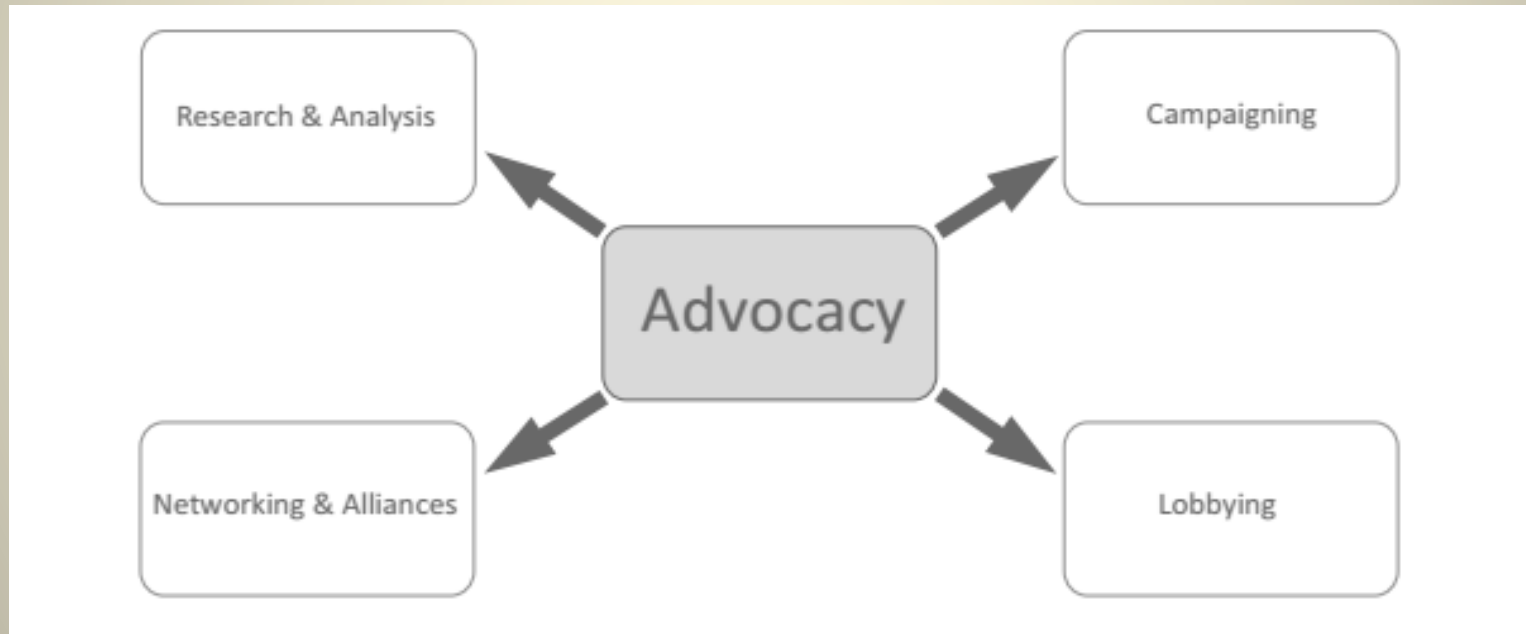


Advocacy is the deliberate process of influencing those who make policy



Policy Advocacy

- A **deliberate** process
- Aims to **inform** and **influence** decision-makers
- Seeks changes that are **evidence-based**

