

LESOTHO NATIONAL FEDERATION OF ORGANISATIONS OF THE DISABLED



**LNFOOD**

**Advocacy Strategy  
2011-2014**

---

**Compiled by Mapitso Mosito  
Edited by Rabasotho Moeletsi  
(July 9, 2011)**

**This is a three year advocacy and communication strategy for the Lesotho National Federation of Organisations of the Disabled. The Strategy sets out the aims and objectives of advocacy within the disability sector for the three years and establishes modalities through which such objectives will be achieved.**

# **Advocacy Strategy**

## **2011-2014**

---

### **Abbreviations**

<b>1. Introduction</b>	7
1.1 Background	8
1.2 The UN CRPD and the Human Rights conceptualisation of Disability	9
<b>2. The Problem</b>	11
<b>3. The Solution</b>	13
<b>4. Situation Analysis</b>	15
4.1 External Analysis	15
4.1.1 Advocacy in Lesotho	15
4.2 Power Analysis	16
4.3 Internal Analysis	18
<b>5. Aims and Objectives</b>	20
<b>6. Advocacy activities</b>	21
<b>7. Annexes</b>	24
i) Processes for achieving policy objectives	24
ii) Additional specific policy objectives	26
iii) Potential allies	28
iv) Key dates for events and media work	29
v) Media and Communication Strategy	30
vi) Monitoring & Evaluation Plan	35

## ABBREVIATIONS

---

AIDS

Acquired Immune Deficiency Syndrome

ATDs

Assisted Technological Devices

CBR

Community-Based Rehabilitation

CCJP

Catholics in Coalition for Justice and Peace

CHAL

Christian Health Association of Lesotho

CRPD

Convention on the Rights of Persons with Disabilities

DPE

Development for Peace Education

DPI

Disabled Peoples' International

DPOs

Disabled Peoples' Organisations

FIDA

Federation of Women Lawyers

GFATM

Global Fund to Fight AIDS, Tuberculosis and Malaria

GoL

Government of Lesotho

HIV

Human Immunodeficiency Virus

INGOs

International Non-Governmental Organisations

LCN

Lesotho Council of Non-Governmental Organisations

LNFOOD

Lesotho National Federation of Organisations of the Disabled

LPPA

Lesotho Planned Parenthood Association

LTTU

Lesotho Teachers Trade Union

MLE

Ministry Of Labour and Employment

MOET

Ministry Of Education and Training

MoHSW

Ministry of Health and Social Welfare

MPs

Members of Parliament

NAD

Norwegian Association of the Disabled

NGO

Non Governmental Organisation

NGOC

Non-Governmental Coalition on the Rights of a Child

NDRP

National Disability and Rehabilitation Policy

OSISA

Open Society Initiative of Southern Africa

PELLUM

Participatory Ecological Land Use Management

PS

Principal Secretary

PWDs

Persons with Disabilities

SAFOD

Southern Africa Federation of the Disabled

SMART

Specific, Measurable, Attainable, Realistic and Timely

TRC

Transformation Resource Centre

UN

United Nations

UNICEF

United Nations Children's Fund

UNFPA

United Nations Population Fund

WHO

World Health Organisation

---

## 1. INTRODUCTION

This document is prepared as a replacement of the Disability Rights Advocacy Strategy 2008-2011. It constitutes a framework for advocacy and communication to provide guidance, tools and techniques to implement LNFOD advocacy plan. It forms a second measure guiding document in the history of advocacy within the disability sector in Lesotho. This document is therefore, intended to improve on our advocacy based on the lessons learned in the application of the previous Disability Advocacy strategy and to take policy demands of persons with disabilities to the further step towards full realisation of their rights. The strategy will be implemented by LNFOD and her member DPOs as well as the Disability Rights Advocacy Coalition and other stakeholders.

An advocacy strategy which gains the agreement and support of Disabled People's Organisations (DPOs) and all other stakeholders in the sector is essential. In producing this advocacy strategy, LNFOD has facilitated two advocacy planning workshops with stakeholders in the disability sector. These workshops aimed to assess implementation and impact of the previous strategy and on this basis; prioritise disability advocacy issues, establish aims and objectives for an advocacy campaign, identify key targets and 'channels of influence' and begin brainstorming potential advocacy activities. This strategy has been produced from the findings of those workshops, and aims to outline the strategic vision for an advocacy campaign over the three-year period 2011-2014. It is a working document that will be updated through time. In terms of the planning process, it is complimented by detailed / SMART campaign plans to be developed on an annual basis.

## **1.1 Background**

Disabled People's Organisations (DPO) have existed in Lesotho since the 1980s, and have undertaken advocacy since their inception. In 1991, LNFOD was legally registered as the umbrella body for the DPOs in Lesotho, and the establishment of the Secretariat helped drive disability advocacy and ensure collaboration and coordination between the DPOs.

In 2005, the 'Community-Based Rehabilitation' (CBR) programme was introduced in Lesotho with the support from the Norwegian Association of the Disabled (NAD). The CBR strategy states that the role of DPOs is to advocate and sensitise on disability, and NAD is currently supporting LNFOD's Organisational Development programme. In 2006, Skillshare International together with a group of NGOs working on disability rights launched a new project which aimed to improve the socio-economic status and livelihoods of people with disabilities. As part of this project, five development workers had been recruited to share their skills with partner organisations, including an Advocacy Specialist placed with LNFOD. LNFOD was one of eleven partners (alongside LSMHP), and were mandated to lead the advocacy and sensitization elements of the project.

