



Health Extension service

Level-III

Learning Guide-15

Unit of Competence	Perform Community Mobilization and Provide Health Education
Module Title	Performing Community Mobilization and Provide Health Education
LG Code	HLTHES3 M04 LO1-LG-15
TTLM Code	HLTHES3 M04 TTLM 0919v1

LO 1: Plan and Undertake advocacy on identified health issues



Instruction Sheet	Learning Guide- 15
--------------------------	---------------------------

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

➤ Introducing advocacy

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, **upon completion of this Learning Guide, you will be able to:**

➤ Introduction to advocacy

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below 3 to 4.
3. Read the information written in the information “Sheet 1”
4. Accomplish the “Self-check 1, **on page 7.**”

1.1 Basic concept of advocacy in health

The word advocacy is difficult to understand. As a Health Extension Practitioner, you will be able to use some of the skills of advocacy during your routine work with people in your locality.

Advocacy is the pursuit of influencing outcomes, including public policy and resource allocation decisions within political, economic, and social systems and institutions - that directly affect people’s health status. Health status of community is directly or indirectly influenced by policy decision of different sectors. As an advocacy coordinator, you will need support and technical assistance, and possibly extra personnel to carry out your advocacy activities.

Health advocacy encompasses direct service to the individual or family as well as activities that promote health and access to health care in communities and the larger public.

Advocates support and promote the rights of the patient in the health care arena, help build capacity to improve community health and enhance health policy initiatives focused on available, safe and quality care. Health Advocates are suited best to address challenge of patient-centered care in our complex healthcare system.

Health advocates work for positive change in the health care system, improved access to quality care, protection and enhancement of patient's rights. Competing health needs of diverse and ever shrinking resources available to support these needs often serve as the impetus for the initiation of advocacy efforts to improve community health. Most simply, community health advocacy entails advocacy by a community around issues related to health.

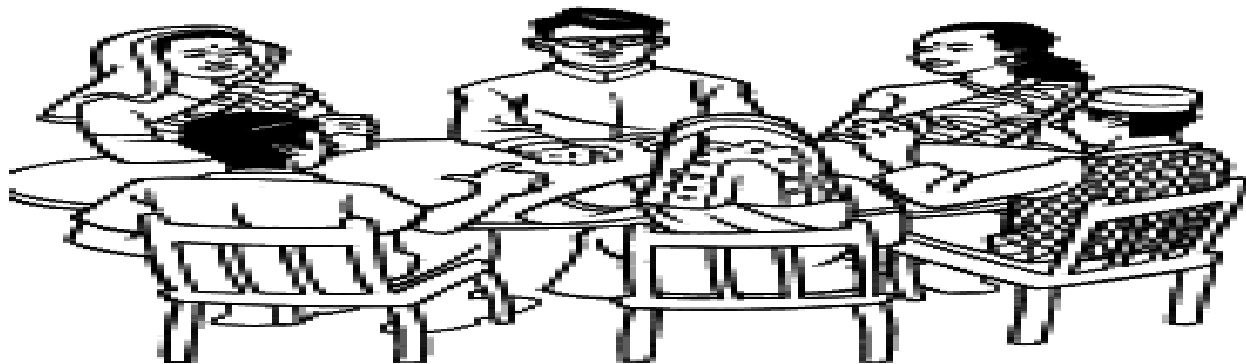


Fig-1.1- In every community there are issues that are larger than the individual that will require detailed advocacy work.

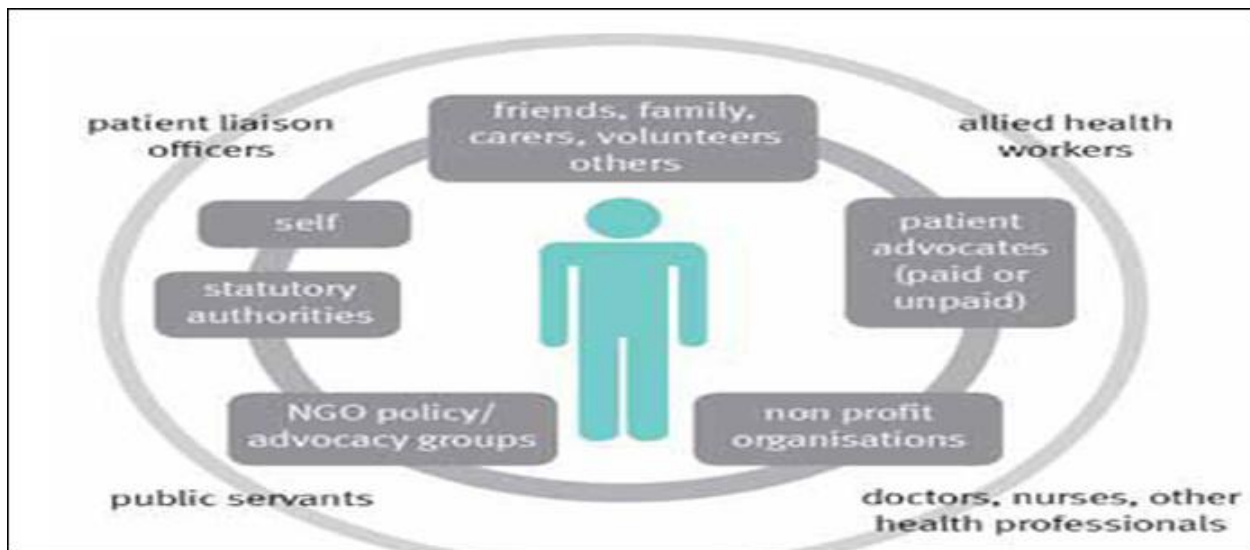
Health advocacy is integral to achieving better health outcomes for individuals and communities and to improving health services and systems. It empowers community and their advocates to actively participate in decision-making around their healthcare and the broader health system.

