Policy Making and Advocacy

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Section A

Policy Diagnosis

What Is Policy?

- *Policies* are specific and implied statements of goals and objectives, as well as the means by which they intend to achieve those goals and objectives

- Policies are established through political processes in both formal (e.g., legislative) and informal (e.g., backroom bargaining) settings

What Is Policy?

- Policies reflect priorities since we can not hope to accomplish everything

Programs Reflect Policies

- International Organizations such as WHO collaborate with other donors

- They set policies such as "the elimination of onchocerciasis as a public health problem"

APOC countries

http://www.who.int/pbd/blindness/onchocerciasis/apoc/en/

Programs Reflect Policies

* The African Program for Onchocerciasis Control (APOC) is a result

* Community Directed Treatment is an APOC Policy
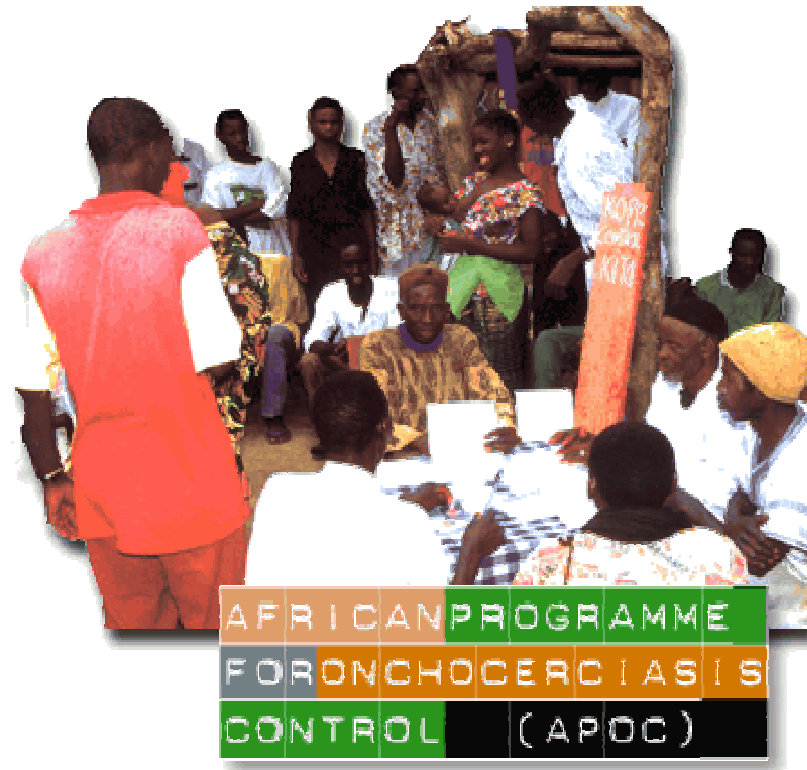
Policy Processes

- Priorities are settled by negotiation among interest groups

- A policy becomes more than a statement on paper when resources are allocated to undertake the means of achieving the policy

- A policy becomes a reality when those resources and strategies are actually put into practice

Policy Makers, Administrators, and Managers

* *Policy makers* set statements of intention
  - They choose among the competing possibilities
  - They allocate funds for carrying out the policy
  - They are found on boards, in legislatures, and on councils

Policy Administrators

★ *Policy administrators* are the executive heads of implementing agencies and organizations

  – They interpret broad policy statements and give specific operational guidelines for implementation

Program Managers

★ *Program managers* are the implementers

 – Decide on a day-to-day basis how much staff and resources for carrying out the programs that have arisen from the policy

Policy Diagnosis

⟡ Includes efforts to understand the actions and motivations of people at these three levels of the policy process

   – Addresses knowledge sources

   – Policy-relevant research seldom has an immediate/direct impact on government decisions

Policy Diagnosis

✦ New technical knowledge tends to "creep" into policy making, gradually altering the background assumptions and concepts

Policy Knowledge

- Shifts are fairly subtle and diffuse, and often are only observable over a span of years