To fulfil this mandate, LNFOD led a process of the Advocacy Strategy development conducted during 2007. A result was the formulation of the complete Disability Rights Advocacy Strategy 2008-2011. This marked a milestone and a significant shift in coordination and implementation of the disability rights advocacy in Lesotho. This three-year strategy aimed at improving lives of persons with disabilities through government's ratification of the UN CRPD, adoption of the NDRP and passing of new legislation that clarifies rights of persons with disabilities. It was during this period that LNFOD built alliances and coalition to strengthen disability rights advocacy and, produced sensitisation material, embarked in campaigns and lobbied policy makers and members of Parliament. The impact of all these efforts had been government's accession to the UN CRPD, adoption of the NDRP and a positive change in attitudes of the general public and policy makers to persons with disabilities and disability issues.

We are now building up this second Strategy to continue and redouble our efforts in advocating for disability rights. With the support of NAD and Skillshare International, the disability rights



movement in Lesotho has attained more technical, human and financial resources than ever before. There is a major opportunity for LNFOD and her DPO members to make progress in a number of advocacy issues, but we must continue to work strategically and collaboratively if we are going to achieve our goals.

## **1.2 The UN CRPD and the Human Rights conceptualisation of Disability**

Traditional approaches to disability view people with disabilities as charity cases who should be treated with pity and benevolent caretaking, or see disability as a medical problem which needed ‘fixing’ or a ‘cure’. Although such approaches may be well-intentioned, they also disempower people with disabilities and deprive them of their dignity and self-worth.

LNFOD’s advocacy has greatly been influenced by the new conceptualisation of disability as a human rights issue as provided by the CRPD. It is based on the approach that sees disability as being a normal part of human diversity and PWDs as full members of society who have important contributions to make to their families and communities.<sup>1</sup> The CRPD marks a move towards a thematic convention on human rights and disability away from a medical model of disability. This stems from a transformation of the way disability is viewed and dealt within the public policy realm. The CRPD reflects a shift in attitudes in relation to persons with disabilities from a view that persons with disabilities have charitable, medical treatment and social protection needs, to an approach recognising the capacity of persons with disabilities to act autonomously and take an active part in society. Therefore, to improve the lives of PWDs in Lesotho we must continue to tackle the underlying causes of the disability, which is not the physical, mental or sensory impairments of an individual, but the barriers which keep PWDs excluded and marginalized from society.

The social thematic model identifies the systemic disadvantage and discrimination persons with disabilities face in accessing social, economic and political areas of society. Such an approach gives rise to the recognition of disability as an element of the human rights framework; clarifies

---

<sup>1</sup> Convention on the Rights of Persons with Disabilities, 2006, (Preamble)

the way in which human rights and obligations apply to persons with disabilities; establishes a framework applying those rights within domestic law and policy; outlines binding international norms for promoting social change and disability advocacy in areas of policy and development; and strengthens International Law. In taking a human rights approach to disability, the barriers imposed on people with disabilities by the social and physical environment are regarded as violations of their basic human rights. The social model and the human rights approach to disability continues to form the backbone of LNFOD's advocacy strategy.

---

## 2. THE PROBLEM

In Lesotho, people with disabilities are one of the poorest and most disadvantaged sections of society. They are often subjected to isolation, exclusion from society and extreme dependency on their families and the society at large.<sup>2</sup> This results from a number of attitudinal and environmental barriers imposed by society, which breach the fundamental human rights of persons with disabilities. Attitudinal barriers are imposed by non-disabled members of the society and are often demonstrated through their beliefs and sentiments on disability. Consequently, involvement of persons with disabilities in family life as well as in local community activities is considerably less than that of persons without disabilities. Persons with disabilities are called in mockery names and often viewed as objects of charity and passive recipients of rehabilitation services. Environmental barriers include those barriers imposed by physical infrastructure, policies practices and procedures adopted by different entities. As a result persons with disabilities cannot participate in issues that affect them as part of the society on an equal basis with other members of the society who are without disabilities. Inaccessible public and private buildings, transport and information and communication systems shut them out and restrict their movements and freedom of association. Direct and indirect discrimination against persons with disabilities prevent them from participating fully in all spheres of life. Research indicates that, the percentage of school attendants is lower amongst persons with disabilities compared to those without disabilities (71.6% those with disabilities and 95% those without disabilities).<sup>3</sup> In the same vain, the proportion of individuals with paid work and self employed amongst persons without disabilities is more than three times higher than that amongst persons with disabilities.<sup>4</sup> Finally, persons with disabilities are disadvantaged in terms of access to loans; land and property ownership; business ventures and employment avenues resulting in the majority of PWDs living in abject poverty with no access to resources and income.

Lesotho ratified the CRPD in December 2008, and Article 4 thereof calls upon state parties to develop and implement laws, programmes and policies to secure rights of persons with

---

<sup>2</sup> LNFOD Living Conditions Study Report, 2010.

