



Advocacy in global health: influencing decision-makers

Elise Legault, Canada Director, ONE Campaign

McGill University, PPHS 614 course

February 20th, 2024



Overview

- About ONE
- Why advocacy matters
- Influencing Decision-Makers (Advocacy 101)
- Case Study: Global Fund campaign
- Your gateway to decision-makers: your MP
- Exercise: Contacting Your MP



About ONE



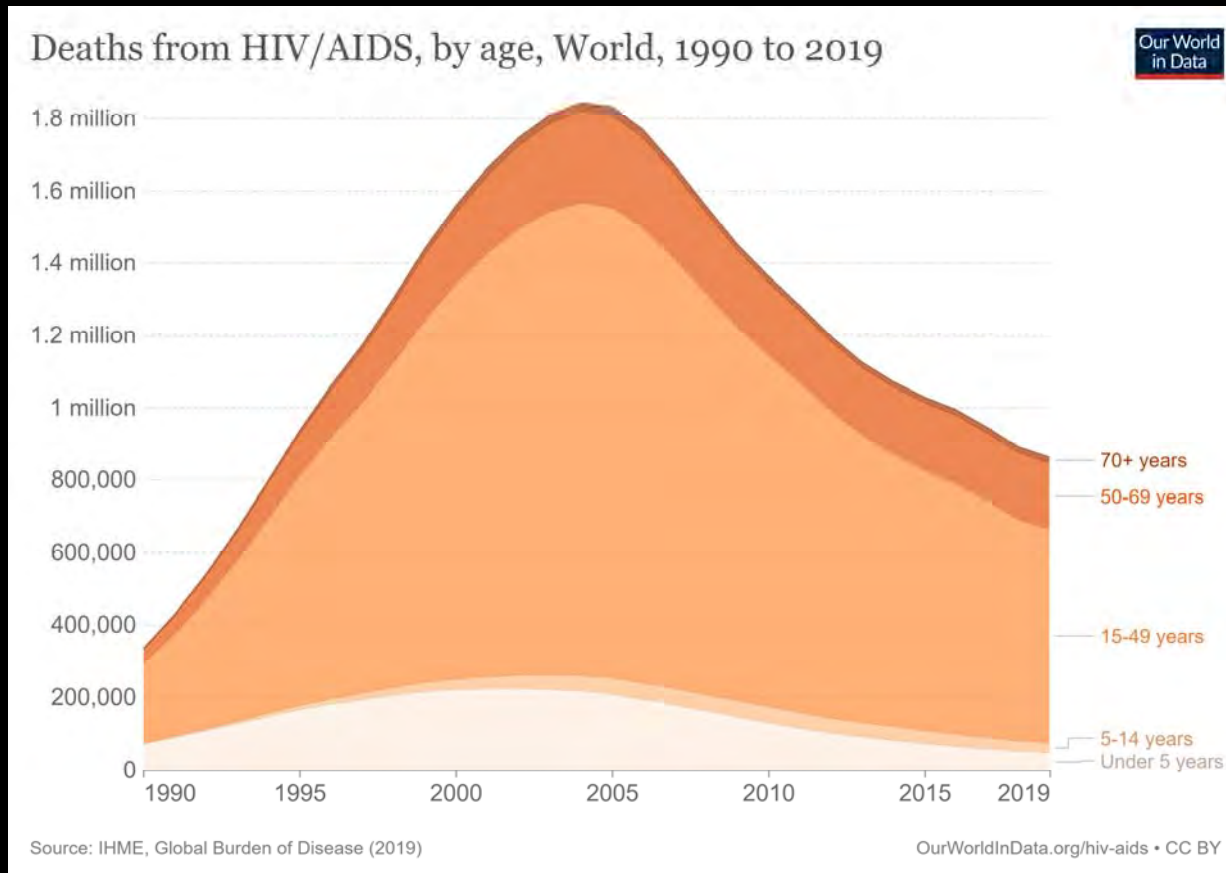
ONE is a global movement campaigning to end extreme poverty and preventable disease so that everyone, everywhere can lead a life of dignity and opportunity.

