



AFRICAN UNION OF THE BLIND

Alliances for Rights – Africa towards Disability Inclusion (ARADI) Project July-December 2017

Campaign Strategy

I. Introduction

In mid-2017, the African Union of the Blind (AFUB) and the African Disability Alliance (ADA) entered into a partnership to implement a project known as Alliances for Rights – Africa towards Disability Inclusion (ARADI). The three-year ARADI project is aimed at enabling civil society organisations and Pan-African disability federations to participate and contribute to key African Union decisions, policies and laws related to human rights and persons with disabilities.

On 25 February 2016, during its 19th Extraordinary Session, the African Commission on Human and Peoples' Rights (ACHPR) adopted a draft protocol on the rights of persons with disabilities, intended to complement the African Charter on Human and Peoples' Rights and address continued exclusion, harmful practices, and discrimination affecting those with disabilities, especially women, children, and the elderly.

The protocol guarantees equal protection of economic, social, cultural, civil, and political rights to individuals with “physical, mental, intellectual, developmental or sensory impairments” and will require States parties to implement affirmative actions to advance their equality.

The draft protocol is undergoing the treaty-making process of the African Union, through which it will become a binding legal instrument and shall, hopefully, be open to ratification by Member States in early 2018.

Through the ARADI project, ADA seeks to enable CSOs and the Pan-African disability federations to promote the importance of disability rights using the African disability Protocol and the proposed Model Disability Law (MDL).

The first phase of the partnership between ADA and AFUB covers a six-month period between July-December 2017 and aims at commencing initial advocacy activities in Kenya

towards the adoption of the ADP and the MDL. This advocacy strategy therefore covers the said six-month period.

2. Aim of the ARADI Campaign Advocacy Strategy

The aim of this strategy is to define the activities and implementation methods that AFUB proposes to employ over the six-month duration to realize the goals of the Campaign.

3. Goals of the Campaign

Over the next six months, the AFUB ARADI Campaign in Kenya seeks to achieve the following goals:

- a) Create awareness within the country and share information on the ADL and the proposed MDL
- b) Seek the commitment of the Kenya government to commit to adopt the ADP when it is opened for ratification at the Heads of State/Governments meeting
- c) Seek the commitment of 10 embassies of African countries based in Kenya to encourage their governments to adopt the ADL when it is open for ratification

4. Expected Results

By the end of December 2017, the ARADI Campaign in Kenya hopes to achieve the following results:

- a) Increased national awareness on the ADP and the MDL
- b) Commitment Kenya government to ratify the ADP on the day it is opened for signature
- c) Commitment by ten African governments, through their embassies in Kenya, to ratify the ADP on the day it is opened for signature

5. Proposed Activities

The following activities are proposed as part of the ARADI Advocacy Campaign over the period July-December 2017.

Objective 1. Create awareness within the country and share information on the ADL and the proposed MDL

- Conduct a two-day induction workshop for 9 staff of the AFUB Secretariat
- Conduct a one-day ARADI Project induction workshop for 6 national disabled peoples' organisation
- Conduct a one-day launch of the ARADI Project in Kenya targeting 25 participants

- Design an ARADI webpage on the AFUB website with monthly updates on the ARADI Campaign
- Develop and circulate 500 copies of advocacy and information materials in various accessible formats
- Procure coverage of the ARADI Campaign in five national print and electronic media
- Compile and submit to ADA four articles on the ARADI Campaign for publication in their website and news bulletin

Objective 2. *Seek the commitment of the Kenya government to ratify the ADP when it is opened for ratification at the AU Heads of State/Governments meeting*

- Prepare advocacy briefs for the Kenya government expressing AFUB's call for Kenya's ratification of the ADP
- Seek appointments and hold meetings with the relevant Ministries, including the Ministry of Foreign Affairs and the Ministry of Justice to seek Kenya's commitment to ratify the ADP
- Hold meetings with Kenyan Members of Parliament with disabilities to secure their support in lobbying for government's commitment
- Work with African Union office in Nairobi to seek their support in lobbying with the Kenya government to ratify the ADP