<sup>3</sup> LNFOD (supra), 5

<sup>4</sup> LNFOD (Supra), 51.

disabilities and to abolish all such laws, policies, customs and practices that discriminate against persons with disabilities.<sup>5</sup> However, the government has not yet put down any measures to domesticate this instrument so as to enhance its implementation. It was only in April 2011 when the government adopted the NDRP as the framework to provide administrative guidance for designing implementing and evaluating disability-specific programmes and inclusive policy that would ensure meaningful inclusion of persons with disabilities in the mainstream development.

This advocacy strategy aims to tackle the major environmental and attitudinal barriers facing persons with disabilities. The government has the primary responsibility for protecting the human rights of its citizens, including those with disabilities. The lack of inclusive policies, NDRP implementation strategies and the CRPD domesticating legislation to protect the rights of persons with disabilities no doubt form the underlying cause of many of the barriers facing persons with disabilities.

---

<sup>5</sup> Convention on the Rights of Persons with Disabilities (Supra), Art. 4.

### 3. THE SOLUTION

Urgent and wide-spread changes are required within every ministry of government, but three broad policy changes would fundamentally change the government's approach to disability and act as a springboard for further reforms within specific ministries and other stakeholders<sup>6</sup>:

1. **The International Convention on the Rights of Persons with Disabilities:** The CRPD was adopted by the UN in December 2006 after a long process of negotiation. It addresses the full spectrum of issues related to disability and offers guidance to governments on how to protect the human rights of PWDs. The Government of Lesotho acceded to the CRPD in December 2<sup>nd</sup> 2008 and have yet to domesticate the Convention through passing of legislative measures specifically on disability rights. There are a number of national laws which contain references to disability, but they are not specific and are rarely adhered to. There is a need for disability specific legislation to be passed which will enshrine the rights of PWDs in law and strengthen the existing legal provisions for PWDs. This would imply a commitment from which LNFOD could hold the government to account. It would also oblige the government to bring about changes in its domestic policies and laws, and providing the Government also joins the Convention's Optional Protocol, open up opportunities for civil society to challenge the government on its policies on disability.
2. **The National Disability and Rehabilitation Policy:** The government of Lesotho has adopted the NDRP in April 2011 which prescribes a range of new policies in various ministries in order to improve the lives of persons with disabilities. <sup>7</sup> Over the coming year this document will be implemented, and DPOs should ensure that the government establishes implementation strategies and programmes as soon as possible.
3. **Implementation of the CRPD through inclusive policies and national development programmes:** The international Convention on the Rights of Persons with Disabilities to which Lesotho is a party obliges state parties to put measures with a view to

---

<sup>6</sup> Annex 1 outlines the process for achieving these top-line policy objectives.

<sup>7</sup> Ministry of Health and Social Welfare, Government of Lesotho, National Disability and Rehabilitation Policy, 2011.

progressively realise the economic, social and cultural rights of persons with disabilities<sup>8</sup> to the maximum of its available resources and if necessary, within the framework of international cooperation. It binds all state parties to establish inclusive measures to ensure that persons with disabilities participate actively in the development of their nations as equal members of their society. Similarly, the National Disability and Rehabilitation Policy unambiguously encourages mainstreaming of disability issues and persons with disabilities in various government ministries. The subsequent implementation of both instruments will undoubtedly enhance formulation, implementation and monitoring of inclusive national development programmes. The adoption of the NDRP constitutes a clear signal of the government's willingness to improve on the lives of persons with disabilities and DPOs will not let go this golden opportunity to force their way towards putting of disability on the national agenda.

LNFOOD will prioritize these demands over the course of the advocacy campaign, focussing on the domestication of the CRPD through enactment of disability specific law during year 1, implementation of the NDRP during year 2 and formulation of inclusive policies and inclusive national development programming during year 3.

Alongside our broad campaign asks there is also a need to advocate for detailed changes within specific Ministries, and to react to external opportunities. LNFOOD should not ignore these specific policy issues, and use opportunities and meetings with Ministers and officials in relevant Ministries to raise their concerns. Annex II outlines some of these specific policy objectives within each Ministry, although further policy analysis is required for further developments. Once changes in policies have been secured, LNFOOD and her partners will have to ensure the **implementation** of these policy commitments.

Attitudinal barriers facing PWDs which lead to discrimination and abuse will be overcome through sensitization activities. These will complement our advocacy strategy, but a separate communication strategy is hereto annexed detailing our plans.

---

<sup>8</sup> Convention on the Rights of Persons with Disabilities (Supra), Art. 3 (1).

## **4. SITUATION ANALYSIS**

### **4.1 External Analysis**

- Disability is not a political priority in Lesotho. Politicians and ministries continue to see disability as a "niche" issue, and one which is solely the responsibility of the Rehabilitation Unit at the MoHSW.
- The GoL's machinery moves very slowly; changes in policy can take a long time to achieve simply because of red tape, bureaucracy and numerous protocols to follow.
- Our major policy demands are unlikely to have significant opposition; the challenge will be to overcome the inertia within government and raise disability as a higher priority which requires increased budget allocations.
- The Convention on the Rights of Persons with Disabilities is raising awareness of disability in the international community, and can lead to significant opportunities in domestic advocacy.
- The adopted National Policy on Disability has played a major role in turning the attention of ministers and the entire Cabinet to disability and persons with disabilities, greatly influencing their support in putting disability high in the different ministry's agenda.
- The established CBR programme offers excellent opportunities for advocacy, particularly if a National Steering Committee can be established.
- The on-going political tension in the country poses a threat to effective advocacy on disability, and limits the level of parliamentary work we can undertake.
- DPOs should be wary of any activities which would create an image of being party political, and yet shouldn't "pull their punches" in critiquing the government's policies on disability.

