social media, and listening to the radio. Staying active in a community of interest is essential to draw attention to the plight of that community or the situation of concern. Positive action can also be taken by engaging with elected officials at the local and State levels to weigh in on the issues affecting the community and providing an avenue for redress.

6. Harness the power of social media

Social media platforms such as Twitter, Facebook, and Instagram have functional tools that allow sharing of messages with large and global audiences easily and from a particular location. The hashtag "#EndSARS", used in Nigeria during the 2020 protests against police brutality, had its origins on Twitter, and the protests that followed indicate how social media can be harnessed to advance social change. Social media platforms provide helpful techniques to maintain a focus on vital issues while still being structured. These platforms can be integral to collaboration, supporting community building, awareness, and cooperation in various ways, such as practical experience sharing.

Followers on FOSER's media platforms have asked for opinions and guidance on approaching social issues. An instance is where rightsholders (youth) engaged the public on a Twitter space session facilitated by a team of legal practitioners on conflict resolution among the youth and law enforcement agencies". The

sessions were interactive, and the lawyers provided clarity on conflict resolution issues. Consequently, there was an observed continuous increase of followers engaging on FOSER platforms.

7. Attend/Organise demonstrations and protests

Demonstrations, protests, and rallies are effective ways to advance the cause of social justice. During rallies and demonstrations, however, the individual, CSOs, rightsholders, and the public must exercise prudence to avoid conveying the wrong message. FOSER has participated in demonstrations for social justice in the Bauchi metropolis and ensured that the voices of the rightsholders (less educated and PWDS) were heard. People or organisations interested in becoming social justice leaders can benefit from participating in these events because it provides an opportunity to hone their activism and public speaking skills. FOSER exemplifies this approach in its planned peaceful demonstrations in the past months and is set to engage in more of this kind of strategy in a continuous bid to enlighten the community's uninformed.

Social justice actors should follow any rules or guidelines for engaging in demonstrations that traditional authorities may provide. Taking necessary health and safety precautions, such as always wearing a mask and maintaining a safe distance from other persons, is valuable. Avoid holding rallies, protests, or demonstrations during festival periods.

GUIDELINES FOR ORGANISING A PEACEFUL PROTEST/RALLY/DEMONSTRATION

- Notify security institutions such as the Police – It is a mark of good citizenship to inform security agencies of your intention to organise a protest. Seeking security and protection of peaceful protesters by the police and related security agencies, including the Federal Road Safety Corps (FRSC), will buffer the protest/rally/demonstration and provide some protection in the event of any uprisings.
- Make sure protesters are informed on the issue – Advise protesters on the issue you are protesting about to be sure they understand. Mobilise as many people as possible to attend the protest.
- Create visual materials - This should include banners, posters and t-shirts and any other visual materials that promote the protest.
- Protest in a Public and Strategic place – Select an area that will gather the people's attention for the protest. The #EndSARS protest was held at the Lekki tollgate, a strategic location.
- Avoid possible infringement on the fundamental rights of others – Be clear about the demonstration by meeting with rightsholders to define the primary intent of the rally and communicate the need for peaceful conduct. It is necessary to bear in mind that while exercising the right to freedom of expression, the character of anyone related or not related to the cause of the protest should not be slandered. The freedom of movement and easement of others should be unreasonably obstructed.
- Gear Up – Advise protesters to prepare for the protest, rally, or demonstration and to wear comfortable shoes. Stock up on water, glucose or electrolytes, face caps or umbrellas to deal with weather elements. Having a first aid team on standby in medical emergencies would be wise.

8. Donations/funding

Social justice actors can provide financial assistance through funding and donations to sustain projects addressing social change. Such aid can be assessed when social justice actors engage in partnerships for a cause that aligns with their passion and contributes to alleviating the social justice issue. FOSER has supported the release process of prisoners, donating seed capital to them to start businesses. FOSER also distributed medicines to young children around the Birshi and Bayara communities of Bauchi and engaged in several medical outreaches. These are just a few strategies it has employed to advance the cause of youth empowerment.

9. Get involved with politics through civic engagement

Encourage the public to support candidates running for elected office at the local, state, and federal levels, sign on to political platforms and advocate for policies that will advance the candidate's and community's cause and beliefs. For instance, FOSER encourages the public to promote awareness of empowerment and social rejuvenation and to distribute information on internet platforms on issues of concern to society.

10. Make your voice heard on local radio

On several local radio programmes, listeners are encouraged to phone in and provide their views on current news, particularly on matters of social justice. Social justice actors can get local influencers to participate in radio conversations and disseminate their ideas to a larger audience. FOSER made use of local radio stations in the dissemination of her ideas. Examples of publicity outreaches regarding social justice advocacy that FOSER embarked on were via notable media channels within the Bauchi metropolis, particularly Albarka Radio Station. FOSER used a mix of local English and Hausa dialects to ensure that all community members understood its messages.

In addition, the "live" feature of social media platforms (Instagram, Twitter, Facebook, and Podcasts) for audio and video-based publicity is gaining popularity and can be used to interact with stakeholders on social justice issues.

11. Support artists, writers, local social media influencers, and activists who speak out against injustices

FOSER aligns its advocacy campaigns with those of famous musicians, authors, social media content creators, and other artists dedicated to social justice. By sharing FOSER's work or efforts on their social platforms, these influencers help to promote a cause they are championing.

Partnering with a social media influencer with enough followers to influence public opinion can significantly boost a message. An individual with a larger audience taking a stance on an issue or promoting a cause may help reach target donors' demographics to raise public awareness and perception of a non-profit. It could be as simple as sharing/promoting a #hashtag to promoting the influencer's actual message. Whatever the case, from #BlackLivesMatter to #BringBackOurGirls, social causes are now quickly being heard and turned into movements because of online activism.

13. Be kind, understanding, and compassionate

Encouraging tolerance and compassion for one another as individuals may be challenging. At those times, it may be easy to lose focus of team effort or a social justice endeavour. FOSER provides guidelines to its team and rightsholders on coping with anxiety in the presence of other people, such as stakeholders and

other rightsholders. Rightsholders and the FOSER team are encouraged to empathise by thinking about one another's situations and the challenges they may be facing.

