Best practices in policy and advocacy

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Global Health policy environment

- UN Sustainable Development Goals
- UN Political Declaration on NCDs
- Addis Abbaba Action Agenda
- Universal Health Coverage (UHC)
- Health Systems Strengthening
- Primary Health Care Agenda
- Maternal, Child & Adolescent Health

Where does access fit?
Global Development Agenda: The SDGs

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace and Justice, Strong Institutions
17. Partnerships for the Goals

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UN Political Declaration on NCDs

Heads of State and Government commit to five actions:
• Reduce risk factors
• Strengthen national policies and health systems
• International cooperation
• Research and development
• Monitoring and evaluation

2011 political declaration tasks governments to implement:
• National targets and indicators
• Functioning system for generating reliable cause specific mortality
• Operational multisectoral national strategy/action plan
• National guidelines/protocols for the management of NCDs through a primary care approach

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What is advocacy?

No single definition... but a working definition could be:

“Advocacy is a process of influencing...

...selected people or institutions...

...in order to achieve policy, practice, social, behavioural or political changes...

...that will benefit particular groups.”
Goals: Know what you want to change

Identify problem or issue to be addressed
Analyse problem or issue
Identify the solution/policy
Develop an advocacy strategy

Exercise for group work: Think about your groups objective
Do you have a clearly specified outcome?
Is it:
Specific, Measureable, Achievable, Relevant, Time-bound
Core elements of an advocacy plan

• Goals
• Resources and assets
• Support/opposition
• Targets/Agents
• Strategies
• Action steps

“The difference between successful and unsuccessful advocacy campaigns is seldom the worthiness of the cause and more often the strength of the plan.”
Influencing strategies

5 strategic choices for advocacy

- Direct Persuasion
- Building Support
- Coercive Pressure
- Collaboration
- Using Judicial Mechanisms

Friendly – insider approach
Confrontational – outsider approach

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“A pill to prevent 80% of heart attacks”
BMJ 2003

Editor’s choice
The most important BMJ for 50 years?
I suggest, gentle (or even angry) reader, that you keep this issue of the BMJ. It may well become a collector’s item.
USA! Hands Off Our Medicine
Stop the Trans Pacific Partnership's Attack on Generic Medicines

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Key outputs of No Empty Shelves

- Global landscape report: *Diabetes Supplies: Are They There When Needed?*
- Global call to action with more than 100 individual and organizational signatories.
- Kenya and Senegal country assessments, data dissemination meetings, and advocacy workshops.
- Groundwork to establish a cross-disciplinary coalition to increase access to essential medicines and technologies for NCDs.
Chains of influence

NGO → Minister

NGO → Media → Minister

NGO → Civil Servants → Junior Minister → Minister

NGO → Supporters → MPs → Parliament → Minister

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Group Activity

Understand the change process
For a policy change objective that you identified earlier, answer the five key questions:
1. Where is the decision made?
2. Who makes the decision?
3. How is the decision made?
4. When is the decision made?
5. What influences the decision?

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Cultivate champions:

**Patient champions**: Can be “policy agitators” drawing on their experience

**Public Health Champions**: Doctors, health workers and international experts

**Policymaker Champions**: Parliamentarians, civil servants, members of congress etc. who have been convinced of the value of making tobacco control a signature policy issue

**High Profile Champions**: High-level government officials, political celebrities and other notable figures who can generate attention to the issue among colleagues

*Tip: When writing your proposals identify the champions you need to cultivate as part of your proposal.*
Common weaknesses

The Seven deadly Sins of Advocacy and Campaigning

1. **Unclear aims and objectives**
2. Activity planning happening before (or without) developing an influencing strategy
3. **Action plans that run to an internal timetable**
4. Lack of innovation
5. Messages that don’t get noticed and move people
6. Poor monitoring & evaluation
7. Failing to focus
Thank you!

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