Developing an effective advocacy plan for HIV/AIDS work - From practice to policy

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AVNI HEALTH FOUNDATION, MUMBAI-INDIA
Plan for 1.30 minutes

• 1 Hour
  – Introduction – Self, AVNI
  – You Speak – Advocacy, Differences
  – You work – We Listen
  – Case Narration
    • Where we were in 2004?
    • Where are we in 2007?
  – Any Comments?
Plan for 1.30 minutes

• 20 Minutes
  – Model

• 10 Minutes
  – Q & A
AVNI HEALTH FOUNDATION launched 2004... MUMBAI, India

- A Not for Profit Organization
- A company with a Board of Directors & Members
- Located in Mumbai
Broad Areas of work…(till date)

DIVISIONS

- PUBLIC HEALTH EDUCATION and TRAINING
- RESEARCH AND EVALUATION
- INFORMATION AND COMMUNICATION

HIV/AIDS

MCH

MENTAL HEALTH

CERTIFICATE COURSES

Internship for International students

Documentation

TB

AVNI HEALTH FOUNDATION
KEY PROJECTS

- PUBLIC HEALTH DIPLOMA & CERTIFICATE COURSE
- EMOC – National Coordinator (FOGSI-GOI)
- ORAL HEALTH & HIV/AIDS
- Elderly and HIV/AIDS
- HEALTH INFORMATION MANAGEMENT SYSTEM IMPLEMENTATION
- DISTINGUISHED LECTURE SERIES

……& many more our website lists them…

AVNI HEALTH FOUNDATION
"advocacy" is still relatively new. Advocacy is commonly mistaken for a "campaign".

“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.
<table>
<thead>
<tr>
<th>Where were we in 2004?</th>
<th>Where are we in 2007?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Oral Candidiasis, Oral Hairy Leukoplakia</td>
<td>• Database</td>
</tr>
<tr>
<td>• Dental Curriculum</td>
<td>• Friends 1500, 80 Inst, Inter’al</td>
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<tr>
<td>• Dentists not involved</td>
<td>• Raised the issue in forums</td>
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<tr>
<td>• No funding</td>
<td>• Dental Curriculum</td>
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<tr>
<td>• Cynics</td>
<td>• Distance Learning</td>
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<tr>
<td>• That’s not for me</td>
<td>• Oral Health Book – President of India, DCI,</td>
</tr>
<tr>
<td>• I am not interested</td>
<td>Army, IDA</td>
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<tr>
<td>• Why rake an issue</td>
<td>• NACO + DCI</td>
</tr>
<tr>
<td>• Scant/no data</td>
<td>- Adopt</td>
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<tr>
<td>• Refusal to see +ve</td>
<td>- Fund</td>
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<tr>
<td>• Stigma &amp; Discrimination</td>
<td>• Nationwide rollout</td>
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<tr>
<td></td>
<td>- 265 Dental Colleges</td>
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<td></td>
<td>- 0.1 mil Dentists</td>
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<td>• Policy framework Development</td>
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</table>
Step by Step – Lets Break it down

• Awareness of the Issue
  – Background research
  – ‘Build a case’

• Documentation
  – Advocacy briefs
  – Concept notes
  – ‘selling your idea’

• Gather Voice
  – Meet’g people
  – Friends/Foes
  – ‘making a noise

• One Message
  – Clear, concise
  – ‘hit it hard’

• Catch the Attention
  – Involve them

• Assign
  – Tasks
  – Role & Responsibilities
Step by Step – Lets Break it down

• Action Plan
  – Clarity

• Yell
  – ‘shout from the roof top’

• Follow through
  – ‘show your commitment’
ADVOCACY WAGON WHEEL

- Evidence for Advocacy – Good Data (quant + quali)
- Robust Case Buildup
- Appropriate Communication Buildup
- Vigorous Followup
- Feedback
What you See?

MR XXXXXX
1983 - 2020

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