Module 4. Management for Integrated NTDPs

Session 3. Planning Effective Advocacy
Overview

- What is advocacy?
- Importance of in-country NTD advocacy
- Examples of advocacy
- Developing an effective advocacy plan for your state
- Recap of key messages
What is Advocacy?

- A concerted effort to influence policies and/or budgets by gaining the support of key decision-makers.
- A policy can be a law; a piece of legislation that compels or prohibits behaviors; National/Regional NTD master Plans; strategies; and agendas that provide a vision or framework for action.
- In-country advocacy for NTD is therefore the efforts to increase government commitment for integrated NTD control strategies so that sustainability of these programs can be assured beyond the availability of external resources.
Advocacy Pressure Points

- Media
- NGOs
- Regional Leaders
- Faith-based groups
- Donors
- Businesses/Enterprises
- Civic Associations
- Representatives of international agencies (WHO, UNICEF, World Bank, etc)
- Academic Institutions
- Research Institutions

National & Local Government
NTD Advocacy Highlights: Taking the NTDS Out of Neglected

GLOBAL

- London Declaration, January 2012
- World Health Assembly Landmark Resolution on 17 NTDs, May 2013
- NTDs in UN High-Level Panel report on the Post-2015 Development Agenda, June 2013

REGIONAL

- WHO Regional Committee (i.e. WHO Regional Committee for the Africa endorsed the “Regional Strategy on Neglected Tropical Diseases for the WHO African Region 2014-2020” and passed resolution R AFR/RC63/R6- September 2013)
- Finalization of Regional NTD plans

NATIONAL

- Launch of a National NTDs Master plan
- ...
To increase government commitment to integrated NTDPs to ensure long-term sustainability of these programs.

**Importance of In-Country NTD Advocacy**

- Long Term
  - Stage 1: Stand alone NTDPs
  - Stage 2: Integrated NTD Master Plan and MOH budget allocation
  - Stage 3: Integration of NTDP with other health programs, with shared support from multiple ministries
  - Stage 4: Post-elimination NTDP strategies are ready to implement, using basket funding and leveraging other health and sanitation interventions

**Stage 1**
- Unsustainable

**Stage 2**
- Long Term

**Stage 3**
- Sustainable

**Stage 4**
- Short Term

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Worksheet 1 and 2
Identifying Potential Advocacy Issues and Identifying Potential Advocacy Goals

DEVELOPING AN EFFECTIVE ADVOCACY PLAN

Examples of Key Issues Facing the NTDP

- Limited human and other resources including logistics.
- Procurement delays.
- Inadequate commitment in MoH for integrating disease-specific NTDC/elimination programs.
- Inadequate government funding for one or more of the NTDPs.
- Competing health priorities.
- Limited technical capacity.
Examples of Policy Solutions to Key Issues

**MoH budget allocation for the National Integrated NTDP**

- Reproductive and Child Health (RCH) /School Health programmes (SHP) including NTDs.
- Increased financial support from the government for NTDs.
- Inclusion of pre-service NTD training for all cadres of HWs.
Important Factors to Consider in Choosing Target Audiences

- The Primary Audience is the main target of your strategies comprised of the decision-makers and other power holders who can directly determine whether your objective is successful or not. It may be difficult to access these individuals directly, so it is useful to also target a secondary audience.

- The Secondary Audience is comprised of any groups or Champions that can help you to influence your primary audience. Sometimes high-level officials can influence other decision-makers and are therefore part of the secondary audience. Examples: Supportive supervisory visit and advocacy visits to state commissioners of health.
Worksheet 3:
Identifying Decision-Makers and Influencers
DEVELOPING AN EFFECTIVE ADVOCACY PLAN

Influencers
Decision-Makers
Champions
Worksheet 4 and 5:
Crafting Advocacy Messages and Planning to Measure Success

DEVELOPING AN EFFECTIVE ADVOCACY PLAN

Developing Effective Messages to Support Advocacy Goals (Worksheet 4)

• Keep your message simple. Example: Instead of “lymphatic filariasis” you may want to use a less technical word, instead of “onchocerciasis” you may want to say “river blindness.”

• Consider multiple methods of message delivery. Example: Face to face meetings and news articles.

• Consider useful times and locations for getting your message out. Example: President’s New years message, prime-time TV/broadcast slots.

• Explain what you need people to do to help and why. Example: Increase government funding for the NTDPs by 75% so country x can reach the global LF elimination goal of 2020.
Monitor Actions and Report Results (Worksheet 5)

- Record achievements versus actions
- Regular assessment of progress
- Course corrections
  - If something isn’t working, consider changing approach
- Annual reporting
- Celebrate success!
What are the key messages from this session?
Key Messages

• Focus advocacy on just 1-2 objectives to be effective and achievable.
• The main target audience are policymakers/decision-makers.
• Effective advocacy messages are simple and have a specific task. They are delivered strategically and using various methods according to the audience and the advocacy goal.
• Advocacy should be evaluated.