#### **4.1.1 Advocacy in Lesotho**

- Following the advocacy campaign of 2008-2011, there is improved understanding on advocacy tools that have the most influence on the government. Alliances and coalitions, lobbying, campaigning, media and dissemination of sensitisation material as well as research and policy analysis had proven to be the most effective advocacy tools in influencing government's ratification of the CRPD, adoption of the NDRP and

attaining of some of the strategy specific policy objectives. LNFOD needs to carefully continue implementation of a combination of these tools and monitor its effectiveness during the process.

- The media has important role to play in influencing the government in Lesotho, and has the additional benefit of sensitizing the public. LNFOD should increase its press work, targeting the media outlets which have the most influence on the government.
- Despite the move away from donor-driven aid, international donors can also have an enormous impact on the government through informal lobbying.
- The hierarchical society in Lesotho means that influence through direct lobbying can be difficult to achieve. However, by building relationships with high-level officials, LNFOD can seek to influence through the "insider route" and potentially gain greater access to Ministers and PSs.
- Many PWDs, particularly those who are not members of DPOs, are not empowered to undertake campaigning. If mobilized, they could be an important force for change.
- Given that parliamentarians are something of an untapped resource for advocacy organisations and recent parliamentary reforms, specifically the establishment of thematic parliamentary committees, means MPs should be considered.

#### **4.2 Power Analysis - targets and channels of influence**

The Minister who holds the key to each of the policy objectives outlined above is the Minister of Health and Social Welfare. It is she who will make a memorandum to the Cabinet regarding both domestication of the International Convention and the implementation of the National Policy. The MoHSW will also be responsible for moving a memorandum to the Ministry of Law and Constitutional Affairs for drafting a new disability bill, and therefore will be the focal point of our advocacy.

##### Primary target

- Minister for Health and Social Welfare

##### Secondary targets and channels of influence



- PS of Social Welfare
- Officials at Social Welfare including Director Social Welfare and Rehabilitation Unit
- Legal Office at MoHSW
- Prime Minister
- Minister of Law and Constitutional Affairs
- Minister of Natural Resources
- Minister of Foreign Affairs
- PS MOET
- PS of MLE
- Law Reform Commission
- Other PSs and Ministers
- Churches/Council of Churches
- Media (particularly newspapers and independent radio stations)
- International partners ó WHO, NAD, UNICEF, UNFPA, OSISA.
- International federations of persons with disabilities ó SAFOD and DPI
- Service providers (particularly those dealing with health and social welfare)
- Professional bodies
- Local government
- MPs and Parliamentary contacts
- Other NGOs (particularly those dealing with health, plus LCN, TRC)
- Her majesty the Queen
- FIDA

### 4.3 Internal Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Extensive knowledge of disability issues</li> <li>• LNFOD and DPOs are representative of persons with disabilities in Lesotho</li> <li>• LNFOD recognized as umbrella organization ó nationally and internationally</li> <li>• LNFOD is able to source funding on behalf of its members</li> <li>• Networking with other civil society NGOs and CBR Programme</li> <li>• LNFOD is affiliated to LCN, SAFOD and DPI</li> <li>• We have a responsive ministry</li> <li>• Professionalism and skilled personnel (and graduates) within the disability sector</li> <li>• External support of UNICEF, Global Fund and NAD</li> <li>• Quality unity and communication within the disability sector</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Inadequate capacity ó lack of resources and skills, particularly around advocacy</li> <li>• Lack of knowledge of existing government policies</li> <li>• Poor communications (internal and external) and coordination</li> <li>• Poor management and administration of DPOs</li> <li>• Lack of collaborative planning</li> <li>• Lack of training</li> <li>• Poor coordination of activities</li> <li>• Too much gossiping</li> <li>• Poor monitoring and evaluation mechanisms</li> <li>• Conflict of interest between LNFOD and DPOs that is, LNFOD implements activities while it has to coordinate</li> <li>• Poor working relationships within LNFOD Secretariat and management</li> <li>• Lack of cooperation between LNFOD and DPOs</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• There is an 'open door' policy at MoHSW</li> <li>• Media's willingness to publicise disability issues</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Change of government officials especially of director/PS position</li> <li>• No continuity ó no implementation</li> <li>• Misinterpretation of disability messages</li> </ul>

- Support by development partners
- Huge availability of funding from development partners for advocacy projects relating to the CRPD
- Good chance of acquiring skills from outside
- International Convention to support our case
- The living conditions study report to provide evidence for our advocacy
- The report on situational assessment of HIV & AIDS of persons with disabilities will also provide evidence for our case
- Borrow ideas from other countries
- Community involvement in disability issues (e.g. DPOs at village level, CBR)

(issues)

- Political instability
- Lack of participatory planning by government
- Political situation ó lack of peace makes advocacy harder
- Lack of motivations and incentives
- Fear of loss of donor support
- Lack of public knowledge about disability issues

## 5. AIMS AND OBJECTIVES

**Aim:** To improve the lives of people with disabilities in Lesotho by:

### Primary Objectives:

1. The Government of Lesotho passes a legislative measure domesticating the international Convention on the Rights of Persons with Disabilities (*which will encourage.....*)
2. The Government of Lesotho implements the National Disability and Rehabilitation Policy (NDRP) (*which will lead to.....*)
3. The government of Lesotho implements the CRPD through inclusive policies and national development programmes.