Objective 3. *Seek the commitment of 10 embassies of African countries based in Kenya to encourage their governments to adopt the ADL when it is open for ratification*

- Select twenty embassies of African states based in Kenya take part in the ARADI Campaign
- Develop appropriate advocacy messages for embassies relating to the ARADI Campaign
- Design certificates of commitment to be issued to embassies that commit to supporting the ratification of the ADP
- Seek appointment and hold meetings with embassies to seek their commitment in getting their governments to ratify the ADP on the date of opening for ratification
- Award certificates of commitment to embassies that confirm their government's commitment to ratify the ADP on the date of opening for ratification

6. Implementation Strategy

In order to carry out the proposed activities and realize the intended objectives over the short period of this phase of the project, AFUB proposes to employ an implementation strategy that consists of three implementation groups, namely;

- The AFUB ARADI Project Management Team
- The Kenya ARADI Campaign Advisory Team
- The Kenya ARADI Campaign Media Team

a. *The AFUB ARADI Project Management Team*

This shall be the AFUB internal team responsible for the coordination and administration of the ARADI Project. The team shall consist of five members; namely, the Project Coordinator as Chair of the team, with the Executive Director, the Finance and Administration Officer and the Fundraising and Publicity Officer as members and the Honorary Treasurer as representative of the Board and technical advisor.

The team shall hold regular meetings and shall be responsible for ensuring that project activities are coordinated and carried out in accordance with the ARADI Project contract and on the advice and recommendation of the other two teams. The Management Committee shall also prepare documentation required for the various activities of the Campaign for use within the work of the other teams and in the implementation of the activities of the Campaign.

b. *The Kenya ARADI Campaign Advisory Team*

This team shall be established by the Management Team and shall consist of five national disabled people's organisations in Kenya, the umbrella federation of disabled people as well as two strategic agencies working with persons with disabilities. The team shall be chaired by the Program Coordinator, shall meet monthly but shall also conduct a lot of its business online.

The team shall provide a link between AFUB and the ARADI Campaign on the one hand and the national disability movement in Kenya on the other. The team shall be the principal advisory and technical assistance pillar of this strategy and shall provide guidance on the implementation of the activities of the Campaign. In addition the team members shall bring their organizational political support to the Campaign as well as their own individual expertise and networks in facilitating the specific activities of the Campaign.

c. *The Kenya ARADI Campaign Media Team*

The Campaign Media Team shall be established by the **Campaign Advisory Team** to provide medial linkage and leverage for the Campaign. The team shall consist of journalists from five national media houses who shall meet at least three times under the coordination of the Project Coordinator. The team shall also do its work online

The role of the team shall be to seek opportunities within the print and electronic media for coverage of the ARADI Campaign and popularization of the ADP and the MDL. These opportunities shall include radio and television shows, coverage and reporting of activities of the Campaign as well as preparation and publication of features on the Campaign.

7. Risks and Assumptions

The Kenyan General Elections conducted in August and the subsequent ruling for a repeat of the Presidential elections on 26th October 2017 is the single major risk to the realization of the project objectives within the half-year period ending on 31st December 2017. The appointment of new government Ministers is not expected until the month of November and their assumption of office and settlement may stretch even further towards the end of the year. This will potentially affect the realization of the second objective of this strategy.

Until the repeat presidential elections are held and concluded, the Kenyan media is focusing almost exclusively on political issues. This may likely affect the level of success in procuring meaningful media coverage for the project. However, it is hoped that with a strong Campaign Media Team, some measure of meaningful coverage may be realized. Additional media activities will also be planned for the month of December once the political fever has reduced.

The delay in the contractual and financial processes of the project led to a delay in commencement of project activities. This, coupled especially with the challenges posed by the political climate in the country, becomes a significant risk to the successful realizations of the objectives of the project. AFUB intends to accelerate the activities and believes that the proposed implementation strategy will significantly contribute towards mitigating this risk.