- Impact of (social) scientific research and analysis on policy making is often underestimated

Policy Making Depends on Political Context

- In Mexico, for example, there is a relatively small role played by the public in policy making

- Further democratic changes in Mexico may be the most important incentive to increase the use of research in policy making

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Policy Making Depends on Political Context

- ✦ The role and influence of foreign donors must also be considered

Policy Formation Processes

✖ **The Stage Model**

- – Sequential steps

- – Each stage is treated as temporally and functionally distinct

- – Different stages involve different institutions and actors

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Policy Formation Processes

★ **The Stage Model**

 – Is most useful as a heuristic for identifying times and places where different tactics for influencing policy come into play

 – Is misleading

The Multi-Stream Model

- Focuses on the flow, timing of policy action

- Streams of problems, solutions, and politics move independently through the policy system

- Occasions arise (sometimes predictably, often not) where the three streams are joined

The Multi-Stream Model

- A compelling problem is linked to a plausible solution that meets the test of political feasibility

- This coupling or packaging of the three streams typically results from sustained effort by policy entrepreneurs-actors using advocacy

Policy Webs

- Policy making and learning occur within a web of interacting forces
- Involving multiple sources of information
- Complex power relations
- Changing institutional arrangements

Section B

Stakeholder Analysis: Diagnosing Intervention Points for Policy Change

Who Are the Stakeholders in HIV/AIDS Control

- Activist groups
- Support groups
- Government health departments
- International donors
- Religious groups

Who Are the Stakeholders in HIV/AIDS Control

- Pharmacy manufacturers
- Condom manufacturers
- Professional and trade groups
- The media

Stakeholder Analysis—
A Diagnostic Tool: AIDS Drugs

Stakeholder	Pharmacy Cos.	Min. of Health
Involvement	Protect patent	Cost of care
Interest	High	High
Power	High	Moderate
Position	Opposed	Support
Impact	High	High
Strategy	Defend	Involve

What Is their Involvement— The Example of Condoms

- Catholic bishops in South Africa condemn

- Donor agencies provide

- Activist groups promote

- Porno movie producers in brazil highlight

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What Are their Characteristics?

- Interest in the issue
  - High—Moderate—Low
- Power—influence
  - High—Moderate—Low
- Position taken
  - Support—Not Mobilized—Opposed
- Potential or actual impact
  - High—Moderate—Low

Catholic Bishops in South Africa

- High interest
- Moderate to low power, depending on membership
- Clearly opposed
- Impact may be disproportional since are active and vocal getting media attention

© Planned Parenthood Federation of America, Inc., Courtesy of Photoshare

Access to AIDS Drugs

- WTO intellectual property policies prevent AIDS patients from getting cheap, generic drugs (Sierra Club)

Access to AIDS Drugs

- South Africa
  - Government goes to court
- Brazil makes its own drugs

Strategies

- Position
  - Supportive
  - Mixed
  - Marginal
  - Opposed

- Strategy
  - Involve
  - Collaborate
  - Monitor
  - defend

Follow the Money
to Find the Stakeholders

Source	Bush $	Gore $
Agribusiness	2,148,624	240, 350
Oil and Gas	1,463,799	95,460
Construction	3,472,821	920,938
Real Estate	3,661.372	1,213,310
Automotive	1,019,581	79,085
Labor	17,750	78,800

Source: Sierra Club Magazine Sep/Oct 2000

Section C

Advocacy for Policy Change

Definitions of Advocacy

Source: The Basics

- An action directed at changing the policies, positions, or programs of any type of institution

Definitions of Advocacy

✖ Pleading for, defending, or recommending an idea before other people

In South Africa, Aids activists demand drugs for HIV-positive pregnant women

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Definitions of Advocacy

- Speaking up, drawing a community's attention to an important issue, and directing decision makers toward a solution

- Working with other people and organizations to make a difference (CEDPA)

What Is Advocacy?

- Putting a problem on the agenda
- Providing a solution to that problem
- Building support for acting on both the problem and the solution

What Is Advocacy?