### Secondary Objectives

- a) The Minister at the MoHSW (plus her senior officials) demonstrates willingness to domesticate the International Convention, implement the NDRP and formulate inclusive policies and national development programming, and uses her influence through all levels of government to champion this cause.
  - b) 80 parliamentarians show demonstrable support for the campaign, particularly for adopting a new disability bill (domesticating the CRPD) when it is put before parliament
  - c) 10,000 people are mobilized to demonstrate their support of the campaign and pressure the government to adopt our policy asks
  - d) Disability policy demands are published using appropriate language through media outlets on 25 occasions each year
  - e) 20 new organizations publicly supporting the campaign and its primary objectives
  - f) Sensitization materials create awareness of disability issues and advocacy messages to 10,000 people.
  - g) Six events are organised to promote the advocacy campaign and raise awareness of disability
-

## **6. ADVOCACY ACTIVITIES**

LNFOOD will continue to use the full range of advocacy tools in order to achieve its objectives. Its advocacy plans will be composed of activities under the NAD-funded Organisational Development Programme. Annual plans will be produced with SMART objectives, which will include the following areas of activity.

### **Planning and internal communication**

As the federation of disabled people's organisation, LNFOOD must ensure effective communication and coordination with its members and other stakeholders within the sector, including the Rehabilitation Unit at the Ministry of Health and Social Welfare. Annual plans will be circulated to all stakeholders and the Advocacy Task Team will be a key communication forum between DPOs. Given the Secretariat's limited capacity, it must also build bridges and use the expertise and resources of partners as much as possible.

### **Research and policy analysis**

Having strong evidence to support LNFOOD's advocacy campaign is essential. LNFOOD must build up a body of evidence including strong facts, and keep up-to-date with developments on the national and international scenes.

### **Lobbying**

Using arguments and facts from our policy work and research, LNFOOD will lobby the Minister of MOHSW and secondary targets through face-to-face meetings, letters and informal channels. Wherever possible, lobbying will be undertaken alongside partners in the campaign such as St. Paul, LTTU, and St. Angela.

### **Alliance-building**

LNFOOD will maintain and strengthen a broad Disability Rights Advocacy Coalition of support for its advocacy campaign in order to achieve its objectives. As the federation of the disabled, it is in a good position to build alliances with a range of organisations and institutions, including NGOs in the human rights, health and women's sectors, service providers and community-based organisations (see Annex III for full list of partners and potential partners). A newsletter will be

produced to update partners on the progress of the campaign. Further, LNFOD shall also improve communication with other stakeholders such as PELLUM, Monna-ka-Khomo, Blue-Cross and other Coalition members to ensure mainstreaming of disability in their strategic objectives and targets.

### **Activism/Social Mobilization**

LNFOD will mobilise over 10,000 people to demonstrate their support for the advocacy campaign. PWDs in particular will be encouraged to take actions such as attending demonstrations or writing to the government. Awareness raising activities will also be strengthened through support of LPPA and CCJP in 2011. There will be financial contribution to strengthen our campaigning from LCN.

### **Media**

The media will be a key channel for raising awareness of the campaign, recruiting supporters, and influencing decision-makers. LNFOD will monitor the media to assess current attitudes and to look for reactive opportunities. It will respond to requests for information from journalists as a priority, and will develop undertake proactive media work based on a communications plan. This will be developed alongside a media and communication strategy. (See Annex 4)

### **Materials and publications**

Materials will be produced in order to raise awareness of the advocacy messages and to enable activist to take action in support of the campaign. Policy reports will also be produced periodically to influence policy-makers, and a campaign manifesto will be published as the backbone to the advocacy campaign. Information so produced will further be used strategically to engage new partners. LNFOD will also embark in contributing the campaigns policy messages to listservs, websites and e-discussion forums. Other forms of material in particular, the material intended to build capacity of persons with disabilities in other areas such as HIV & AIDS, gender equality and human rights will be developed by LPPA, Ifo-Lapeng and Pave Lesotho from 2012. Both organisations will additionally facilitate discussions around those issues in the local community level and also support the LNFOD local level advocacy.

## **Events**

LNFOOD will organise major events in order to influence decision-makers and mobilise our supporters. The International Day for Persons with Disabilities will be the climax event for each year. Coalition members including LCN shall contribute technically and financially to making these events reality.

## **Monitoring and Evaluation**

A systematic monitoring and evaluation procedure will be designed to continuously record progress towards legislative and policy change targeted by the strategy. This will enhance necessary refining of advocacy planning. Evaluation processes will be designed to periodically assess progress against process, outcome-based and impact-based indicators identified in the strategy's objectives.