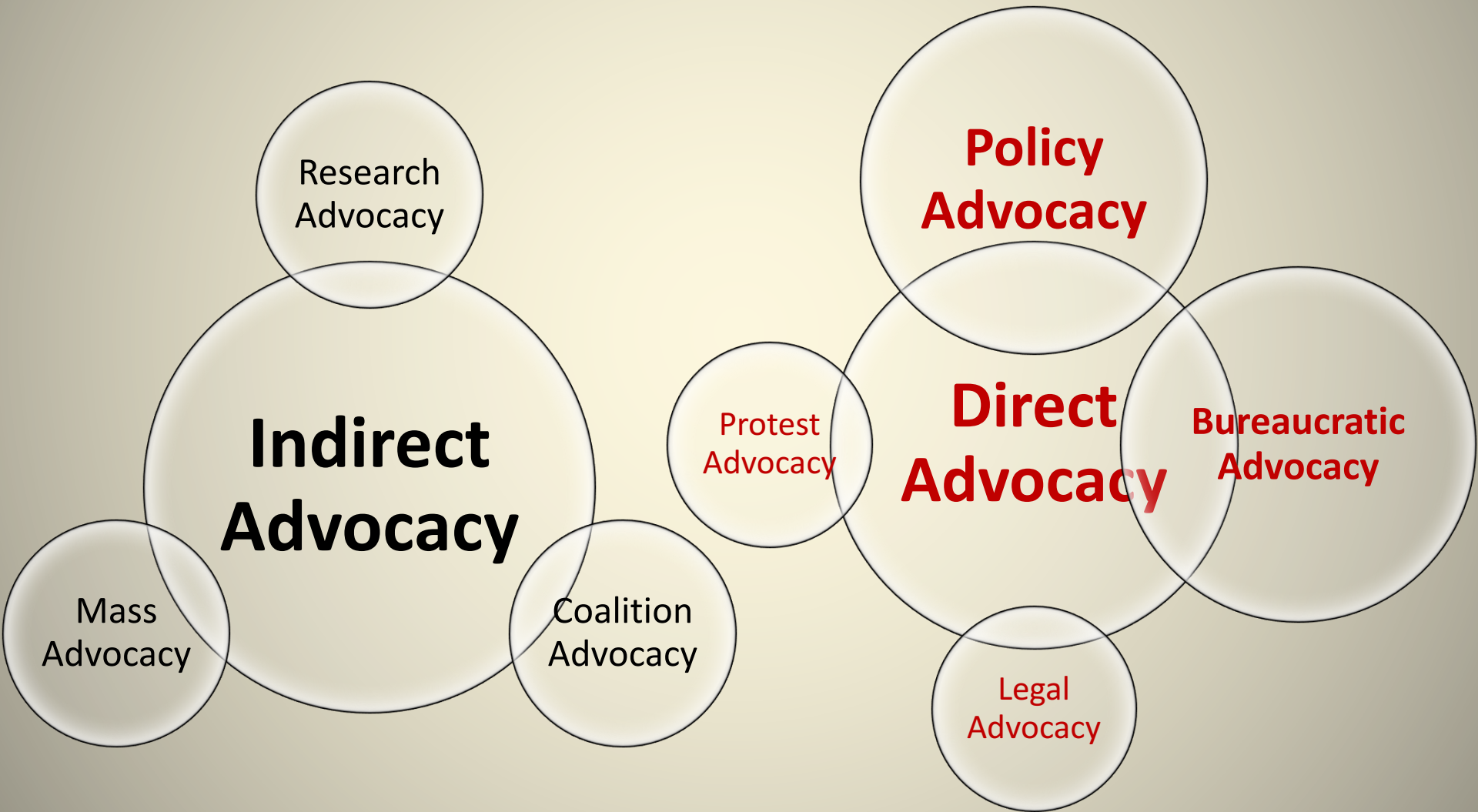
Policy change can include:

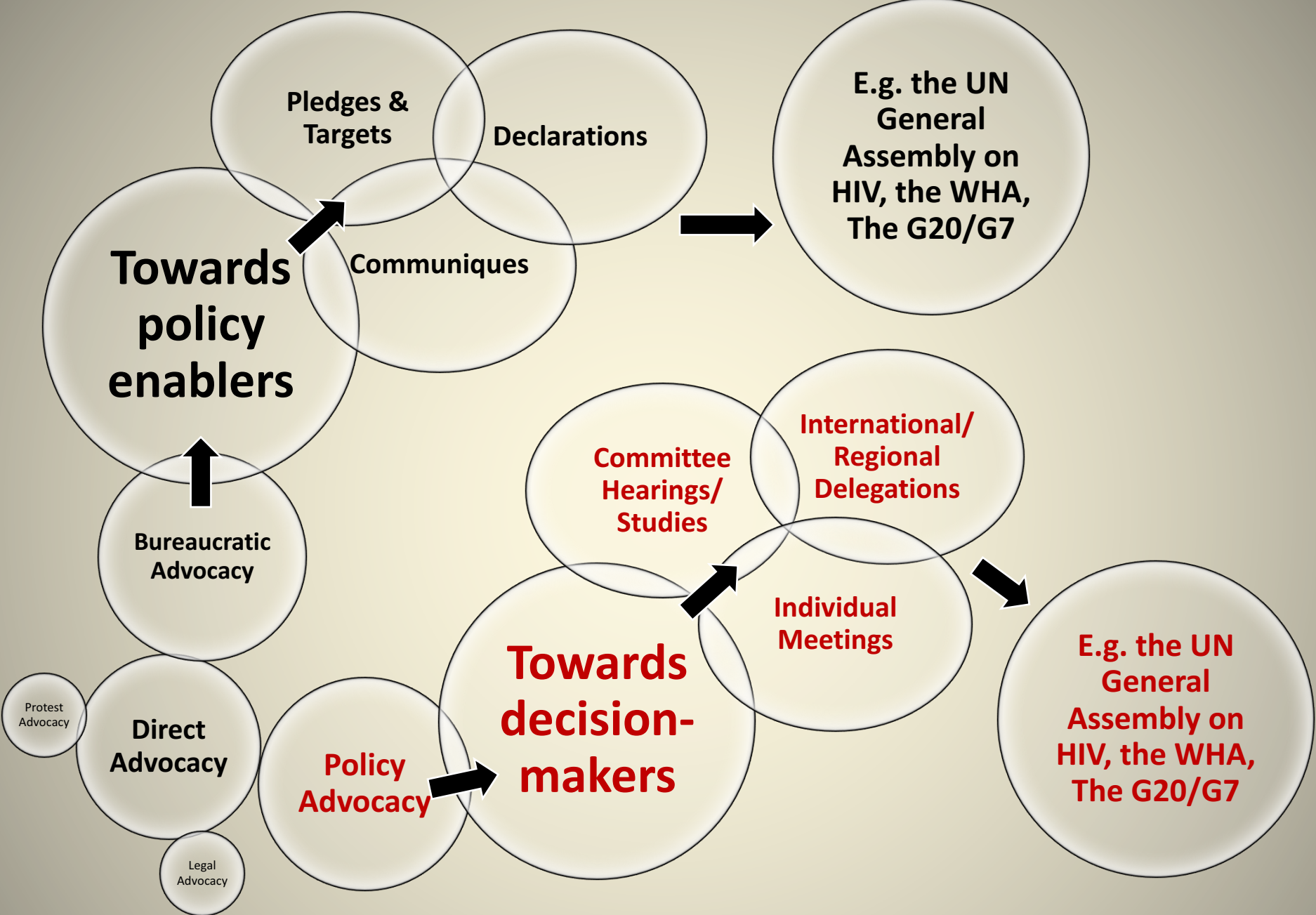
- **Elimination** of a harmful policy
- Updating or **amending** an existing policy
- Developing a **new** policy
- Allocating or committing **resources** within a budget

Policy implementation can include:

- Disseminating a policy
- Enforcing a policy
- Disbursing allocated funds appropriately
- Demonstrating **accountability** for policy commitments and carrying out the provisions called for within policies

Differentiating Types of Advocacy





What does advocacy look like?

**International/
Regional
Delegations**



**Committee
Hearings/
Studies**

**Committee
Hearings/
Studies**

**International/
Regional
Delegations**





Individual Meetings

Elements of an advocacy objective

- **WHO**: which specific decision-maker or key stakeholder you want to take action.
- **WHAT**: what action the decision-maker should take.
- **WHEN**: a time frame for the action to occur.

SMART objectives ... “The Ask”

Advocacy objectives should also be SMART:

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-based**

SMART objectives can lead to:

- Increased government funding allocations
 - Changes to laws, regulations, policies, and plans
 - Public statements of support from decision-makers
- ...

What does direct advocacy success look like?

- Meetings with your elected representative on your issue
- Increased number of 'champions' on your issue (E.g. Global Health Caucus on HIV/AIDS, TB, and Malaria)
- The Fifth Global Fund Replenishment (Canada pledged \$785 million)
- Global Polio Eradication Initiative (Canada recently pledged \$100 million)
- TB REACH funding (2016, \$85 million for 5 years)
- The G20...? The Moscow Ministerial Conference...? The HLM on TB...?

Research Saves Lives