At times, understanding what a tolerant, peaceful approach entails is all that is required. Individuals and the community must understand the nature of friendly strategies and behaviours in their respective settings and learn how to develop, refine, and utilise those approaches in practice.

14. Legal advocacy by pro bono (volunteer) lawyers and human activists for less privileged victims

Most instances of brutality are usually perpetrated against less privileged and uninformed persons. Lawyers and human rights activists must speak up for the voiceless and ensure social justice for the less privileged in a society whose fundamental rights are trampled upon.

REFLECTION QUESTIONS

1. Who is most affected by the problems (Rightsholders & Stakeholders) you have identified and are working on, and how do these Rightsholders lead strategies and decision-making in providing solutions?

2. How will you evaluate your strategies for advancing social change in your community as an individual or organisation passionate about social justice?

3. Do you think any local, state or national policies affect or inhibit your efforts to advance a cause? How do you intend to go about it?

Chapter 7: Bridging The Confidence Gap In Social Justice Advocacy

Addressing the problem of trust deficit between the Nigeria police force and citizens - building public trust.

BACKGROUND

Public trust is crucial for law enforcement organisations and the government. There is a growing sense of loss of confidence due to a perceived lack of trust in law enforcement agencies globally. In both developed and developing countries, the police are viewed negatively or critically due to inappropriate, inadequate, and discreditable behaviour toward citizens.

The Nigeria Police Force (NPF) is not exempt from negative publicity, especially considering a long history of police brutality as old as its establishment in Nigeria. More recently, the EndSARS protest in 2020 showed the deteriorating relationship between the public and the police. The lack of confidence in the police in Nigeria has been reflected in several studies over the years.

This resource document shares the field experiences of the Youth and Students Advocates for Development Initiatives (YSAD) in developing programmes to bridge the trust gap between the police and citizens, especially in the aftermath of the #EndSARS protests when public trust in the police seemed lost. Individuals, groups, or organisations within the civic space working in related fields can draw from YSAD's experiences in the project "No Dey Give, Follow Traffic Rules". The project was carried out to interrogate the extortion of road users by the police and other security agencies in the South-East region of Nigeria.

POLICE EXTORTION ON ROADS

In Nigeria, citizens, from taxi drivers to pedestrians to market traders, are accosted daily by law enforcement officers to extort money. The police in particular, demand bribes and abuse the human rights of citizens with threats of harm or arrest.

Security agencies have often proved challenging to control. Due to the impunity of some law enforcement officers, these agencies have become unaccountable to the citizens they are mandated to serve. The police have undermined the human rights of citizens through extortion and corrupt practice such as torture, threats of arrest and unlawful detention, arbitrary arrest, acts of violence such as physical and sexual assault, and extrajudicial killings.

A common avenue for police extortion is roadblocks mounted by the police. Though put in place to combat crime, roadblocks are now used by the police to extort the public. Ensuing confrontations usually spiral into abuse; citizens may be arrested, physically or sexually assaulted, and even shot to death for refusing to pay bribes.

THE NIGERIA POLICE FORCE AND BRUTALITY - A BRIEF HISTORY

Known constitutionally as the “principal law enforcement agency,” the Nigeria Police Force was founded in 1930 through the merger of the northern and southern regional police forces. The agency existed with no

unified command structure. Though a colonial creation, the Nigerian police is yet to be remodelled to suit the nation's peculiar realities years after its independence. The establishment of the Nigerian Police Force is provided for in Section 214 of the 1999 Nigerian Constitution.

From Nigeria's independence in 1960 to now, not much has changed with the police and policing methods. This has sustained a wrong colonial legacy within the Force, with practices of intimidation and harassment of ordinary citizens, continuing what natives suffered at the hands of the colonial police while also setting the police and the policed (citizens) on a constant collision course.

Despite several calls for police sector reform, the NPF is plagued with perennial underfunding, poor training, shortage of personnel, flawed recruitment process, poor remuneration, and poor logistical or operational support. These challenges persist even after the establishment of the Police Act and the Police Trust Fund to address some of these problems. Even though the Police Act of 2020 remains a landmark record, more is required for better standards of policing in Nigeria. Unfortunately, even the police do not trust citizens, so bridging the trust gap becomes critical.

One significant call for police sector reform was the spontaneous youth-powered movement tagged #EndSARS, staged to protest the now-disbanded Special Anti-Robbery Squad, SARS unit of the Nigeria Police Force.

VICTIMS OF POLICE BRUTALITY

Social justice actors should know the most vulnerable to police brutality to bridge the trust gap. This is because these victims are the ones the project will engage with to provide a platform for dialogue between victims, citizens, and the police. In YSAD's project, "No dey give, Follow Traffic rules", it found that the victims of police brutality cut across all segments of society. By mapping out the victims of police brutality, YSAD observed that categories of people prone to victimisation included youth, females, debtors, road users, tenants, and sex workers. Consequently, the two groups selected for the project were road users and youth.

Road Users

YSAD carried out the "No Dey Give, Follow Traffic Rules" project in Southeast Nigeria, where several roadblocks exist on federal and State roads. Stationed at different points of the road for security purposes, it had become expected by road users that the police and other law enforcement agencies at checkpoints would extort money from them. Vehicle owners who did not have their vehicular papers or were ignorant became victims of financial exploitation. Passengers were similarly exploited for different reasons and made to part with "something" at these checkpoints. Road users such as motorists, tricycle operators, motorcyclists, and pedestrians were extorted by the police. Individuals' right to life was also often infringed upon. In some extreme cases, the police would shoot at road users for failing to give bribes; subsequently, they used "accidental discharge" as a pretext to cover up during investigations.