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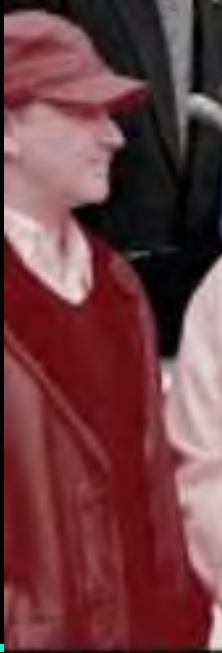
Why Advocacy Matters



Why advocacy?



THE *UNLIKELY* ALLIANCES THAT SAVED **25 MILLION** LIVES



...S MEDICATIONS FOR EVERY NATION
ACT UP



TAC marches to Chris Hanani Baragwanath Hospital, calling for a national prevention of mother-to-child transmission (PMTCT) programme

TAC imports generic fluconazole in defiance of Pfizer's patent

TAC starts litigation against Health Minister Manto Tshabalala-Msimang, demanding PMTCT

The Constitutional Court rules in favour of TAC, forcing government to provide nevirapine to pregnant mothers



TAC is launched on the steps of St Georges Cathedral

Thabo Mbeki is elected as (President) and Manto Tshabalala-Msimang is appointed as (Minister of Health) – the era of government-endorsed AIDS denialism begins shortly after

Médecins Sans Frontières establishes first antiretroviral treatment programme in Khayelitsha

TAC is admitted as "friend of the court" opposing the Pharmaceutical Manufacturers Association after 40 drug companies sue South Africa for trying to improve access to medicines. Soon after TAC is admitted the PMA withdraws their case.

George W. Bush's anti-HIV program is hailed as 'amazing' — and still crucial at 20

FEBRUARY 28, 2023 · 12:10 PM ET

By Melody Schreiber



The Global Fund
To Fight AIDS, Tuberculosis and Malaria

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Influencing Decision-Makers (Advocacy 101)



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Advocacy The Basic Logic

- What do we want? (the "ask")
- Who has the decision-making power?
- What and who influences the targeted decision-maker?

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Influencing Decision-Makers Common Traits of Politicians

- They have short attention spans
 - They care about their image
 - They care about public opinion
 - They care about their legacy
 - They are just..people
- Keep your message short and precise
 - Use traditional and social media to give them thumbs up or down
 - Power in numbers
 - Give them a win
 - Be personable, make a connection

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Influencing Decision-Makers

Determining the "ask"

MOVE FROM DEMANDS

THAT ARE:

- General
- Abstract
- Confusing and subjective
- Directed toward everyone and no one
- A lengthy list
- Too broad

TO PROPOSALS THAT ARE:

- Concrete
- Specific and precise
- Clear and objective
- Realistic
- Targeted directly at the decision-maker
- Clear about what we want
- Achievable

