Unlocking Doors....

Advocacy - EmOC Case Study

Ajey Bhardwaj

LOGIC ARM
12th-14th October 2011 Mumbai - India
Plan for 1.00 Hour

• Advocacy Defined
• Advocacy Step by Step
• EmOC Case Narration

• Any Comments/Questions ?
What is advocacy?

“advocacy” is still relatively new

“advocacy” is commonly mistaken for a “campaign” “lobbying”
What is advocacy?

“efforts at evolving some kind of policy and bringing about its regulation by involving various stakeholders”

- Pushing for a new policy where none exists
- Changing an existing policy
- Getting an existing policy implemented
It could be AGAINST and FOR ......, advocacy efforts **against** population control need to be complemented by advocacy efforts pushing **for** women-centered reproductive health policies and programs.
Between in 2000-2005?

- Commitment to MDG
- National Population policy 2000 (100)
- Tenth Plan 2002
- NRHM 2005 (100)
- RCH II (200)
- Challenges of Demand/Infrastructure/Manpower/Systems
- 398/327/301 MMR (SRS)
- Strategies - EmOC
- Speed
Step by Step – EmOC

- Awareness of the Issue
  - Background research
  - ‘Build a case’
- Documentation
  - Advocacy briefs
  - Concept notes
  - ‘selling your idea’
- Gather Voice
  - Meeting people
  - Friends/Foes
  - ‘making a noise’
Step by Step – EmOC

- One Message
  - Clear, concise
  - ‘hit it hard’
- Catch the Attention
  - Involve them
- Assign
  - Tasks
  - Role & Responsibilities
Step by Step – EmOC

- Action Plan
  - Clarity
- Yell
  - ‘shout from the roof top’
Step by Step – Lets Break it down

A - Awareness of the Issue
D - Documentation
V - Gather Voice
O - One Message
C - Catch the Attention
A - Assign (Task)
C - Clarity (Action Plan)
Y - Yell
Where are we today?

- MOU with GOI & States
- EmOC program implemented
- Credibility – GOI & States
- 30 States
- 32 Excellence Centers
- 6 Master training centers
- 450 friends (master trainers)
- 1000 friends (trained MO’s)

…. We still have a loooooooong way to go …. 
## Baseline and Quarterly Database

<table>
<thead>
<tr>
<th>Condition</th>
<th>BEFORE EmOC TRAINING</th>
<th>AFTER EmOC TRAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Haemorrhage</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Treated</td>
<td>1.1</td>
<td>1.5</td>
</tr>
<tr>
<td>% Referred</td>
<td>0.3</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>Hypertension</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Treated</td>
<td>2.24</td>
<td>2.43</td>
</tr>
<tr>
<td>% Referred</td>
<td>0.5</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Abortions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Treated</td>
<td>2.3</td>
<td>2.0</td>
</tr>
<tr>
<td>% Referred</td>
<td>0.29</td>
<td>0.16</td>
</tr>
<tr>
<td><strong>Sepsis</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Treated</td>
<td>0.4</td>
<td>0.5</td>
</tr>
<tr>
<td>% Referred</td>
<td>0.2</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Miscellaneous (Malaria, hepatitis, Cardiac diseases in pregnancy)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Treated</td>
<td>0.7</td>
<td>1.1</td>
</tr>
<tr>
<td>% Referred</td>
<td>0.14</td>
<td>0.16</td>
</tr>
</tbody>
</table>
Step by Step – EmOC

• Follow through
  • ‘show your commitment’
Food for Thought !
Do you know the width of the Space shuttle rocket booster?
Approximately 4 feet 8.5 inches

Why have they used such an ODD size?
The US Standard railroad gauge is 4 feet 8.5 inches? Why was this odd gauge used?
Because that’s the way they built them in England and US railroad were built by English Expatriates

Why did the British build them the way they are?
Because the first rail lines were built by the same people who built the tramways and that is the gauge they used.

Why did they use that gauge then?
Because the people who built the tramways used the same jigs and tools that they used for building wagons which used that spacing.

Why did the wagons have that particular spacing?
Because the spacing of the old roads in England had wheel ruts.

Why were there wheel ruts?
Because the Roman chariots plied Europe on roads built by Imperial Rome for their legions, these wheels formed the rut.

Why were the ruts of approximately this size?
Because of the horses they used to pull the chariots and the distance between the behind of the 2 horses which allowed them to run smoothly.
Even a HORSES ASS may be important!!

Take into account the smallest of the detail when you work on your ADVOCACY plans!!!
Thankyou !