The Youth

A significant demographic affected by police brutality is the youth population. YSAD's interviews revealed that youth were often wrongly profiled as internet fraudsters, aka "yahoo boys", based on their appearance. Such appearances as wearing dreadlocks, earrings, tattoos, having body piercings, and even driving certain kinds of vehicles were deemed a criminal profile. Their rights to privacy and own property were easily violated when their laptops, phones, accessories, and cars were searched or seized without due cause. A significant event that triggered the #EndSARS protest was a viral video of a SARS officer who shot

a young motorist, pushed his body out of the car, and drove off in the dead man's SUV in Ughelli, Delta state. YSAD learned that the bulk of the road users victimised by the police and other sister security agencies are youth, as exemplified in the #EndSARS movement.

CAUSES OF THE BREACH OF TRUST BETWEEN THE POLICE AND CITIZENS

According to a 2012 Civil Society Panel report on Police Reform in Nigeria[16], the following were cited as causes of the lack of confidence and the breach of trust between the police and the public:

- The colonial origin of the NPF and the failure of post-independent political leaders to transform it into a service-oriented and accountable public institution;
- Centralised nature of the NPF with limited powers to local commands and units in engaging communities and to factor in their priorities in policing service delivery;
- The history of the Nigerian state/government character in preference of citizen coercion as opposed to consultation, cooperation and drawing its authority from the people;
- Poor police performance in crime control;
- Incivility;
- Human Rights Abuse;
- Poor police response to citizens in distress;
- Deplorable and flagrant conduct by the police on and off duty;
- Inefficiency in the NPF's utilisation of limited resources available to it
- Poor public presentation;
- Lack of institutional accountability
- Insensitivity to crimes against women
- Corruption

APPROACHES TO BUILDING PUBLIC TRUST IN THE POLICE

YSAD's learning curve is a valuable resource for identifying ways to bridge the deteriorating trust gap between the public and the police. They were able to bring the police and public into a dialogue to address the issue through the following approaches:

- Engagement
- The Mass Media
- Programmes & Activities.

16 Obe, A., Otu, D., Mu'azu, D., Effah-Chukwuma, J., Osori, A., Itodo, S., Nwagu, C. and Chukwuma, I., 2012. CIVIL SOCIETY PANEL ON POLICE REFORM IN NIGERIA 2012 FINAL REPORT. [online] pp.13 - 66. Available at: <http://new.cleen.org/CSO%20Panel%20Final%20Report.pdf> [Accessed July 30 2022].

Engagement

Engagement can be in the form of advocacy calls, familiarisation tours, solidarity visits, and thank-you messages to the police or the public (victims of brutality). During this process, the project is introduced to them to boost their reception and engage them. This is also where community leaders, village heads and opinion leaders are consulted to make it easier to reach the grassroots.

The Mass Media

The mass media are communication channels that disseminate information to the public. It involves both traditional and modern/digital outlets that serve as a tool for public enlightenment. After the police and the public have agreed to engage, the next step is public enlightenment. A project to restore public trust in the police needs adequate publicity to reach a target audience. Changing a narrative is better done by using mass media to present an overblown issue from the proper perspective or dismiss propaganda which may hinder the chances of achieving the project's aim.

Several mass media outlets exist, some of which are captured in the section "Media: A Vital Tool in Advocacy", which lists the outlets, their advantages, and disadvantages. However, some outlets that can be used here for public enlightenment are:

- **Broadcast Media:** Television and radio media have been proven to be vital tools of public enlightenment and can be used to better the relations between the police and citizens. For instance, the Police Public Relations Department and Human Rights desk Officer may be brought on air for a media chat or to participate in a call-in programme to create an opportunity for the police to be heard and not just seen. This outlet may also help expose errant officers/units whose actions have remained hidden from senior officers. The live call-in programmes may help citizens channel their complaints to the appropriate police quarters. This medium serves to close the police-public communication gap.

- **Print Media:** With print media, information and news in print can be used to highlight an issue related to building public trust in the police. Here, releases, stories, statements and communiques from town hall meetings or summits between the police and the public can be featured.

- **Outdoor Media:** Outdoor media is effective when providing information on any development or social cause in society. These include advertising on billboards, banners, or posters. Experience shows that placing billboards in

WHY MASS MEDIA?

Wider Audience: Mass media presents a multi-pronged approach to reaching your target audience.

Active Citizenship: Enlightening citizens will give them a voice and provide a platform for active engagement via electronic media.

Citizenship Oversight: It enables citizens to participate in regulatory oversight, where they become part of policing efforts by whistleblowing on otherwise overlooked issues. Wrongs committed by officers could get to the appropriate quarters through social media campaigns. For instance, students of Abia State Polytechnic, Aba, related to YSAD on how they got justice in a rape case involving the police and a student in 2021 through social media advocacy.

Information Exchange: to whistleblowing, intelligence information is easily shared in confidence via reporting platforms like the U-report of the NSA for intelligence gathering.

Path to Restorative Justice: online petitions and hashtag campaigns have helped promote advocacy issues by compelling relevant authorities to address injustices.

strategic locations can send a vital message to stakeholders. YSAD was able to increase engagement using this method in Aba and Owerri.

- **Social Media:** Advocacy efforts can be much more successful by using the internet and social media to reach a wider audience faster than traditional media outlets. Social media platforms like Twitter, Facebook, YouTube, and Instagram can create a virtual community that fosters interaction between the police and citizens. Today, the police engage virtually on these platforms to convey information and get feedback from stakeholders.

PROGRAMMES AND ACTIVITIES

These can be physical or virtual platforms where citizens and the police meet to discuss and explore ways of building trust and addressing prevailing issues, for example, issues revolving around brutality. Such platforms include:

Town Hall Meetings

Town Hall meetings are forums that bring stakeholders together to engage on emerging issues, contribute to an ongoing conversation, identify problems, implement solutions, and allow for transparency. YSAD used this forum to bring together the police, road users and the National Union of Road Transport Workers

PLANNING TOWNHALL MEETINGS

Planning a Town Hall Meeting can be daunting, especially if it is your first time. Follow this guide to know what you need to prepare for.

