Advocacy Campaigns for Workers' Rights Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Advocacy for workers’ rights has become a critical pillar in advancing decent work, fair labor practices, social justice, and inclusive economic development in a rapidly changing global labor market. With rising concerns around informal employment, gig economy exploitation, workplace discrimination, wage inequality, and unsafe working conditions, there is an urgent need for skilled advocates who can design and implement effective campaigns that amplify workers’ voices. Advocacy Campaigns for Workers’ Rights Training Course equips participants with practical tools to influence policy, mobilize communities, and engage stakeholders using modern digital activism, strategic communications, and evidence-based advocacy approaches.

The course blends theory and practice to strengthen capacities in labor rights protection, union strengthening, policy lobbying, stakeholder engagement, and grassroots mobilization. Participants will explore how to build impactful campaigns that respond to emerging labor challenges such as platform work regulation, living wage advocacy, gender equity at work, occupational safety and health (OSH), and collective bargaining rights. By the end of the training, learners will be able to design and execute high-impact advocacy strategies that drive measurable change in labor systems at local, national, and global levels.

Programme Curriculum

Advocacy Campaigns for Workers’ Rights Training Course

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Course Duration

5 days

Course Objectives

1. Strengthen labor rights advocacy strategy development
2. Build capacity in strategic campaign planning and execution
3. Enhance skills in policy influence and legislative lobbying
4. Promote decent work and fair wage advocacy frameworks
5. Develop expertise in digital activism and social media mobilization
6. Improve understanding of trade union strengthening and collective bargaining
7. Equip participants with stakeholder mapping and engagement techniques
8. Advance knowledge of gender equality and workplace inclusion advocacy
9. Build capacity in occupational safety and health (OSH) campaigns
10. Strengthen grassroots mobilization and community organizing skills
11. Enhance media advocacy and strategic communications planning
12. Promote evidence-based research for labor policy reform
13. Enable design of sustainable and scalable workers' rights campaigns

Target Audience

1. Trade union leaders and organizers
2. Labor rights activists and human rights defenders
3. NGO program officers working on labor issues
4. Policy makers and government labor officers
5. Community-based organization (CBO) representatives
6. Social justice and advocacy campaigners
7. Development partners and donor agency staff
8. Youth leaders and emerging activists in the gig economy

Course Modules

Module 1: Foundations of Workers' Rights Advocacy

- International labor standards and conventions
- Core labor rights principles (ILO framework)
- Identifying labor rights violations
- Role of unions and civil society

- Building advocacy agendas
- **Case Study:** ILO Convention 87 & 98 implementation struggles in developing economies

Module 2: Strategic Campaign Planning

- Campaign goal setting and SMART objectives
- Theory of Change for labor advocacy
- Stakeholder mapping and power analysis
- Risk assessment in advocacy work
- Timeline and resource planning
- **Case Study:** Living wage campaign in garment manufacturing sectors

Module 3: Policy Influence and Legislative Advocacy

- Understanding policy cycles
- Lobbying techniques and negotiation skills
- Drafting policy briefs and position papers
- Engaging parliamentarians and regulators
- Monitoring policy implementation
- **Case Study:** Minimum wage reform campaigns in urban labor markets

Module 4: Digital Activism and Online Mobilization

- Social media advocacy strategies
- Hashtag campaigns and virality design
- Online petition platforms
- Digital storytelling techniques
- Cybersecurity for activists
- **Case Study:** #FightFor15 minimum wage digital movement

Module 5: Media Engagement and Strategic Communications

- Building media advocacy plans
- Press releases and media kits
- Radio, TV, and podcast engagement
- Crisis communication strategies
- Framing labor narratives
- **Case Study:** Media coverage of factory safety violations after industrial accidents

Module 6: Grassroots Mobilization and Community Organizing

- Community entry strategies
- Mobilizing informal workers
- Leadership development at grassroots level
- Coalition building and alliances
- Sustaining movements over time
- **Case Study:** Domestic workers' unionization campaigns

Module 7: Gender Equality and Inclusive Workplaces

- Gender-based discrimination in labor markets
- Women's economic empowerment strategies

- Workplace harassment prevention advocacy
- Inclusion of persons with disabilities
- Intersectionality in labor rights
- **Case Study:** Equal pay advocacy campaigns in public sector employment

Module 8: Monitoring, Evaluation, and Impact Measurement

- Designing advocacy indicators
- Data collection for campaigns
- Measuring policy change impact
- Learning and adaptation cycles
- Reporting and accountability systems
- **Case Study:** Evaluation of global child labor reduction campaigns

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com