- Aiming to change an organization internally or to alter an entire system

- Undertaking strategies to influence decision making at organizational, local, provincial, national, and international levels

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What Is Advocacy?

- Using strategies such as lobbying, social marketing, information/ education/communication, and community organizing to bring about change

- Enabling people to participate in the decision-making processes which affect their lives

Elements of Advocacy

✦ Coalitions of community groups and professionals, clear objectives, and targets for change

✦ Fundraising to support data collection, analysis, and sharing

✦ Supportive data and convincing results through research and evaluation

Elements of Advocacy

★ **Specific audiences who can bring about change**

★ **Appropriate media to reach and convince policy makers**

Source: The Basics

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Media Advocacy

- Sees individual as advocate
- Advances healthy public policies
- Is decentralized and opportunistic
- Changes the environment
- Uses news and paid advertising
- Targets person with power to make change
- Addresses the power gap

Social Marketing

- Sees individual as audience
- Develops health messages
- Has fixed/set problem and approach
- Changes the individual
- Relies on public service spots
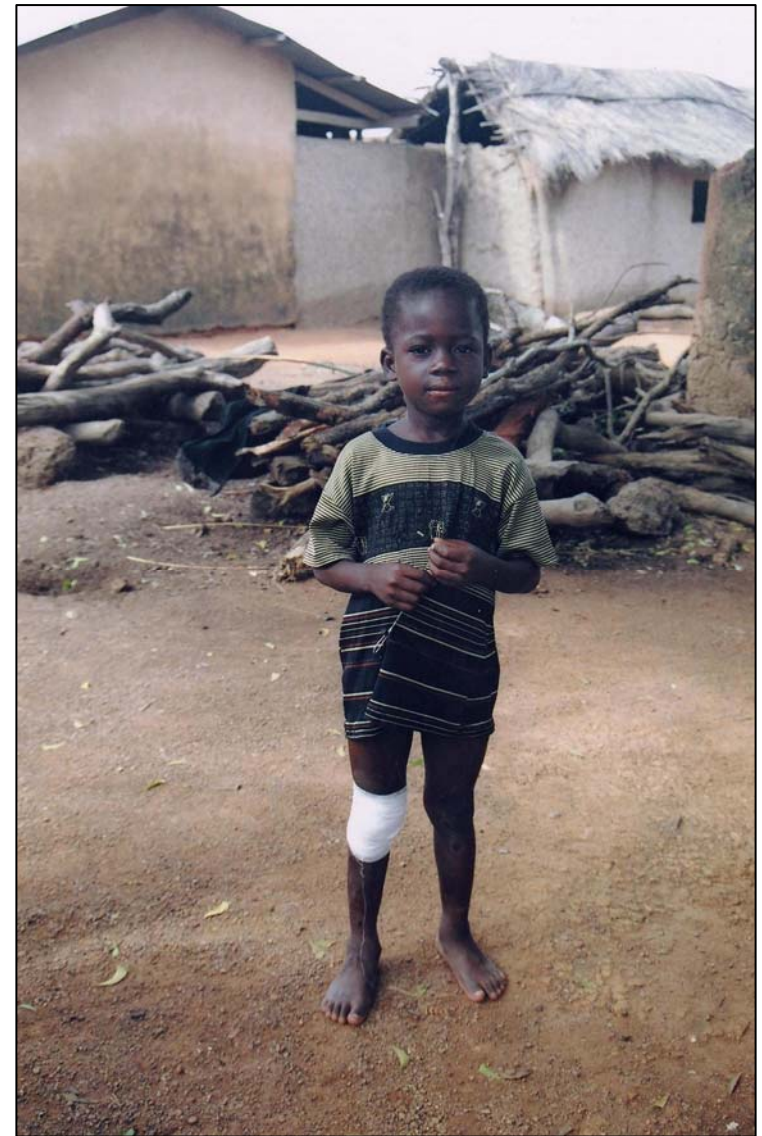- Targets the person with problem or risk
- Addresses the information gap