- **Have a planning committee** – Enlist some of your colleagues to plan your Town Hall Meeting. If you are collaborating with another CSO, you should also work with them in planning your meeting. This is also a good point to include your sponsors or donors.
- **Identify your objectives** – Research your objectives for the Town Hall Meeting. It may be to inform, a call to action, or to create an opportunity for aggrieved citizens to express their grievances.
- **Design the format of your meeting** - You may opt for a standard panel discussion format with panellists (usually made up of rightsholders, policymakers, or regulatory agencies) and a moderator. Several other formats exist.
- **Plan your event** – Schedule the date and an accessible location for your meeting. Identify and communicate with stakeholders (attendees, panellists and moderators) and provide them with background information early enough. Develop and prepare event packs, including notepads, pens, agenda, informational materials and speaker bios — delegate responsibilities such as logistics, equipment, media, and reports to designated team members.
- **Plan the agenda for the event.**
- **Promote your event** – Inform the media about your event. It is good to have a press release so they know what the town hall meeting is about, who it is for and why it would benefit the community. This is an excellent time to leverage existing relationships your partners or donors may have with media houses to promote your event. You can also engage in publicity campaigns in environments where stakeholders frequent, for example, motor parks.
- **Have your event** – Ensure your meeting room or hall is set up for the event. Make sure you have a designated desk to oversee registrations; this could form a database for future events. Ensure that all staff and volunteers know their roles, feel prepared to carry out their responsibilities and know whom to go to for assistance on the day of the event. Keep your meeting to a time and make sure to follow the agenda. Create room for audience feedback to ensure active participation.
- **Organise media interviews** – Have someone handle any media interviews after your Town Hall Meeting. Make sure your event has adequate reportage. It would be a good idea to also have press kits ready, with information such as facts and local statistics on the issue deliberated on.
- **Develop an action plan** – After your Town Hall Meeting, follow up with stakeholders for feedback and implementation and to sustain your relationship with them. Put together the concerns and recommendations from the meeting and develop an action plan to address the issues.

(NURTW) to dialogue on issues like exploitation and traffic offences and the role each group played in building trust.

Summits

This differs from town hall meetings or conferences because summits target a particular interest group. YSAD organised youth summits in Aba and Owerri, where the police engaged with youth from different organisations such as the National Youth Council (NYC), the National Youth Service Corps (NYSC), student unions of universities, and the Youth Wing of Christian Association of Nigeria (YOUWICAN). An outcome of the summit was a consensus to begin conversations with the police, which was a welcome development.

Training and Workshops

A fundamental problem of the police has been inadequate training and retraining. Having identified this, YSAD, following a multi-stakeholder approach, carried out workshops and training for both the police and citizens. The National Human Rights Commission (NHRC), the National Orientation Agency (NOA), and the academia served as a pool from which human resources were drawn together. These agencies engage with not just the police but also citizens who are victims of police brutality. Training of this nature reminds the police force that they are custodians of law and order. The citizens can also understand their rights, the limit to these rights and methods of redress should these rights be violated. The training also creates a platform for police to engage with the public, as was indicated by their willingness to provide hotlines to reach the police in harassment, intimidation, and exploitation cases.

Sporting Activities and Games

Sports activities and games are powerful tools for building solidarity, teaching conflict resolution, bridging social identities and building partnerships. Sport is a unifier and can be central to promoting inclusion, establishing mutual trust and creating healthier communities. Board games and physical sports activities, for example, between the public and police, can change the public perception of the police and bridge the trust gap.

Activism

When all other options for intervention programmes fail to yield the desired result, legitimate protests, whether online or physical, becomes a necessary option. Organisations can engage in court litigation, online petitions, and organise protest walks and other forms of activism as the last line of action to achieve any social change.

ONLINE PETITIONS

Online petitions are a modernised way of paper petitions where signatures are collected to be passed on to the legislature. Online petitions can be used to build a broad campaign, galvanise interest in an issue, garner action and raise money.

The timing of your petition, the targeted rightsholders, and the aim is vital if your petition will gain traction. Have a clear target and an explicit action you want to be taken. A recent incident in the news can also help gain traction for your petition.

YSAD launched an online petition to garner 100 signatures calling on the Inspector General of Police to end road extortions by Police officers. This petition was launched following a viral video of a police officer extorting money from a civilian, urging him to "pay better money" as he does not "take change".

You, too, can be part of the petition by clicking on the link below:

https://chng.it/g6QCVVSCXp

A name and signature on petitions can HELP with a cause and go a long way.

Many sites exist where you can start a petition for free such as change.org.

While YSAD adopted Engagement, Mass Media, and Introduction of Programmes and Activities, your strategy for bridging the trust gap is likely in three stages[17]:

- Problem Recognition – Identifying the problem you want to engage advocacy efforts in.
- Generation of Strategies – The ideation of strategies you intend to utilise to tackle the problem
- Adoption of Strategies – Actualisation of these strategies or approaches.

Sometimes peaceful protests may be an option. Though the #EndSARS protest ended abruptly with the Lekki toll gate incident, where civilians lost their lives, there were some results to some of the issues clamoured for by the protesters. Though this did not do much to inspire public confidence, especially concerning implementation, some of the outcomes at the time included the following:

- Disbandment of the SARS unit - The Federal Government dissolved the SARS unit, whose operations involved the harassment, violation of rights and intimidation of citizens. However, this was the fourth time the infamous unit had been dissolved.
- Launching of Investigative Panels – On the directive of the Federal Government, several state governments established judicial investigative panels on incidents of police brutality to ensure that justice was swiftly served.
- Training – It was reported that new training programmes had been implemented for officers for the new unit Special Weapon Tactical (SWAT) squad, which was set up in place of SARS.
- Establishment of the Victims Trust Fund – On the directive of the Federal Government, the Minister of the Federal Capital Territory, Abuja and all the 36 state governors were to set up a Victims Trust Fund to compensate victims and casualties of police brutality. In Lagos State, a fund was set up for the victims of police brutality and their families.
- Prosecution – In states like Lagos, twenty (20) police officers to face prosecution for alleged acts of brutality on ordinary citizens were publicly named.

