

# Influencing knowhow

## Public affairs

It is a well recorded fact that people with disabilities make up the world's largest minority group. Currently around 15% of the world's population, or roughly 1 billion, live with a disability (World Report on Disability, 2011). Comparative studies show that out of 195 countries, 119 have anti-discrimination and other disability-specific laws in place compared with 45 in 2006 when the CRPD was passed. (UN DESA)

While this increase is a dramatic step in the right direction on the legislative rights of people with disabilities, the greater impact has been on the critical role political and civil stakeholders have in ensuring that legislative measures required by the CRPD are adopted. Even more crucial is the effectiveness of an organisation's public affairs team in building strong relationships with all the stakeholders involved, turning key messages into political action. This is a particularly important aspect as influencing policy and effective campaigns go hand in hand when it comes to disability rights inclusion.

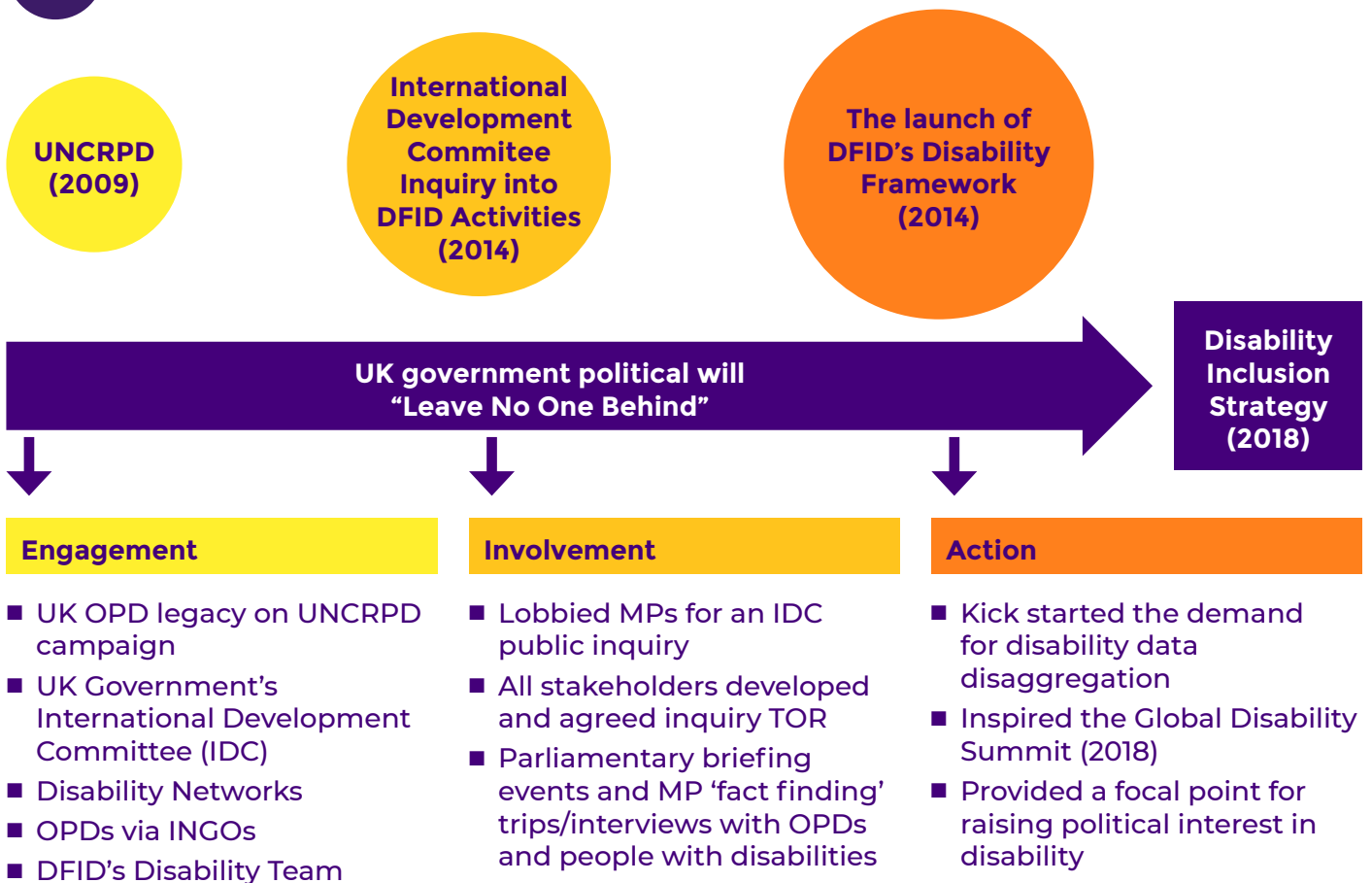
### Quick facts

In the UK women with disabilities were more than twice as likely to have experienced domestic abuse (17.3%) than women without disabilities (7.0%) (ONS, 2019)

13.3% of people with disabilities report regularly feeling isolated, almost four times that of people without disabilities (3.4%), with the greatest disparity aged 16 to 24 years (ONS, 2019)









## Where it worked: Disability inclusion in UK aid policy



# Public affairs process: OPD entry points

Ideally OPD partners and people with disabilities would already be engaged in any change making campaign by the time the political landscape is assessed for allies.

Public affairs engagement process		OPD entry points
	<b>Assess the landscape and context</b>	<ul style="list-style-type: none"> <li>■ Once a policy 'ask' or the mission of the campaign has been decided, scan the horizon to expand OPD engagement opportunities in parliamentary activities:               <ul style="list-style-type: none"> <li>- Devise a stakeholder list</li> <li>- Develop schedule of parliamentary questions</li> <li>- Identify any relevant All Party Parliamentary Group events</li> <li>- Identify any external media hooks and any debates that the policy could be linked to</li> </ul> </li> </ul>
	<b>Collaborate</b>	<ul style="list-style-type: none"> <li>■ Scan of stakeholders – what do you want to push on together? This is similar to horizon scanning but more about identifying who is doing the same thing.</li> <li>■ Set up a stakeholder group with a variety of interested stakeholders including OPD partners working on this policy area.</li> </ul>
	<b>Agree approach</b>	<ul style="list-style-type: none"> <li>■ Agree campaigning tactics and a process for developing accessible public affairs activities.</li> <li>■ Agree common ground with OPDs.</li> <li>■ Agree with all stakeholders participating on specific coalition activities eg create an open letter.</li> </ul>
	<b>Collecting content, evidence, narrative</b>	<ul style="list-style-type: none"> <li>■ Embark on informal intelligence gathering – finding evidence to support policy messaging, sharing information between stakeholders.</li> <li>■ Monitor the political environment, including what OPDs are saying and seeing – does it still support messaging?</li> <li>■ Monitor OPD and stakeholder activity.</li> <li>■ Identify compelling qualitative evidence 'stories' to support messaging.</li> </ul>
	<b>Delivery</b>	<ul style="list-style-type: none"> <li>■ Create MP briefings, blogs and co-hosted parliamentary events with OPDs and people with disabilities.</li> <li>■ Authenticate the messaging by agreeing OPD spokespeople who can convey the messaging.</li> </ul>
	<b>Review and evaluate</b>	<ul style="list-style-type: none"> <li>■ Develop lessons learned internally and externally by way of follow up with OPDs, to inform future campaigns and relationships.</li> </ul>