## 7. ANNEXES

### Annex 1: Process for achieving policy objectives

- The process for the GoL to incorporate the **International Convention** is long and complex. The first stage is for the legal adviser at the MoHSW to receive instruction from the Principal Secretary of Social Welfare to read and approve the provisions of the text to be incorporated into the national law, potentially alongside the Law Reform Commission. The legal adviser will then develop a memorandum for the Cabinet's approval on drafting of the bill to Parliament for domestication of the provisions of the CRPD. Then the issue will be referred to the PS at the Social Welfare, who will engage in a discussion with the minister of Social Welfare for presentation at Cabinet. Upon receipt of Cabinet's approval subsequent to the discussions amongst ministers, the legal adviser at Social Welfare initiates the drafting process through consultations with civil society and government line ministries. The draft will be sent to the Attorney General whom if approves, returns it to the Minister of Health and Social Welfare to present it before Parliament. Then, the Bill will be undergo several reading and debates according to Parliament routines in the National Assembly; passed to the Senate for the similar procedures, and lastly, sent to the King for the Royal Ascent.
- The process for implementation of the **National Disability and Rehabilitation Policy** is somewhat simpler. The Rehabilitation Unit of the Ministry of Health and Social Welfare should commence the process by designing the policy implementation guidelines in consultation with line ministries and DPOs. The guidelines should be based on the UN document on implementing the CRPD and the Community-based Rehabilitation (CBR) Programme guidelines. The next step will be incorporation into the sectoral planning and budgeting by different line ministries. The monitoring and evaluation process will also be designed to ensure that implementation of the Policy actually meets persons with disabilities and brings the desired change in their lives.



- The process for formulation and implementation of inclusive policies and development programmes is simple once the above two processes are put in place. Article 4 of the CRPD on state obligations provides for the formulation and implementation of policies and programmes that encourage disability mainstreaming. It is rightly conclusive that domestication of the International Convention will no doubt enhance inclusion of persons with disabilities in the mainstream development policies and programmes. The Principal Secretaries for each ministry would ensure incorporation of disability aspect according to the CRPD and the NDRP in the sectors long-term and short-term planning and budgeting. Like any other development related issue, disability issues will be monitored and evaluated as an essential component of any sector.

## **Annex II: Specific Policy Objectives**

### **Education**

- All teaching material should be produced in Braille
- Recruitment and training of more Special Education personnel
- Establishment of activity centres in the communities and resource centres at schools.
- Accreditation of the training offered at the vocational rehabilitation centres
- Learners with Special Educational Needs in Lesotho Primary Sports Association and Lesotho secondary Association.
- *Ensure teacher training college at all levels of degree encompasses training on dealing with CWDs to all teachers*
- *Ensure specialist teachers are stationed in 50% of government-run schools across the country, covering every region of Lesotho.*
- *Special centres/schools for deaf, blind and mentally disabled children are established and adjoined to ordinary schools in each region of Lesotho, for those children who cannot be included into mainstream education.*

### **Employment**

- Amendment of Employment Act to have a quota system for the retaining of PWDs in employment.
- To advocate for the establishment of sheltered employment and protective workshops
- *Raise awareness of the employment potential of PWDs to employers*
- *Enact new legislation to oblige employers to recruit PWDs (Equal Opportunities Act).*
- *Ensure the allocation of social grants and loans to facilitate income generation activities and small business development for eligible PWDs.*

### **Health and Social Welfare**

- Recruitment and training of more Rehabilitation officers
- Advocate for production of HIV/AIDS material in print, Braille, audio and visual

- Advocate for development of programme for intellectually impaired persons on HIV/AIDS issues
- Lobby HIV/AIDS Directorate and Commission to educate for inclusion of PWDs in National AIDS day celebration, HIV/AIDS training activities, HIV/AIDS support groups
- *Assisted Technological Devices (ATDs) are provided to all PWDs in Lesotho through government subsidies and grants.*
- *The government makes resources available to ensure all PWDs who cannot work can access a 'disability grant'*
- *The government monitoring system includes persons with disabilities and disability issues.*

### **Sport and Recreation**

- To lobby for establishment of recreational centre that is user friendly for PWDs

### **All Government**

- Lobby for inclusion of disability awareness training in induction programme for staff in government and NGOs
- Advocate for availability of information services in print, audio, visual and Braille
- Advocate for installation of appropriate technology to provide access for PWDs
- Advocate for disability social security and conducting of a study on disability for data production
- Conduct an advocacy campaign on officiating Braille and Sign language

### **Annex III: Potential organizations/individuals for alliance-building**

- Queen (Patron of LNFOD)
- PS of Education and Training (highly supportive)
- PS of Labour and Employment (highly supportive)
- PS of Justice, Human Rights and Correctional Services (supportive)
- PS of Social Welfare (potentially supportive)
- Minister for Finance (potentially supportive)
- INGOs such as the WHO, NAD, UNICEF, Irish AID, GFATM, Action AID, CBM.
- University of Lesotho
- Children's organizations ó e.g. NGOC, Save the Children, Touch Roots Africa
- National Press Association
- International Organisations ó Peace Corps (some of their volunteers in disability issues)
- Embassies
- Women's organizations
- HIV & AIDS organizations
- DPI, SAFOD, African Decade, Mobility International, Lenard Cheshire.
- Exploit existing country links with Lesotho (disability organisations in Wales, Durham, e.g. MENCAP Wales)
- LCN
- CHAL
- TRC
- DPE
- **PELLUM Lesotho**
- **LPPA**