Nextier SPD Policy Weekly, 2020. Addressing Police Trust Deficit. [online] (YVol.3 Issue 37), pp.1-2. Available at: <http://file:///C:/Users/achen/Downloads/20202030_SPD_Weekly_Addressing-Police-Trust-Deficit.pdf> [Accessed July 18 2022].

THE ROLE OF DATA IN ADVOCATING FOR SOCIAL CHANGE

Advocacy for social change is usually a campaign to break down barriers that obstruct equal opportunity. Such barriers may be based on gender, economic power, race, and toxic contamination of the environment. These barriers necessitate advocating for policy changes that will remove the barriers and provide access to equal opportunity by any rightsholders. Data and analytics are essential in this regard, as numbers reveal the scope of a problem.

Data was instrumental for YSAD in knowing the extent of extortion by the police of road users and youth. This informed the decisions on the approaches and the type of campaign to bridge the trust gap.

17 Schaap, D., 2020. Police trust-building strategies. A socio-institutional, comparative approach. Policing and society, [online] 31(3), pp.304-320. Available at: <https://www.tandfonline.com/doi/full/10.1080/10439463.2020.1726345>.

YSAD's methodology in collating its data was more of a qualitative approach. It utilised primary data, such as observation, and secondary data, such as accounts written by the public and authors on police activities at checkpoints or surveys. YSAD also set up a toll-free number where motorists or road users reported complaints of police (mis)behaviour and extortion at checkpoints and roadblocks. These formed the basis for its data collation.

Take, for example, compiled data of the amounts of money extorted from Nigerians at roadblocks between 2009 – 2011. More than all the other geopolitical zones in the country, the southeast has the highest incidences of police brutality by extortion due to illegal checkpoints around the region. This informed YSAD's decision to focus the project on the two pilot areas in Abia and Imo states.

Amounts extorted from Nigerians at Roadblocks by the Nigeria Police Force (2009-2011)

S/N	Geopolitical zone	Amount N	Duration	Year
1	South East	32.26b	3 years	2009-2011
2	South – South	08.32b	3 years	2009-2011
3	South – West	08.32b	3 years	2009-2011
4	North – West	01.21b	3 years	2009-2011
5	North – East	2.21b	3 years	2009-2011
6	North – Central	2.16b	3 years	2009-2011
	Total	53.48b	--	--

Data Source: Compiled by YSAD from Intersociety periodic reports

Table: Number of security checkpoints across the southeast (2015 -2016)

States	Number of checkpoints (2015- 2016)	Amount made per day from roadblocks mounted by security agents	Amount made annually
Anambra	250	N40, 000/checkpoint	N3.6 billion
Abia	200	N40, 000/checkpoint	N2.88 billion
Imo	150	N30, 000/checkpoint	N1.62 billion
Enugu	100	N25, 000/checkpoint	N900 million
Ebonyi	50	N25, 000/checkpoint	N450 million

Data Source: Compiled by YSAD Initiative from statistics pooled from Intersociety Annual Reports

Similarly, in its advocacy for social change, YSAD used data to extrapolate why the police often exploited road users and motorists.

Table: Issues Driving Exploitation of Motorists by Road Users

1	**Ignorance**	a. 85% of motorists speaking to the YSAD team were not aware it was illegal to give money to security agents at checkpoints; b. 10% of respondents, though aware it was illegal to give money, could not help it; c. 5% of respondents believed it was normal and suggested it was tax being paid for using the road.
2	**Impatience**	a. Security agents capitalised on road users who were usually in a hurry when travelling; b. Road users preferred giving money to avoid demanding explanations from security agents who extorted.
3	**Fear**	a. 60% of respondents were afraid to be shot or targeted if they failed to "comply"; b. Several interviewed passengers feared they would be shot at if the driver failed to comply.
4	**Pressure from Senior Police Officers**	a. Data showed that several officers reported being required to share the proceeds of their illegal toll with their superiors daily.
5	**Driver Indiscipline**	a. YSAD team found that 70% of commercial drivers who gave money to the police often violated traffic rules ranging from overloading to driving against traffic, non-possession of valid vehicle papers or driver's license and possessing fake documents. YSAD observed that failure to obey traffic rules and laws provided a pretext for exploitation by corrupt police officers.
6	**Other illegal fund-raising activities by security operatives across Nigeria**	a. This included extortion and random arrest of youths, especially on weekends. YSAD observation team found that the youth - often arrested in mass- could pay anything from N5,000 to N100,000 to "bail" themselves from their police captors.

WHY IS BUILDING PUBLIC TRUST IMPORTANT

Changing the narrative.

Current events in the nation show a need to deconstruct some of the myths associated with the police. This is needful because often, the police, given the nature and condition of their work, are not able to air themselves publicly. The Police share their own narrative, from acknowledging that their institution has challenges to having trust issues with the public and feel that the citizens are against them. Only a project like that undertaken by YSAD would make the police or institution of interest and stakeholders appreciate the reality of the situation and change the narrative appropriately.

Joining the conversation.

The YSAD project equipped participants with knowledge of the problems faced by the police and how to push for change and reforms in the sector, including better policing. Legislative advocacy and visits to lawmakers on the need to review laws guiding the police are ways participants and the public can join the conversation.

Unlearning Fear.

There is substantial public fear and suspicion of the police. This is evident in the slang, "I no follow ₦10,000," meaning that citizens believe with the police, innocence is worth ten thousand Naira whether that citizen was present or absent at the scene of an incident or crime. This also affects the collaboration of citizens with the police for fear of retribution. The YSAD project called for urgent intervention and showed that fear is learned and can be unlearned. Engagement, media, and programmes/workshops are ways to educate both citizens and police on the need to build trust and work together. Unlearning fear is an area any individual or organisation working in development must consider.

Guaranteeing a win-win outcome.

A better Police is a better society. If the project successfully bridges the trust gap, a massive chunk of the problems revolving around policing would have been solved. Civilians and citizens are all stakeholders in the police and must therefore engage in the exercise. The police today exist because there are citizens without whom the police institution cannot function.

