Civil Society and social Mobilization
WHAT ARE WE TALKING ABOUT?

• A HEALTHCARE REVOLUTION
  – A CHANGE IN LIFE STYLE
  – A CHANGE IN ATTITUDE (PERSONAL and COMMUNITY)
  – A CHANGE IN BEHAVIOUR
  – A CHANGE IN PERCEPTION
Objective of the presentation

• Identify the Roles of the Civil Society in the management of the NCD program at four levels:
  – Community mobilization
  – Marketing the program
  – Service delivery
  – Program evaluation
  – Research
  – Fund Raising
Definition of Civil Society

• Group of Nationals operating under a **LEGAL** entity to provide healthcare to citizens, irrespective of their affiliation
  – Recognized by the Government of the Country
  – Coordinating with the Ministry of Health
  – Could be governmental or non-governmental, for-profit or Not-for profit organization
  – It involves professional bodies, labor unions, Municipalities, etc
Why the Civil Society?

• Civil Society work on a specified well identified target groups
• Civil Societies have the data on their population
• Civil Societies are accepted by their communities, and are looked for, in times of emergencies
• Civil Societies' have a sustainable infrastructure to mobilize, in times of emergencies
• Civil Societies work on well defined population

• Easier to operate
• Easier to mobilize
• Easier to communicate
• Easier to sustain
• Easier to monitor and to evaluate outcomes
Governance

• Government authorities are to:
  – Regulate
  – Evaluate
    • Standards and protocols
    • Healthcare outcomes
    • Equity of service delivery
Community Mobilization

- The Civil Societies’, could create public awareness to make the NCD program a national demand and apply pressure on different sectors of the government to allocate budgets and secure funds, for the NCD project
- Since the NCD program, involves the different age groups of the community, and the Civil Societies’ have the access to those (Schools, labor unions, professional bodies, etc)
- The Civil Societies are more trusted for fund raising (Specific tailor made programs for a specific project)
Marketing the Program

• The NCD program is a Life Style Change. It needs the marketing at the Macro-level-MEDIA, and at the micro level-The Individual.

• The Civil Societies, through their infrastructure, and since they act at the micro level, could reach the end-user, and market the program i.e. It is one to one or Heart-to-Heart approach.
Service Delivery

• Since the NCD program is a life style change, and practically a change in an individual attitude, it needs a continuous support, and regular monitoring at an individual level. Civil Societies, through their infrastructure could regularly reinforce and monitor the change.

• Specific activities (School Athletic competition programs, School students screening programs, Cooking classes, daily exercise clubs) and peer pressure could be applied to establish the new life style as the norm.

• Civil Societies, through their infrastructure, could act as the retail outlets for the distribution of the materials involved, being educational material, medicines, etc
Program Evaluation

• Monitoring, Data collection, and evaluation are integral parts of the NCD program.
• Civil Societies have their cohorts that could be monitored and outcomes could be evaluated.
• Civil Societies could collect data and report on it.
• With the use of the internet, and the proper software, such data could be globally collected, analyze, in one central location.
The Nation Wants To Change Its Life Style