Greenpeace utilizes media advocacy

Images courtesy of the Carter Center

Guinea worm affects neglected populations

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Courtesy of the Carter Center

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Media

* Groups such as the Carter Center use the media for international support

* Publications such as the *New York Times* lend legitimacy

  – Requests for donations have more power

Corporations Donate

- Abate from American Cyanamid
- Poster Paper from Georgia Pacific
- Filter Cloth from Dupont

Corporations Do Not Always Support Health Policy

- Manufacturers of infant foods and formula have not supported breast feeding

- Tobacco and alcohol industries are another problematic case

Source: The Basics

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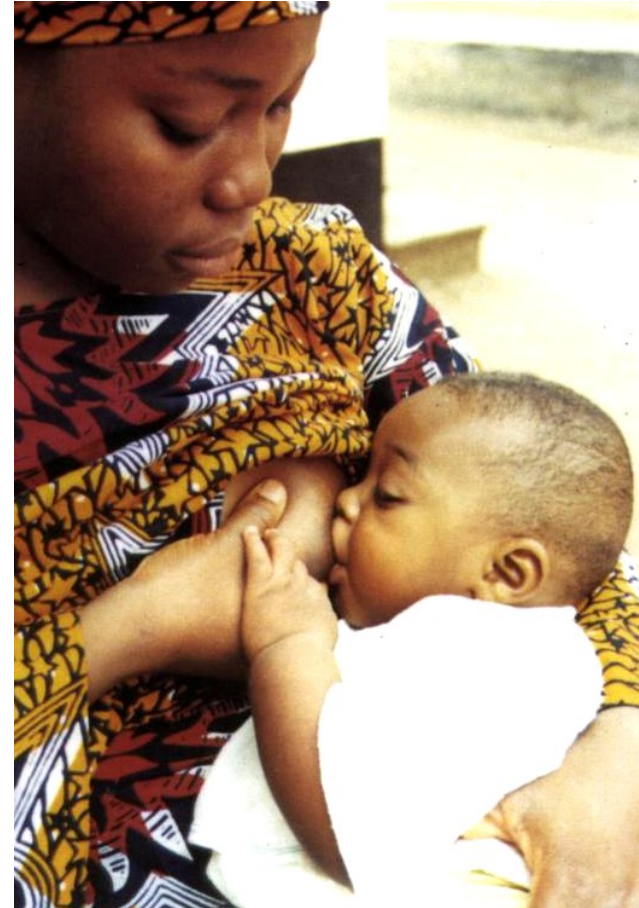
Section D

Examples of Advocacy Projects

Policies for Guinea Worm Eradication at All Levels

✦ Are they appropriate and implemented?

✦ Links with UN Water Decade

✦ World Health Assembly resolutions

✦ National plans of action

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Policies for Guinea Worm Eradication at All Levels

- National decrees and promises
  - Water projects of all development agencies targeted at endemic villages
  - Mandates to allocate 10% LGA health funds
- State task forces

How Are Policies Implemented?

- Work within local health service
    - Or establish eradication teams
- Case search
    - Or village-based surveillance
- Filters
    - Or wells

Who Will Advocate at the Community Level?

- Water supplies get diverted

- Filters are distributed after transmission starts

- Village surveillance workers are someone's nephew

- Cases must be reported and contained, but who provides transport?

And for Onchocerciasis ...

★ Communities have been educated and sensitized

　　– They want and appreciate ivermectin

★ Donors have made available

　　– The ivermectin

　　– Technical assistance

　　– Supportive funding for program management

And for Onchocerciasis ...

✦ And yet, people do not always get their ivermectin in a timely and participatory manor ....

✦ What is missing?

