PAN AFRICA CHRISTIAN UNIVERSITY

Where Leaders are Made

PAN AFRICAN CHRISTIAN UNIVERSITY
UNIVERSITY EXAMINATIONS 2025/2026

THIRD TRIMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT

CDC 220: ADVOCACY POWER & POLITICS

Instructions:
Answer any three questions each question carries 20 marks each

Question one

a) Using relevant examples distinguish community advocacy from lobbying. (4 marks)

b) Explain any **four** principles that should guide effective community advocacy. Use examples drawn from a Kenyan or African community context to illustrate each principle (8 marks)

c) Citing relevant examples discuss any **four** forms of advocacy used in the society. (8 marks)

Question two

An advocacy organisation targeting teenage girls who have dropped out of school due to early pregnancy, needs to select an appropriate communication medium to reach both policymakers at the Ministry of Education and parents in rural Kiambu.

a) Discuss any **five** factors they should consider when choosing different channels for each audience. (10 marks)

b) Explain **five** strategies the organization could use to raise funds for the teenage girls program. (10 marks)

Question three

a) A faith-based organisation in Nakuru has identified that street children are denied access to public schools due to discriminatory admission practices. Using the advocacy planning framework, outline the steps the organisation should follow to develop an effective advocacy plan for the street children. (15 marks)

b) A community health network in Nairobi wants to advocate for the inclusion of mental health services in the county health budget. Design a one-minute message they could deliver to a local radio journalist. (5 marks)

Question four

With reference to the 2024 Gen Z advocacy protest against social injustice, corruption and demand for government accountability.

a) Highlight any **two** tag lines that were used by the Gen Z protestors that described what they stood for (2 marks)

b) Explain any **two** mediums of communication they used in the planning and actualization of protest. (4 marks)

c) Discuss **three** advantages and **three** disadvantages of one of above medium of communication (6 marks)

d) Discuss any **four** advocacy barriers that were encountered by the Gen Z protestors. (8 marks)

Question Five

a) Citing relevant examples discuss **five** reasons why it's important for an advocacy officer to be knowledgeable on the issue they are advocating for. (10 marks)

b) As an advocate against early marriages and teenage pregnancy explain **five** ways that will help measure the impact of your advocacy efforts to ensure you are making a difference in the community. (10 marks)