

Tips for using the Advocacy Ask

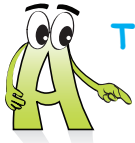
- Advocacy aims should be SMART (Specific, Measurable, Achievable, Realistic and Time bound).
- Set incremental goals. As you succeed incrementally, progress becomes cumulative and tangible. Success builds success.
- Document your successes, including the quality and quantity of results. Share credit widely (to policymakers and all involved in any coalition).
- Share quick wins.



Advocacy results could include:

- Policy change enacted
- Implementation bottlenecks removed
- Finances increased
- Resources





TIP: The advocacy ASK approach has 3 different entry points and you can begin your strategy from any of the three elements: activate leaders, share action or know the context.

ACTIVATE LEADERS

Let others lead the way

- Cultivate champions
- Inspire action & ownership
- Envision change

SHARE ACTION

Use the power of numbers

- Strengthen commitment & capacity
- Expand shareholder investment
- Create & harmonize partnerships

KNOW THE CONTEXT

Fuel knowledge exchange

- Analyze evidence, synthesize & share information
- Ensure credibility & accountability
- Encourage feedback, adapt accordingly

Example: Advance Family Planning

Background: A consortium of reproductive health institutions collaborated on a series of advocacy activities to urge the Ugandan Ministry of Health (UMOH) to amend the National Policy Guidelines and Service Standards for Sexual and Reproductive Health to allow community health workers within Village Health Teams (VHTs) to provide injectable contraceptives. An addendum was approved, and the guidelines were officially launched by the Ugandan government on March 11, 2011, allowing community based distribution (CBD) of injectable contraceptives by VHTs.

The next step: Rolling out the guidelines at the district level.

Advocacy **ASK:** District health officials implement guidelines for VHTs to provide contraceptive injectables

1. AFP started with “*Know the Context*”

Action: Develop policy briefs, ensure key stakeholders have the facts.

E.g., Ensure all know that the CBD is safe, reliable, acceptable and addresses unmet need.

2. AFP then focused on “*Share Action*” to ensure wide support

Action: Strengthen commitment of key stakeholders for CBD of injectables.

E.g., involve VHTs, NGOs, midwives, private doctors, and other key stakeholders as advocates.

3. AFP then worked to “*Activate Leaders*”

Action: Work with local advocates to get the district medical officers on board.

E.g., once on board, district medical officers will need to ensure adequate supplies, funds, and training.

Anticipated Result: 30% of district health officials implement guidelines for VHTs to provide contraceptive injectables by 2012.

RESULT