Increasing Capacity for Public Health Policy Development and Advocacy in Africa

A Pre-Conference Workshop organized by the World Federation of Public Health Associations (WFPHA) in collaboration with AFPHA, PHASA, CPHA and APHA

September 25, 2013
Cape Town, South Africa
Welcome and Introductions

- James Chauvin, WFPHA President
- Professor Laetitia Rispel, PHASA President
Workshop Objectives

• Share knowledge about successes and challenges related to policy development and advocacy by PHAs in Africa
• Design an action plan and obtain buy-in from African PHAs to build an evidence base and support for a policy advocacy campaign
• Provide feedback to AFPHA and WFPHA about what support is needed by PHAs for policy development and advocacy (proposed WFPHA toolkit)
• Obtain commitment by PHAs to prepare short reports on their policy development and advocacy at the 2015 World Congress on Public Health
How and Why of Policy Advocacy

• James Chauvin, WFPHA President
• Stephen Knight, PHASA
Discussion with African PHAs

• James Chauvin, Facilitator

• Key Questions
  – What are your successes and challenges in policy development and advocacy within your country?
  – What are the key issues and opportunities?
Policy Advocacy Case Study

Falsified and falsely-labelled medicines and medical devices

• Presentation and discussion led by Dr. Amir Attaran, Faculty of Law, University of Ottawa
PHAs and Policy Advocacy: A Proposed Framework for a WFPHA Toolkit

• Regina Davis Moss, PhD, APHA, Associate Executive Director
• Vina HuLamm, APHA, Global Health Manager
• Deborah Klein Walker, EdD, APHA (Past President) & Chair of WFPHA Health Equity Workgroup
Advocacy Myths and Realities

- Major job of advocate is to educate policy-makers and the public.
- If public health professional does not advocate for public health, nobody will.
- Even if you work for government, there are ways to legally and comfortably contribute to advocacy for public health.
Being Right Is Not Enough!

• In public health advocacy, we are trying to gain some specific change regarding an issue. All too often we believe we will win because:
  – We are morally right
  – Truth is on our side
  – We have the best information
  – We speak for large numbers of people
But More Is Needed...

- The qualities above are indispensable, but alone, are not sufficient.
- An organization must be able to compel the person who makes the decision to respond as the advocates want.
- In all cases, there are strong forces on the other side that are trying to make that decision go in the opposite way.
- The key is to influence the decision maker to act towards your goals.
Shaping Effective Public Health Programs and Policies

Source: Richmond & Kotelchuck, 1983
Building a Public Health Movement

- Health Providers
- Academic Community
- Foundations
- Advocacy Groups
- Business
- Public Agencies
- Consumers & Families
- The Public
Creating A Global Movement

WFPHA is creating a movement for all public health associations around the world to begin building an evidence base for a strong policy advocacy campaign.
“Never doubt that a small group of thoughtful citizens can change the world. Indeed, it’s the only thing that ever has.”

Margaret Mead
Levels of Advocacy

- Local (e.g., town, city, state, community)
- National (e.g., country)
- Regional (e.g., continent, multi-country)
- International (e.g., global across all countries)
Christoffel Advocacy Framework

- **Information Stage**: activities to identify, describe and quantify problem
- **Strategy Stage**: activities using the information to identify what needs to change to improve health
- **Action Stage**: activities needed to implement specific strategies
Steps in an Advocacy Framework

1. Assess and understand the problem
   a. What are the challenges and needs of the target population?
   b. Identifying what is needed in terms of policy to affect change?
Steps in an Advocacy Framework

2. Develop a position/policy statement.
   a. **position statement**: explains, justifies, or recommends a particular opinion or stance on an issue. Often stands alone and may lead to a policy declaration
   b. **policy statement**: a plan with stated objectives that influences organizational responses in terms of its activities, procedures, and decisions, and which directs future work or action by the organization, resources permitting

*From CPHA’s Leadership in Public Health*
Steps in an Advocacy Framework

3) Define the goals and objectives

- Specific
- Measureable
- Attainable
- Relevant
- Time Based
Steps in an Advocacy Framework

4. Identify opportunities and risks
   a. **Opportunities**— favorable change in political government; public health crisis; members with expertise
   b. **Risks**— resources, political climate, balancing roles and needs of stakeholders
Steps in an Advocacy Framework

5. Assessing your organization’s assets and gaps to advocate for policy change

• Staff
• Funding to support activities
• Relationships with decision-makers
• Spokespeople within the organization
• Evidence: data, materials, and stories
• Expertise in building coalitions, media relations, etc.
6. Map stakeholders and their opinions.
   a. Decision-makers (primary)
   b. Obstacles/opponents
   c. Potential partners with similar/mutual interests
Steps in an Advocacy Framework

7. Choosing an advocacy approach
   a. Engage with decision-makers
   b. Building coalitions
   c. Mobilizing the community
   d. Media advocacy
   e. Research and data- policy briefs, fact sheets, research reports, etc.
Steps in an Advocacy Framework

8. Developing key messages
   a. What is the issue?
   b. Why should the decision-maker care?
   c. Proposed solution and how it will impact the problem?
   d. What do we want the decision-maker to specifically do after our interaction with him/her?
Steps in an Advocacy Framework

9. Creating an action plan with key objectives. For each objective, identify
   a. Tasks: fundraising, hiring staff, meetings, meetings, developing materials, research, training, etc.
   b. Budget: resources needed and where will it come from?
   c. Timeline
Steps in Advocacy Framework

10. Implementing and evaluating progress and success
   a. Process evaluation
   b. Outcome evaluation
   c. Impact evaluation
   d. What future resources can be accessed to pursue the policy change?
Components of a WFPHA Toolkit