REFLECTIONS QUESTIONS

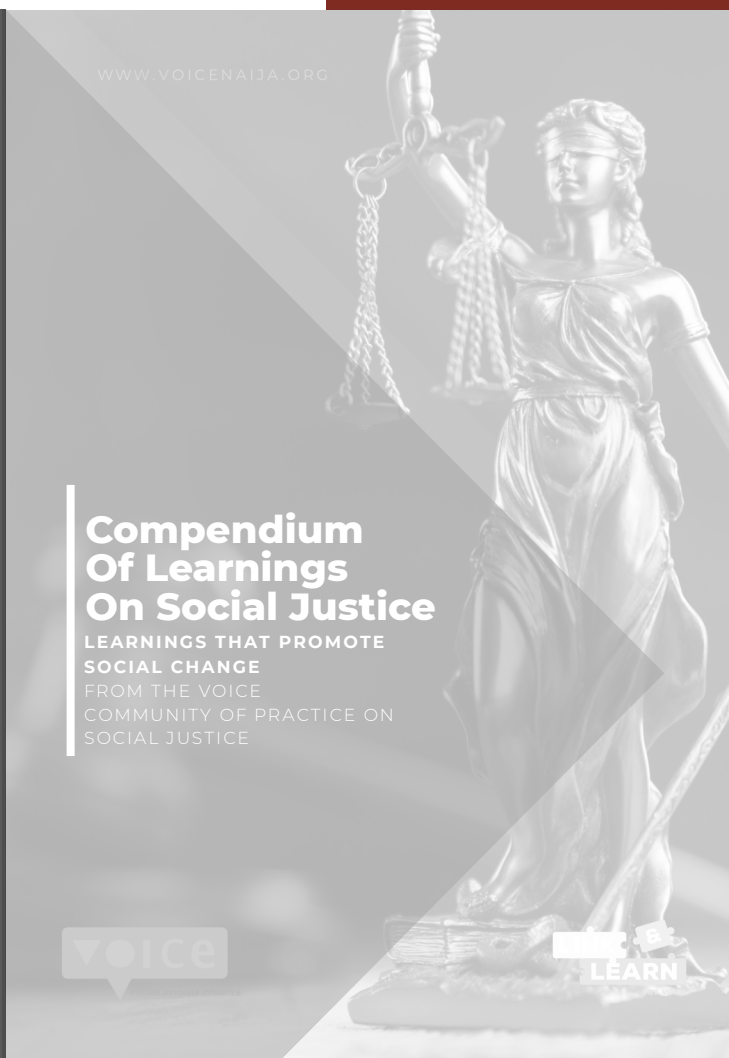
1. Suppose you or your organisation has funding to work on building public trust in the police or a law enforcement agency, how would you approach this?

2. How do you identify your rightsholders, and what other approaches can you employ in your advocacy?

3. How would you integrate data into your project?

4. What social justice issue do you intend to address, and how does bridging the trust gap play in your advocacy?

Appendix


WWW.VOICENAIJA.ORG
Compendium
Of Learnings
On Social Justice
LEARNINGS THAT PROMOTE
SOCIAL CHANGE
FROM THE VOICE
COMMUNITY OF PRACTICE ON
SOCIAL JUSTICE
voice
LEARN

FEEDBACK QUESTIONNAIRE SAMPLE

See below a sample questionnaire used to obtain feedback from a survivor of police brutality who just received assistance from a social justice actor. You can modify this to suit your purpose.

Dear Respondent,

You have recently accessed social justice aid and you are invited to respond to a questionnaire to obtain feedback on the assistance you received to enable us to shape the process of providing social justice aid to people.

Participation is completely voluntary. You may choose not to participate or to withdraw your participation at any time. You can choose to remain anonymous in your responses. The content of the survey questionnaire should cause no discomfort and has no foreseen risks to you as a participant.

Your response to this feedback questionnaire will in no way be associated with any identifying information. The principal social justice actor responsible for collecting this feedback is Miss. DEF. If you feel that you may be at risk by providing feedback through this questionnaire, please, call CSAAE Monitoring and Compliance Unit on xxx-xxxx-xxxx.

We sincerely appreciate you for trusting us to help you in the past and we thank you for agreeing to respond to this questionnaire to help us respond better to the needs of others. If you have any questions regarding this questionnaire, please, send an email to sorosoke@csaaeinc.org or call xxx-xxxx-xxxx

Thank you.

QUESTIONNAIRE

1. Name ----------
2. Age ----------
3. Sex ----------
4. Highest Level of Education
   Primary
   Secondary
   Tertiary
   Not Applicable

5. State of Origin ----------
6. LGA of Origin ----------
7. Community of Origin ----------
8. State of Residence ----------
9. LGA of Residence ----------
10. Community of Residence ----------
11. Which of these bests describe the area you live in?
    Urban Area
    Suburban Area
    Rural Area

12. Which of these bests describe your overall socioeconomic status?
Below lower class
Lower class
Lower middle class
Middle class
Upper middle class
Upper class

13. What is the nature of assistance you received?
Counselling
Bail
Legal representation in court

14. Have you received any training on social justice in the past?
Yes
No

15. Did the training received help you in any way to manage the social injustice you faced?
Yes
No
Not Applicable

16. Have you been brutalized by any security agent in the past?
Yes
No

17. What is the rate of occurrence of police brutality in the community where you live?
Frequent
Occasional
Rare

18. What is the general response/attitude of people in your community towards brutality?
Afraid/Do not speak up.
Uncoordinated/spontaneous
Vocal/Resistant to brutality

19. How aware are people in your community towards injustice happening in your community?
Alert and conscious
Concerned but relaxed
Unbothered and lax

20. Do you think security agents handle people differently based on their political, religious or tribal affiliations, age or economic status?
Yes
No