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Influencing Decision-Makers

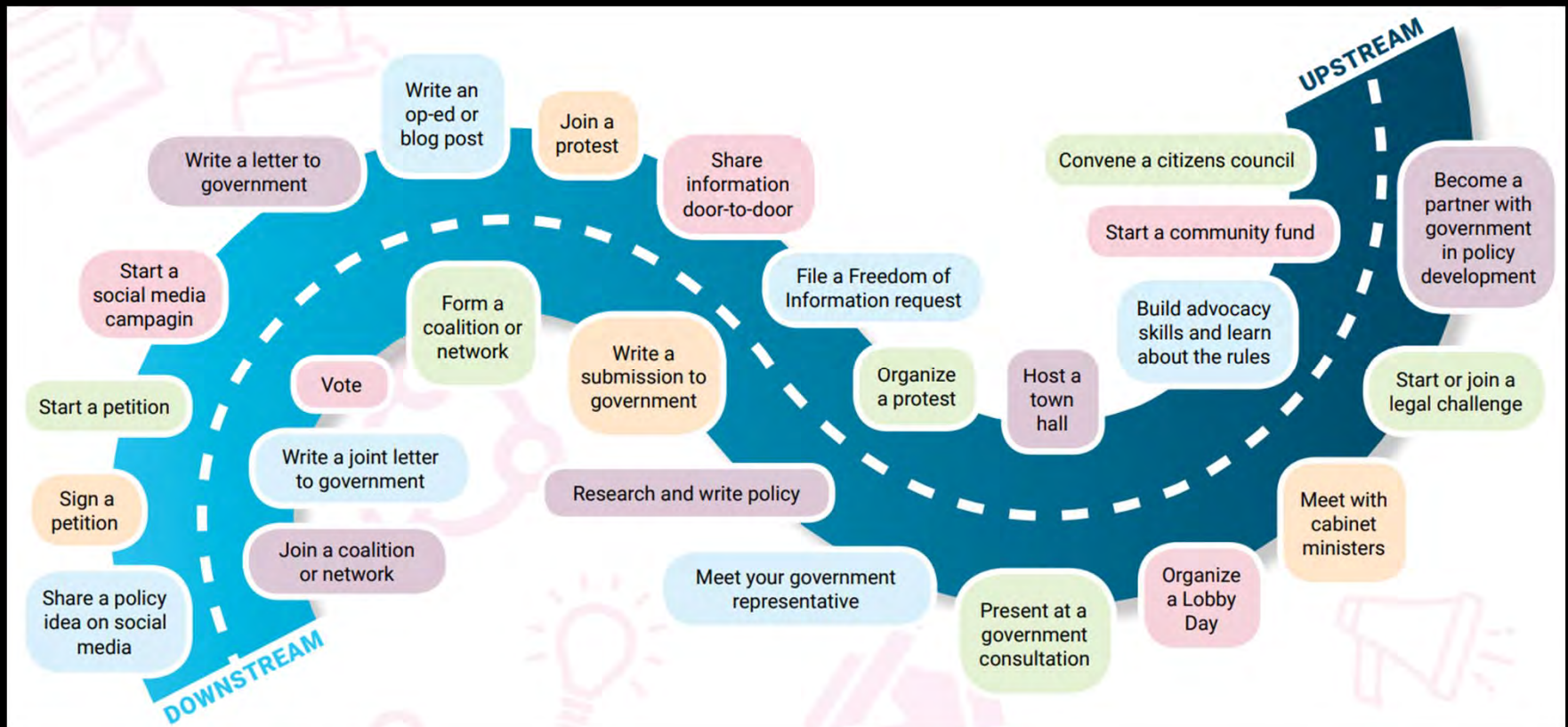
"Power" Mapping

- Determine your final target/decision maker
- Everyone has a network
- Find out who they listen to and what they care about
- Line up entry points and the dominoes that need to fall

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Influencing Decision-Makers

Advocacy Impact Spectrum



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Influencing Decision-Makers Using the Media

- Megaphone
- How do you consume media/news?
- Every platform has a value
- Be concise, identify the problem, propose the solution, include a call to action

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Influencing Decision-Makers

Your MP as a Gateway

- Democratic leadership and decision-makers
- Social media, emails, phone calls, meetings, events
- Preparation and follow-up
- Call to Action