#### **Annex IV: Important dates for media work and events**

- September: UN General Assembly meets
- September: Morija Cultural Festival
- Last week of September: International week of the Deaf
- 10<sup>th</sup> October: World Mental Health Day
- 15<sup>th</sup> October: White Cane Day
- 1<sup>st</sup> December: World AIDS day
- 3<sup>rd</sup> December: International Day for persons with disabilities
- 10<sup>th</sup> December International Day of Human Rights
- 13<sup>th</sup> December: Anniversary of the adoption of the International Convention
- 4<sup>th</sup> January: International Braille Day
- 8<sup>th</sup> March: International Women's Day
- 10<sup>th</sup> March: Human Rights Day
- 30<sup>th</sup> March: Anniversary of the opening of the International Convention
- 7<sup>th</sup> April: World Health Day
- 3<sup>rd</sup> May: anniversary of entering into force of the International Convention
- 17<sup>th</sup> July: King's Birthday

## **Annex V: LNFOD Media and Communication Strategy**

### **1. INTRODUCTION.**

This document is developed pursuant to LNFOD Disability Rights Advocacy Strategy which demands a conducive and coordinated media and communication activity. The strategy is to be implemented in harmony with the main Disability Rights and Advocacy Strategy. For LNFOD's communicators, it is time to mount a media and communication campaign to intensify disability advocacy activities to secure wider support within the country and outside. An effective media and communication strategy will therefore result in sustaining the positive momentum and national concern for improvement of living conditions of persons with disabilities and also encourage realisation of equalisation of opportunities for all Basotho with disabilities.

This strategy actively campaigns for fighting down the attitudinal and environmental barriers facing persons with disabilities, enabling them to live their lives as full and active members of the communities. Capacity building for persons with disabilities to air out their views will be at the heart of this strategy. It will be used by all those tasked with disability rights advocacy including DPOs, members of the Disability Rights Advocacy Coalition, LNFOD Secretariat and other local and national stakeholders to achieve the policy objectives under Section 5 of the Main document. It therefore has a specific focus on communication structures and activities such as events, publications and forums with the aim of creating, sustaining and increasing awareness on disability at all levels.

The Media and Communication Strategy that seeks to promote synergies and complementarities within the disability sector in Lesotho and between LNFOD and all partner organisations that are not directly working with disability issues is essential. It will be used to improve effectiveness of communication on disability issues within the disability sector. Through this document, LNFOD intends to establish a framework for an enhanced coordination within the sector and outside where disability issues are communicated.

### **2. OBJECTIVES**

**2.1. Primary objectives:** The primary objectives of this Media and Communication Strategy are derived from the LNFOD main Disability Rights Advocacy Strategy since this Strategy is merely an effort to enhance the Programme and materialise its aim.

**2.2. Specific objectives:**

- To create and increase awareness on disability concept
- To highlight capacity of persons with disabilities to fight down stigma and stereotypes.
- To mobilise the target audiences and members of communities for action

### **3. IMPLEMENTATION PARTNERS AND TARGET AUDIENCE**

The strategy will be implemented by DPO, Disability Rights Advocacy Coalition and LNFOD secretariat. The implementers will continue to use the target analysis under section 4 of the main Strategy. However, focus will be heavily placed on the use of media as a crucial partner to build mass public support for LNFOD and disability issues. The Strategy therefore emphasises the significance of the developing proactive relationships with journalists by giving them information. The investment made in building the relationships with editors and journalists could lead to publication of articles that will inform a wider general public including the Minister of Health and Social Welfare whom LNFOD hopes to influence. Media houses working locally and nationally should be invited to LNFOD communication workshops on an on-going basis and be used not only as channels of influence but also as opinion holders demonstrating positive image of persons with disabilities.

### **4. ACTIVITIES**

#### **Disability caucus:**

The Advocacy Task Team composing of representatives from DPOs and LNFOD must set up a robust communication initiative by becoming a forum that communicates disability issues sufficiently both within and outside the sector. In this way, disability issues will be regularly

pegged to key national events. This will also enhance effective sharing and exchange of information within the sector.

### **Dissemination of the campaign messages**

This is an activity that the Advocacy Task Team should take a lead of by determining appropriate communication messages as well as the campaign brand. Participation in key national events on MDGs, national development planning and vision 2020 will be most effective to highlight our issues at that national level. Innovative marketing techniques should be adopted to deliver messages to vast and diverse audience through use of resources from business partnership. Maloti Mountain Breweries Lorries should carry our Campaign messages as well as the Vodacom Lesotho and Econet should incorporate such messages on their scratch cards. These are merely examples and implementers can come up with many more business groups. The strategy will use a diverse packaging of messages for delivery including arts and culture (plays, drama, comedy, local festivals, movies including home videos); sports and music (games, tournaments, concerts, entertainment events, matches); meetings (seminars, conferences, workshops, briefings, community meetings, forums, panel discussions, outreaches and evaluation meetings); open campaigns (road shows and rallies); writing (essays, competitions, academic dissertations and thesis).

### **Disability brain gain conferences**

Persons with disabilities who are professionals and experts but who are for some reason not members of any DPO would have to be targeted through the use of print, electronic and internet media. The conferences will be used to bring all of them together and facilitate their input in achieving the Programme aim on improving lives of persons with disabilities through inclusive and disability specific policy and law. This will also enhance a register of expertise within the disability sector and maintain a formidable network between LNFOD and experts with disabilities. This activity will not only dramatically raise awareness about disability, but it will showcase potential of persons with disabilities on a national scale.