Targets for Advocacy in CDTI

- Lack of funds for transport
- Misappropriation of transport
- Lack of allowances for staff
- Unclear roles for staff
- Distrust of community involvement—don't accept needs from "below"
- No clear directives from "above"

Need To Identify Pressure Points

- A disconnect between policy implementers and policy makers
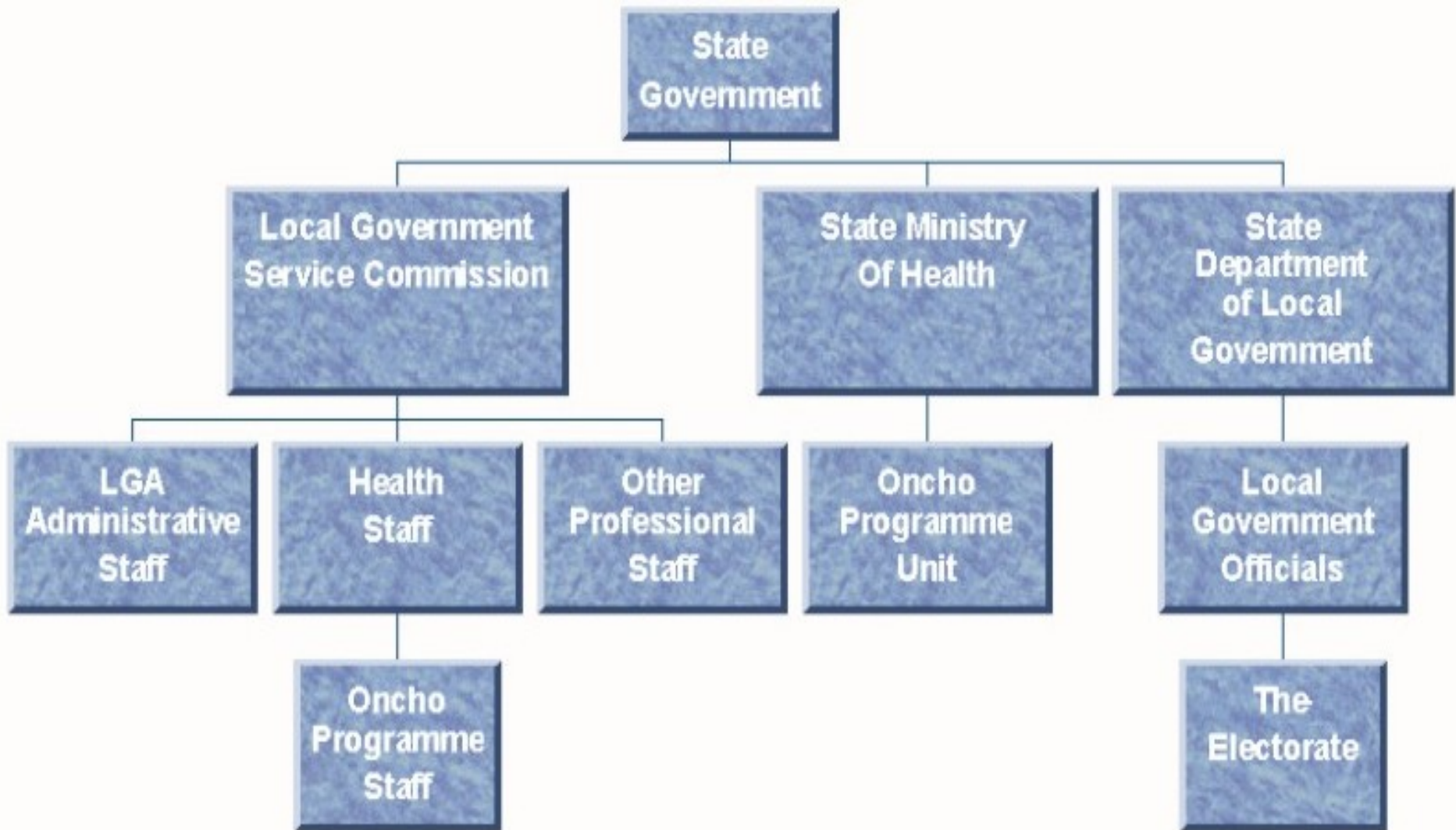
Empowered Communities Engage in Advocacy

- Advocacy is part of community action
- In the "new" public health, the individual is an advocate (vs. the individual as audience)
- Advocacy promotes policy change (vs. health services promoting messages)