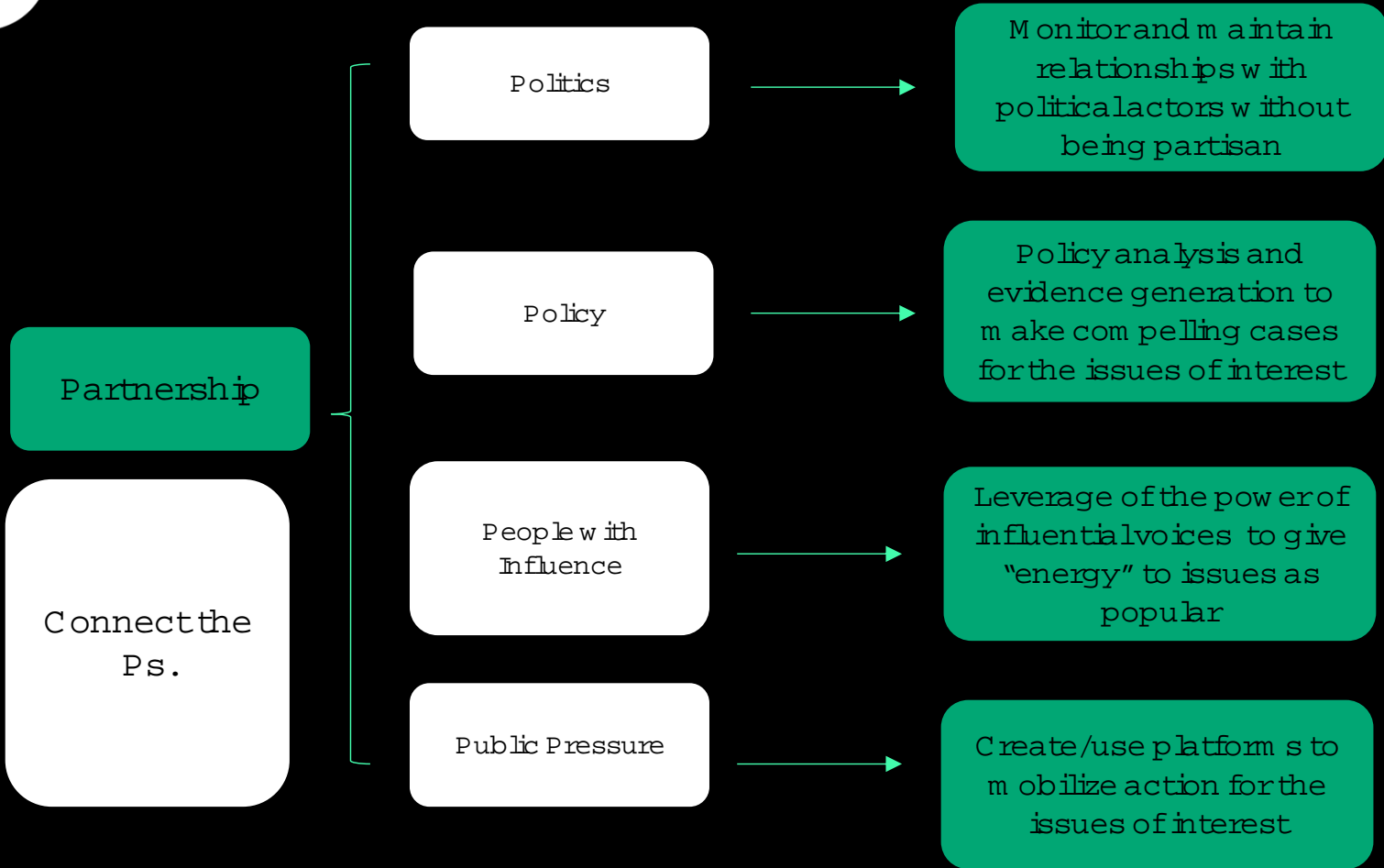
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Case Study: ONE's 2022 Campaign for the Global Fund to Fight AIDS, TB and Malaria



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The ONE Model: 6Ps



THE POWER OF ONE



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The Global Fund

To Fight AIDS, Tuberculosis and Malaria

Created in 2002, has helped save 59 million lives since

Both public and private resources

US\$5 billion a year to defeat HIV, TB and malaria and ensure a healthier, safer, more equitable future for all

Countries supported by the Global Fund have increased their investment in health by more than 40%.

Power in Numbers: Working in Coalition

Minister Sajjan must

FINISH THE FIGHT



against HIV/AIDS, TB and malaria

The image features a blue background with a photograph of Minister Sajjan in a suit and turban speaking at a podium. The text is overlaid on the image in large, bold, sans-serif fonts. The word 'FINISH' is in red, 'THE' is in white, and 'FIGHT' is in teal. Below the main text, it says 'against HIV/AIDS, TB and malaria' in white.

The Global Fund needs

\$1.2 BILLION

from Canada



The image has a white background. At the top, it says 'The Global Fund needs' in black, followed by '\$1.2 BILLION' in large blue font, and 'from Canada' in black. Below the text is a photograph of a woman in a white lab coat holding up a white mosquito net. There are decorative circular patterns in the corners: a blue one at the top left and a red one at the bottom right.

