

**092306T4SWC**

**SOCIAL WORK AND COMMUNITY DEVELOPMENT LEVEL 6**

**COD/OS/SW/CR/05/6/A**

**Carry Out Advocacy and Lobbying Activities**

**July/August 2025**



**AMREF INTERNATIONAL TRAINING CENTER**

**CANDIDATE WRITTEN ASSESSMENT**

**Time: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

**This paper consists of THREE (3) printed pages**

**Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing**

**SECTION A: 40 MARKS**

**Attempt ALL question in this section**

1. Mary, a social worker, is leading an advocacy campaign to push for better youth empowerment programs in Malewa Community. Identify FOUR skills that a social worker should possess while carrying out advocacy and lobbying activities. (4 Marks)
2. During a community forum in Baraka, participants discussed how advocacy can be used to address common challenges affecting their well-being. Identify FOUR key areas where advocacy is applied. (4 Marks)
3. While coordinating a lobbying initiative in Kajiado, David was asked to submit proper records of the activities conducted. List FOUR documentation tools used during advocacy and lobbying activities. (4 Marks)
4. In Kitale, a team of youth advocates noticed varying levels of success in their campaigns across different villages. Identify FOUR factors that influence the success of advocacy efforts. (4 Marks)
5. A training session in Majengo introduced local leaders to the foundational values that guide effective advocacy work. State FOUR key principles of advocacy and lobbying. (4 Marks)
6. In Mombasa County, several community organizations have come together to lobby for improved waste management services. Suggest FOUR reasons why partnerships are formed in advocacy campaigns. (4 Marks)
7. Define the following terms;
  - a) Direct lobbying (2 Marks)
  - b) Grassroots lobbying (2 Marks)
8. Before launching a campaign on girls' education in Narok, the advocacy team spent time studying the local community dynamics. Outline FOUR reasons why identifying the target group is important before launching an advocacy campaign. (4 Marks)
9. After completing a campaign on food security in Tana River, the team met to assess the effectiveness of their efforts. State FOUR benefits of evaluating advocacy and lobbying activities. (4 Marks)

10. In Turkana, advocacy groups are working to promote inclusion in access to basic services. Mention FOUR roles that advocacy plays in promoting equity in the community. (4 Marks)

**SECTION A: 60 MARKS**

**Question 11 is compulsory. Attempt any other TWO questions in this section**

11. *Read the case study below and answer the questions that follow;*

In Kijani Community, rising school dropouts and illiteracy prompted social worker Matayo to lead an education-focused initiative. With support from researchers, he identified the root causes and launched a media-driven awareness campaign. The collective efforts led to meaningful progress in promoting education and improving children's futures.

- a) Based on the case study above, analyze FIVE key roles that research plays in advocacy. (10 Marks)
- b) Describe FIVE functions of media during advocacy in Kijani community. (10 Marks)
12. In Machakos County, a local advocacy team regularly organizes community meetings to engage residents in discussions about land rights and access to water.
- a) Highlight FIVE benefits of holding meeting in the community during advocacy and lobbying activities. (10 Marks)
- b) Explain FIVE principles that contribute to successful advocacy and lobbying partnerships. (10 Marks)
13. In Nyamira County, Ruth is planning an advocacy campaign to push for better maternal health services and wants to follow a structured process to guide the campaign.
- a) Describe FIVE steps of the advocacy process. (10 Marks)
- b) Discuss FIVE components of an advocacy plan. (10 Marks)
14. A group of youth leaders in Laikipia is exploring different ways to influence decision-makers on the issue of unemployment among young people.
- a) Explain FIVE lobbying approaches used in advocacy and lobbying. (10 Marks)
- b) Describe FIVE strategies that can be employed while implementing a documentation plan effectively. (10 Marks)