21. If you responded with YES above, can you tell us more? ----------

22. Are there any unique injustice faced by people of your age?

Yes
No

23. If you responded with YES above, can you tell us more? ----------

24. Do you belong to any minority group that is a target of social injustice?
Yes
No

25. If you responded with YES above, can you tell us more? ----------

26. Do you belong to any minority group that is a target of social injustice?
Yes
No

27. If you responded with YES above, can you tell us more? ----------

28. Which other minority group(s) do you think is/are an easy target for social injustice?
a. ----------
b. ----------
c. ----------

29. Do you identify as a Person with Disability?
Yes
No

30. What do you think is the biggest obstacle to justice?
Obstruction from the police
Prolonged detention without being charged
Lack of access to lawyers
Others, please mention ----------

31. Did the social justice assistance you receive meet your expectations?
Yes
No
Not yet

32. How often do you access pro bono aid?
Weekly
Monthly
Quarterly
Yearly
Never accessed

33. How likely are you to refer someone else to contact us for assistance when in trouble?
Very Likely
Likely
Not Likely

34. Were you asked to pay any money at any point during the aid process?
Yes
No

35. Will you be willing to donate to keep legal aid free for all?
Yes
No
Maybe

36. Will you be willing to share your experience in a safe space for others to learn?
Yes
No
Maybe

37. Any comments for us? ----------

Thank you for responding to this feedback questionnaire.

Your responses have been recorded and will be used only to enhance quality delivery of pro bono legal assistance and facilitate access to justice. If you wish to report cases of social injustice or illegal detention, please, call our toll-free help line: 0800-900-1000.

GLOSSARY OF WORDS

Beneficiaries	A collective group of persons who benefit from social justice advocacy efforts.
Police Brutality	The way, manner and occasion in which the police violate the rights of citizens by using undue force, torture, indiscriminate profiling, unlawful killings and using riot control agents carelessly at protests.
Rightsholders	A group of persons that have a legal claim or right to a duty. All human beings are rightsholders because fundamental human rights apply to all. In this resource, rightsholders are entitled to a duty such as the right to vote. Rightsholders may act directly or through an organisation to advocate for social change.
Social Inclusion	The process of improving the terms in which individuals and groups participate in society by improving the ability, opportunity, and dignity of those disadvantaged based on factors like gender orientation, colour, or political beliefs. Social inclusion stands on the principle of equity in social justice by creating accommodating environments where individuals can express themselves freely and without reservations, give and receive mutual respect, live in dignity, and feel proud to belong. For example, the distribution of resources among people in a society should not be biassed because of religious affiliation or ethnic inclination.
Social Justice Actor	A person or a group of persons who have a sense of responsibility toward others and society and advocate for social change. Social justice actors can be individuals or organisations.
"Something"	A local or pidgin slang that refers to a bribe.
Survivors	Persons or a group of persons who have been victims of a criminal act that violates their rights as individuals and have survived despite their experiences.
Trust	Trust is the belief of the public in the reliability of an institution. Trust is inherent and embedded in social relationships, from personal to institutional relationships, such as what should exist between the police and the public. Though an abstract concept, trust is usually birthed from individual experience, past experiences and interactions with persons or institutions. This creates an expectation of how the individual or people will be treated in the future.
Trust Deficit	An absence of trust, or at least the absence of a necessary level of trust between the police and the public. Trust is needed for a healthy and sustainable relationship.
Victims	In the criminal justice system, is a person or group of persons who have suffered harm such as a violation of their rights, economic loss and emotional or physical injury.

RESOURCE PAGE

The following are some curated resource links.

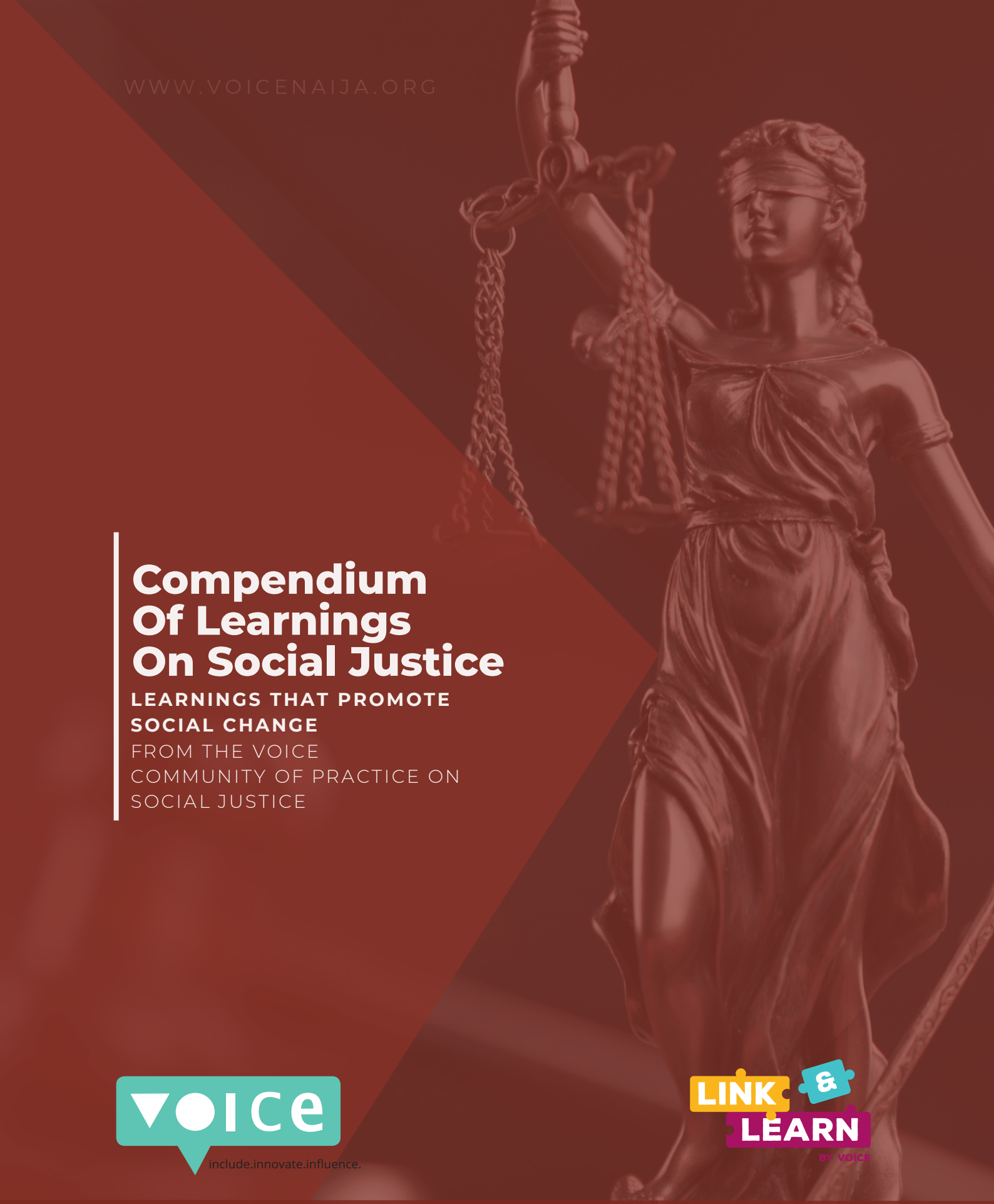
To learn more about the Voice Nigeria, Community of Practice members and Linking and Learning, please use the following links:

DONOR	VOICE	https://voice.global/
LINKING & LEARNING	LINKING AND LEARNING PLATFORM	https://voicenaija.org/
COP LINKING & LEARNING FACILITATOR	COGNITO & NINE (Network of Incubators and Innovators in Nigeria)	https://www.wearecognito.org/
COP MEMBER/GRANTEE	CITIZENS COMMONS ADVOCACY INTERNATIONAL	https://www.citizencommons.org/
COP MEMBER/GRANTEE	CARMELITE PRISONER'S INTEREST ORGANIZATION (CAPIO)	https://capiong.org/
COP MEMBER/GRANTEE	CENTRE FOR SOCIAL AWARENESS, ADVOCACY AND ETHICS (CSAAE)	https://csaaeinc.org/
COP MEMBER/GRANTEE	FOUNDATION FOR SOCIETAL EMPOWERMENT AND REJUVENATION (FOSER)	http://www.foser.org.ng/
COP MEMBER/GRANTEE	YOUTH HUB AFRICA (YHA)	https://youthhubafrica.org/
COP MEMBER/GRANTEE	YOUTH INITIATIVE FOR ADVOCACY, GROWTH AND ADVANCEMENT (YIAGA AFRICA)	https://www.yiaga.org/
COP MEMBER/GRANTEE	YOUTH AND STUDENTS ADVOCATES FOR DEVELOPMENT INITIATIVE (YSAD INITIATIVE)	https://www.ysadinitiative.com.ng/
COP CONTRIBUTOR	RAISING NEW VOICES	

For more information on the resource document, the following resource links will be helpful to understand each chapter.

CHAPTER ONE	ENABLING CHANGE BY UNDERSTANDING SOCIAL JUSTICE CONCEPTS	For information on the 1999 Nigeria Constitution as amended, please see: https://nigerian-constitution.com/ For information on Social Justice, International Justice, and the United Nations, please see: https://www.un.org/esa/socdev/documents/ifsd/SocialJustice.pdf https://www.socialworkers.org/Advocacy/Social-Justice/Social-Justice-Priorities https://www.onecause.com/
CHAPTER TWO	MEDIA – A VITAL TOOL IN ADVOCACY	For comprehensive information on Media Advocacy, please see: https://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy For facts, numbers and trends on news habits and media, please see: https://www.pewresearch.org/topic/news-habits-media/ For Data, statistics and trends in Nigeria, please see: https://datareportal.com/reports/digital-2022-nigeria
CHAPTER THREE	EFFECTIVE WAYS FOR COMMUNITY ORGANISING	For basic concepts and strategies for community organising, please see: https://books.google.com.ng/books/about/Roots_to_Power.html?id=m9iROhi-H7AC&redir_esc=y For guidance on frameworks and principles to community organising, please see: https://www.corganisers.org.uk/ https://sssw.hunter.cuny.edu/pdf/community_organizing.pdf
CHAPTER FOUR	SOCIAL JUSTICE ADVOCACY IN THE MOST UNLIKELY PLACES	For more information on social justice in correctional institutions, please see the projects, success stories, and newsletters quarters tab on the CAPIO website: https://capiong.org/
CHAPTER FIVE	EFFECTIVE FEEDBACK & CITIZEN ENGAGEMENT IN SOCIAL JUSTICE ADVOCACY	For further reading on citizen engagement and principles of feedback mechanisms, please see the following world bank sites: https://www.worldbank.org/en/topic/citizen-engagement https://olc.worldbank.org/content/key-principles-citizen-feedback-mechanisms https://blogs.worldbank.org/governance/citizen-feedback-inclusive-institutions-10-lessons Learn more about the Sorosoke project and citizen engagement mechanisms here: https://sorosoke.csaaeinc.org/
CHAPTER SIX	ADVANCING SOCIAL JUSTICE IN NORTH-EASTERN NIGERIA	For more information on strategies to advance social justice, please see: https://educationonline.ku.edu/community/15-ways-to-advance-social-justice
CHAPTER SEVEN	BRIDGING THE CONFIDENCE GAP IN SOCIAL JUSTICE ADVOCACY	To read more on the final report of the civil society panel on police reform in Nigeria, see: http://new.cleen.org/CSO%20Panel%20Final%20Report.pdf For more reading on building trust between the police and the community, please see: https://icma.org/articles/article/21-conditions-building-trust-between-police-and-community

WWW.VOICENAIJA.ORG



Compendium Of Learnings On Social Justice

LEARNINGS THAT PROMOTE SOCIAL CHANGE

FROM THE VOICE COMMUNITY OF PRACTICE ON SOCIAL JUSTICE

VOICE
include.innovate.influence.

LINK & LEARN
BY VOICE

WWW.VOICENAIJA.ORG