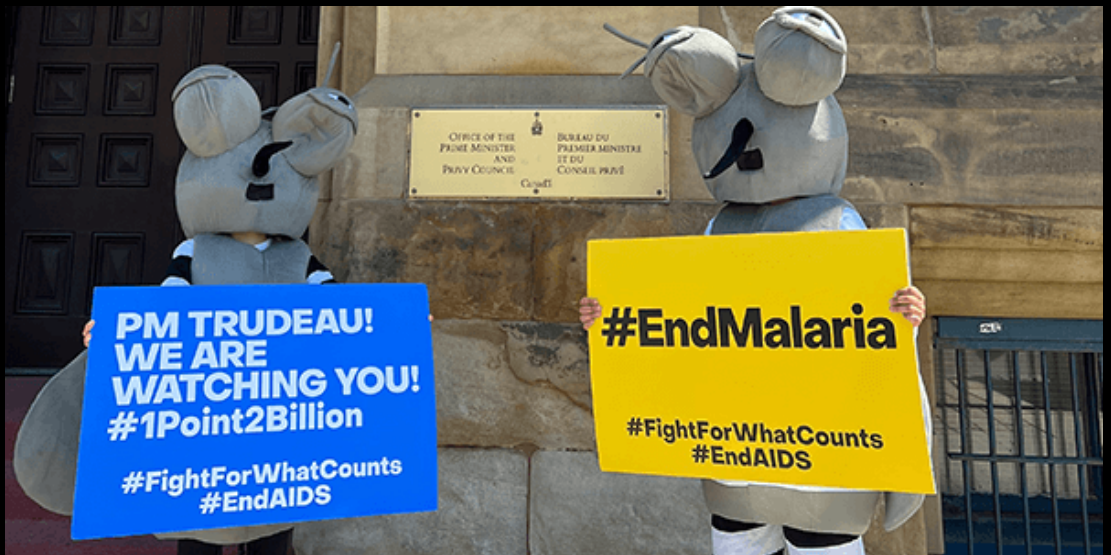
Power in Numbers: Allies





**LET'S CREATE A BUZZ
THE PM CAN'T IGNORE**

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Power in Numbers: Public Pressure



Media Pressure

All eyes on Canada as world gathers for AIDS 2022: will the prime minister measure up?

'Canada welcomes the world!' Except if you are an AIDS activist from Africa, Southeast Asia, or Latin America.

POLITICS | News

Trudeau faces mounting pressure to meet UN Global Fund request

POLITICS | News

Advocates say Canada should commit \$1.2 billion to fight against AIDS, TB and malaria



Advocacy Works!

Canada announces a \$1.21-billion contribution to fight HIV/AIDS, tuberculosis and malaria and additional support to mitigate the impact of COVID-19

From: [Global Affairs Canada](#)

News release

September 21, 2022 - New York City, United States - Global Affairs Canada

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Your gateway to decision-makers:
your MP



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The 4 (5) Ps in interacting with your MP

- **Personal** - Personal connection to the riding and the issue.
- **Precise** - Be specific about what you're asking the MP to do (call to action).
- **Persuasive** - Explain why you care about the issue
- and why they should, too.
- **Persistence** - Follow-up: write again, call, show up at their office
- **Photo** (if meeting) - Take a picture of you and your MP and post

Remember!

How to find your MP

<http://www.elections.ca/scripts/vis/FindED?L=e&PAGEID=20?>

Your MP is a person too

Your MP works for you, it's their responsibility to listen to you

Your gateway to your MP is the staff at their office

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Exercise: Reaching Out to Your M P

Option 1

Writing an email to your M P

Pairs of two— each writes a short email to their M P, shares with other

Option 2

Walking-up to your M P at an event and making your pitch

Pairs of two: one plays the M P ' the other the activist

Remember: Personal. Precise. Persuasive

Join us!

<https://act.one.org/sign/malaria-vaccine/>