Policy Advocacy and Criminal Justice Reform Training Course

Professional Development Training Course Outline

Category	Criminology	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In an era of evolving social consciousness and increasing demand for equity and justice, policy advocacy and criminal justice reform have emerged as vital pillars for building a fair and inclusive society. Training Course on Policy Advocacy & Criminal Justice Reform is designed to equip participants with cutting-edge knowledge, practical advocacy tools, and strategic skills to champion reform within the criminal justice system. From understanding the roots of systemic injustice to developing persuasive policy frameworks, the program provides a robust foundation for transformative leadership.

The course leverages evidence-based strategies, grassroots mobilization, stakeholder engagement, and policy literacy to empower professionals, community leaders, and advocates. It addresses the intersections of racial equity, mass incarceration, police accountability, and restorative justice, using real-world case studies, expert insights, and participatory learning methods. By the end, participants will be empowered to drive change and influence legislation that promotes human dignity, equity, and social justice.

Programme Curriculum

Policy Advocacy and Criminal Justice Reform Training Course

Introduction

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Course Objectives

1. Understand the foundations of criminal justice reform and its impact on public trust.
2. Explore policy advocacy frameworks and effective lobbying strategies.
3. Analyze systemic issues such as mass incarceration, racial profiling, and sentencing disparities.
4. Develop and present evidence-based policy proposals.
5. Learn strategies for coalition-building and stakeholder engagement.
6. Examine the role of media and digital platforms in shaping justice narratives.
7. Apply restorative justice practices in advocacy work.
8. Evaluate successful reform initiatives across the globe.
9. Identify tools for legal research, policy analysis, and brief writing.
10. Explore youth justice reform and alternatives to incarceration.
11. Understand how to influence legislative processes and policy cycles.
12. Integrate human rights principles into criminal justice reform strategies.
13. Design impactful community-based reform campaigns.

Target Audience

1. Criminal justice professionals
2. Social justice advocates
3. Law and public policy students
4. Nonprofit and NGO leaders
5. Government policymakers
6. Community organizers
7. Legal researchers and attorneys
8. Law enforcement reformers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Criminal Justice Reform

- Historical overview of justice systems
- Key challenges in modern justice structures
- Institutionalized inequalities
- Role of advocacy in change
- Overview of U.S. reform efforts
- **Case Study**: The Sentencing Project’s advocacy campaigns

Module 2: Understanding Policy Advocacy

- What is policy advocacy?
- Types of advocacy strategies
- Ethics in advocacy
- Building a policy agenda
- Grassroots vs. grasstops advocacy
- **Case Study**: ACLU’s Bail Reform campaign

Module 3: Mass Incarceration & Racial Disparities

- Statistics and racial data breakdown
- Causes of over-incarceration
- Racial profiling and its impacts
- Policies that perpetuate disparity
- Pathways to reform
- **Case Study**: Michelle Alexander's “The New Jim Crow” influence

Module 4: Building a Reform Movement

- Coalition-building strategies
- Identifying allies and opponents
- Mobilization techniques
- Community engagement
- Advocacy networks
- **Case Study**: Black Lives Matter and justice reform

Module 5: Legislative Process & Policy Change

- Policy cycles: from agenda to evaluation
- Working with legislators
- Drafting and introducing bills
- Testifying before committees
- Policy feedback loops
- **Case Study**: First Step Act legislative journey

Module 6: Campaign Strategy & Messaging

- Framing issues for the public
- Effective storytelling
- Data-driven messaging
- Media engagement
- Timing and strategic outreach
- **Case Study**: Campaign to End Juvenile Life Without Parole

Module 7: Community-Based Alternatives to Incarceration

- Diversion programs
- Mental health courts
- Drug rehabilitation models
- Restorative justice circles
- Measuring community outcomes
- **Case Study**: Restorative Justice for Oakland Youth (RJOY)

Module 8: Youth Justice Reform

- Juvenile justice history
- Disproportionate minority contact
- Developmental psychology insights
- Reforming school-to-prison pipelines
- Alternatives to detention
- **Case Study**: Raise the Age initiatives

Module 9: Sentencing Reform

- Mandatory minimums

- Three-strikes laws
- Risk assessment tools
- Sentencing commissions
- Judicial discretion policies
- **Case Study**: California Prop 47 and sentencing reform

Module 10: Police Accountability & Oversight

- Police misconduct data
- Body camera policies
- Civilian review boards
- Qualified immunity debates
- Police union influence
- **Case Study**: George Floyd Justice in Policing Act

Module 11: Advocacy Communication Tools

- Policy briefs and white papers
- Op-eds and blog posts
- Visual advocacy and infographics
- Social media campaigning
- Email and letter-writing templates
- **Case Study**: JustLeadershipUSA digital advocacy

Module 12: Legal Tools for Reform

- Civil rights litigation
- Habeas corpus and appeals
- Public interest law
- Amicus briefs in reform cases
- Strategic legal interventions
- **Case Study**: Gideon v. Wainwright legacy on right to counsel

Module 13: Evaluating Policy Impact

- Monitoring and evaluation frameworks
- Logic models and KPIs
- Outcome mapping
- Budget analysis
- Post-implementation reviews
- **Case Study**: Vera Institute’s reform assessment tools

Module 14: Human Rights & International Perspectives

- UN criminal justice standards
- Comparative justice systems
- Transnational advocacy networks
- Refugee and migrant justice
- International pressure for reform
- **Case Study**: South Africa’s Truth and Reconciliation Commission

Module 15: Capstone: Designing a Reform Campaign

- Selecting a policy issue
- Researching stakeholders
- Writing a campaign strategy

- Building a team
- Presenting reform proposals
- **Case Study**: Student-led campaign simulations

Training Methodology

- Interactive lectures and expert presentations
- Group-based advocacy simulations
- Case study analysis and reflective discussion
- Hands-on exercises in policy writing and lobbying
- Media and digital advocacy practice sessions
- Ongoing feedback, coaching, and peer review

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

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