• Definitions and background materials
• Planning worksheets for each step
• Case studies as examples from other countries
• Based on available resources/materials developed by other organizations: AuPHA (Australia), APHA (USA), CPHA (Canada), PATH, WHO, etc.
Next Steps in Development of WFPHA Toolkit

• Deborah Klein Walker, Discussion Lead
• Key Questions:
  – What are recommended next steps?
  – What should the contents include?
  – Who should review the toolkit?
Slides that accompany discussion of various worksheets for afternoon session
Building an Advocacy Strategy

• Case study: falsely-labelled and falsified medicines
• Break-out in small groups using worksheets on stages in advocacy process
• Led by APHA: Deborah Klein Walker, Regina Davis Moss & Vina HuLamm
Components of Advocacy Campaign

• Research and data collection
• Coalition building and maintenance
• Fundraising and development
• Grassroots and key contacts
• Media advocacy
• Lobbying and legislative advocacy
Key Questions

• What is the advocacy issue?
• What would be the advocacy campaign’s goals?
• What are the key advocacy messages?
• How is the data/evidence gathered for the advocacy work?
• What are the key partnerships needed?
• What are the challenges and how can they be addressed?
Small Group Breakout (1)

- Worksheet 1: Identifying Issues for Advocacy and Policy Solutions
  - Assess and understand the challenges and needs
  - Identify policy changes needed
  - Specify the aim of the advocacy campaign
# What Influences National Leaders

**The Issue:**
- Merits of the issue
- Impact on his/her constituents

**Cost:**
- Impact on economy or businesses
- Too much government interference
- Opponents have more clout than proponents
- Lack of knowledge

**Political Considerations:**
- Upcoming elections
- Campaign contributions
- Commitment of an interest group
- President, Prime Minister, Minister of Health voting record

**Media:**
- News articles/stories
- Editorials
- Letters to the Editor
- Opportunity to gain press attention

**Legislative/Parliament/Global Body Considerations:**
- Trade offs with fellow decision makers
- Position of others in delegation
- Lobbying by other national/global leaders
- Staff advice
- Position of organization

**Personal:**
- Personal experiences and feelings
- Family members, friends, especially children
- Impact on self or others important to national leaders

**Outside Influences:**
- Constituent contacts – grassroots
- General public sentiment
- Celebrities, sports figures, well-known community leader
- Direct encounters with people
Small Group Breakout (2)

- Worksheets 3, 4 and 6
  - Identify and understand decision-makers
  - Identify potential obstacles to policy change
  - Identify partnerships and alliances that have similar interest in addressing the policy
Common Tools Used in Advocacy

• Media advocacy
  (including social media)

• Legislative/parliament/
  global governing bodies
  advocacy
Media Advocacy

• Used to promote an issue in order to influence policy-makers and make social change
• Needs a well defined plan to support public health goal
• Create a media contact list based on the issue and local media outlets
Data and Resource Materials to Back up Your “Ask”

- Talking points
- Fact sheets
- Issue briefs
- Short advocacy statement
- Case studies of people affected by the public health issues.
Working with the Media

• How to identify journalists and reporters
  – List of personally affected by public health issue for interviews
• Tips for Writing a Successful News Release
  – Sample News Release
• Tips for Writing and Placing an Op-ed
  – Sample Op-ed
• Tips for Writing a Letter to the Editor
• Tips for Writing a Successful Public Service Announcements (PSAs)
  – Sample Radio Public Service Announcement
• Tips for Working with Citizen Journalists and Bloggers.
Social Media Outreach

How to Make Social Media Work for You

- Twitter
- Facebook
- YouTube
- Blogging
- E-mail
- Websites
  - Suggested Facebook posts
  - Suggested Tweets
Working with the Media

• News Release
• Letter to the Editor
• Op-ed
• Editorial Board Meeting
• Interview
• Media Event (Press Briefing and News Conference)
Examples of Public Events

- Community event
- Event with national/global leaders
- Local seminars
- Public health student event
- Online events: webinars, chat forums, etc.
- Award presentation honoring those who are improving public health in their communities.
- A speech and issuance of a proclamation by a national/global leader with a photo opportunity.
Ways of Advocating

- Contact your policy-maker
  - Write letters
  - Make calls to your policy-maker’s office
  - Visits
- Engage with the media
- Present testimony
- Speak at town & public meetings
- Participate in public events and rallies
Top Ten Tips for Legislative/Parliament/Global Bodies Advocacy

• Get to know individual policy-makers
• Establish a relationship with policy-makers & their staff
• Learn the policy-making process
• Be open to negotiation
• Be polite, remember names, and thank those that help
• Be honest, straightforward, and realistic
• Timing is everything
• Follow up with policy-maker & their staff
Tips on Letters to Policy-Makers

- Accuracy and attention to detail
- Organization letterhead
- Identify as a constituent
- Identify as public health professional
- Short – one page
- Concentrate on a single issue
- Praise, praise, praise
Small Group Breakout (3)

• Worksheet on media campaign
  – What are the media messages of the campaign?
  – Which media strategies will be used?
  – What resources will be used?
Next Steps

• Discussion led by James Chauvin
• Key Questions:
  – Where do we go from here?
  – What advocacy issue do PHAs want to address in next two years?
  – What supports can WFPHA offer?
  – Who will commit to follow-through on an advocacy issue and report on it at the 2015 World Congress?
Summary of the Workshop

• Major recommendations for the toolkit
• Evaluation and feedback on the workshop
• Complete advocacy commitment for your PHA
• Next steps for WFPHA
Public Health Vision is Better Health for All