### **Promotion of writing on disability**



The LNFOD communicators through this strategy will encourage scholarly essays, dissertations and doctoral thesis on disability. Also organise seminars in schools, colleges, universities and research centres in Lesotho to promote deliberations on disability issues.

### **Information to key media outlets**

Implement regular press briefings, question and answer sessions, video news releases, press statements and reaction to media and people's questions. Organise special media sessions where members of the Advocacy Task Team may take questions.

### **Using local festivals**

Specifically, national festivals will be used to disseminate the campaign messages to all the audiences. Communication of the campaign's messages to local musicians, artists, actors, comedians and community leaders will enhance rapid delivery of such to the target audience and effectively influence members of the public to positively perceive disability.

### **Formation and maintenance of LNFOD website**

This will strategically put LNFOD at the public-eye and enhance the campaign's publicity as internet plays a major role of communication and information sharing in today's world. Through this, the strategy will emphasise preparation of fact sheets, frequently asked questions with answers on disability and dissemination of LNFOD strategy document and newsletters.

### **Disability business road shows**

In association with the business groups, road shows will be conducted in order to generate interest and positive attitude around disability and LNFOD.

### **Disability national day**

A day will be set aside by LNFOD and partners to focus on disability. This should be a media event and marked throughout the country. This will increase awareness on disability and LNFOD at the national level at least once a year and participation of policy makers should be ensured.

## **5. CONDITIONS FOR THE SUCCESS OF THE STRATEGY.**

For this Campaign to succeed there is need for effective coordination, efficient use of advocacy and communication material and resources and fidelity in the messages delivered about disability at all levels. The implementation structure applicable is the one responsible for the main Advocacy Strategy to which this Strategy is annexed. In the same vain, implementation of the strategy is to be commenced along-side the implementation of the main strategy.

## Annex VI: Monitoring & Evaluation questionnaire

<b>LNFOOD Organisational Development Programme</b>				
<b>Monitoring and Evaluation Plan</b> <b>LNFOOD</b>				
Project/Programme Objective for end of 2014: <b>I. Policies and legislation protect the rights of male and female PWDs</b>				
Indicator:				
<b>Examples of national policy and legislation that protect and promote the rights of disabled people.</b>				
<i>[To be filled in by Programmes Officer]</i>				
Supporting questions for additional/supplementary information:				
	Advocacy and Lobbying / Media	Jan - March	April - June	July - Aug
1	<i>Have any policies or laws/legislation been adopted since last monitoring/reporting period?</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>
2	<i>Have any new processes in terms of policy change been initiated?</i>			
3	<i>When reviewing the white paper / policy document / law etc., will this constitute a real change for the target group? How? Why/why not?</i>			
4	<i>Have important meetings / visits / trips been held that may be seen as a result in itself? Who were involved?</i>			

5	<i>Has LNFOD/disability issues been presented in the media? How?</i>			
<b>Alliance Building</b>		<b>Jan - March</b>	<b>April - June</b>	<b>July - Aug</b>
6	<i>Are there examples of joint advocacy programs planned and implemented by LNFOD in close collaboration with other CSOs?</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>
7	<i>Are there examples where LNFOD have been consulted by development NGOs and/or (local) authorities in the design and implementation of programmes / projects / policies, etc. impacting disabled people?</i>			
8	<i>Are there organisations without focus on disability that have included a disability agenda in their advocacy work?</i>			
9	<i>Have LNFOD established regular working relationships with strategic partners / individuals / organisations / Government entities? If so, who?</i>			
<b>Activism / Social Mobilisation</b>		<b>Jan - March</b>	<b>April - June</b>	<b>July - Aug</b>
10	<i>Did you achieve the goals/targets you set related to the celebration of the International Day of persons with Disabilities? What characterises a successful IDD for you, would you rate the event a success? Why, why not? Who / how many participated? How was the media coverage?</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>
11	<i>What channels / tool have you used for social mobilisation and how successful would you say it has been? How many followers / signatories / sms / letters / signed campaign postcards, etc?</i>			
12	<i>To what extent have you succeeded in sharing success stories of disabled people, though calendars or other means?</i>			

Project/Programme Objective for end of 2014:

**II. DPO's are strengthened and effectively voice concerns of disabled people**

Indicator:

**Examples of DPOs actively representing disability issues in decision making processes**

*[To be filled in by Programmes Officer]*

Supporting questions for additional/supplementary information:

		Jan - March	April - June	July - Aug
13	<i>Number of disabled people/DPO representatives included in decision-making structures (village, district...)</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>
14	<i>Examples of collaboration between DPOs and other civil society organizations</i>			
15	<i>Examples of communication / meetings, etc. between DPOs and decision-makers</i>			
16	<i>Are there any new DPO branches since last reporting / monitoring + What is the total number of DPO branches? How active are they?</i>			
17	<i>Are there any new DPO members (men / women) since last reporting / monitoring + What is the total number of members? How active are they?</i>			
18	<i>Examples of DPOs/DPO members using different advocacy techniques for disabled people's rights</i>			

19	<i>Examples of disability issues included in local Government committees thanks to DPOs advocacy/lobbying efforts</i>			
20	<i>Examples of disabled people accessing public services not previously accessed</i>			
21	<b>Write down one success story or one example of good practice from this reporting period</b>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>	<i>[To be filled in by Programs Officer]</i>