Effective health advocacy ensure people’s needs to be addressed, increases the confidence of peoples on health system and increases accountability and responsibility.

Advocacy: refers to communication strategies focusing on policy makers, community leaders and opinion leaders to gain commitment and support. It is an appeal for a higher-level commitment, involvement and participation in fulfilling a set program agenda.

In simple term other define advocacy as ‘advocacy is speaking, acting and writing with minimal conflict of interest on behalf of the interests of a person or group in order to promote, protect and defend the welfare and justice for either the person or group’.

Fig 1.2- Health advocacy diagram



1.2-Purpose of advocacy

Promotion and protection of a community’s wellbeing and rights’ focuses on a core function of health advocacy. Advocacy is not just one thing or one way of doing things; it can be delivered through a variety of interpersonal and media channels. Advocacy also includes organizing and building alliances across a wide variety of stakeholders, are person, group or organization that has interest or concern in an organization. Stakeholders can affect or be affected by the organization’s actions, objectives and policies. When we see the benefit of Health advocacy contributes to:

- Positive changes to legislation, policies, practices, service delivery and developments and community behavior and attitudes.
- Promotion of wellness and resilience in individuals, families and communities in conjunction with health literacy and patient activation strategies.
- Raised awareness of the significant impact on an individual’s health and wellbeing of broader social and environmental factors (such as housing, education, employment, and cultural identity, gender and sexuality identities), thereby enabling health advocacy to facilitate individual and systemic change in these areas.
- Empowering health consumers to become more involved in their healthcare decision-making and broader health policy and initiatives.



- Resolution of consumers' issues as they arise, mitigating escalation and lengthy complaints processes.
 - Consumer focused, affordable and responsive health services that are cost-effective
- Advocacy builds support for a course of action, influences others to support it, and influences or reforms regulation that affects it. The outcomes of advocacy should influence policy, decision making, educate leaders and policy makers to reform existing policies/laws and budgets, assist in developing new programs, and create more democratic, open, accountable decision making structures and procedures

The advocacy approaches

Sometimes advocates find themselves working with peoples who are unable to work on advocacy because they cannot communicate in a meaningful way. The advocacy approach uses many different methods of reaching people. Inter-personal meetings or face-to-face approaches with the decision makers are the most effective advocacy approaches for those people.

The other approach is involving leader; leaders, refer to those who are extremely influential in facilitating changes in national or local issues of population and health. As a result of leaders are acceptable by many community members involving them will help you to get large support. Draw attention of the leaders to key population and health issues and to encourage them to take action. You can also use other channels for reaching the public, for example newsletters, flyers, booklets, fact sheets, posters video, dramas and folk media.

- Make a list from your initial thinking of organizations that may be able to help you with your advocacy work in the future
- You can get support for your advocacy activities by identifying the governmental and non-governmental agencies responsible for your locality, and building a good relationship with their officials
- You can get resources for your locality include the woreda Health Office, the nearby health centre, local NGOs and other governmental sectors such as the Departments of Agriculture and Education, as well as local women's associations and kebele leaders.

Principles of effective advocacy

- You might already be involved in advocacy to improve the lives of your own community. For example, some cultures impose on their communities the practice of female circumcision or female genital mutilation. Principles of advocacy are designed to assess the current effectiveness of health advocacy approaches, in particular whether they are working well and whether they can be improved; and strengthen current and future health advocacy approaches to promote safe, quality healthcare and health systems. Six core principles for effective health advocacy are identified.

Table 1 below Show



S.no	Principles	Description
1.	Community	The community is at the centre of the interaction. Community is core
	centered	part of health advocacy.
2.	Opportunities	Stakeholders promote and support opportunities for both individual and systemic advocacy. Use several tools for advocacy to reach a wide audience.
3.	Recognition	Stakeholders recognize that advocacy is lawful and that it can take many forms.
4.	Relationships	All those involved work together with respect and recognize each other's roles and contribution to the process. Have good relations with the private sector and all the NGOs working in the area around you.
5.	Response	Matters raised are acknowledged and responded to.
6.	Resolution	The aim of all participants is to find a solution which is acceptable by all community members. Have good strategic planning and effective monitoring tools

To be effective in advocacy remember to consider the above principles which can help you to get support for your advocacy activities. To get good support for advocacy campaigns you need to form a cooperative team for your advocacy activities, and you need to know the stages to go through in order to achieve the best results.

Goals and objectives of advocacy

It is vital to know what you are trying to do before you start your advocacy work. This involves developing a goal and objectives that applies to the situation that needs to change. The goals and objectives of advocacy are to facilitate change and the development of new areas of policy, in order to tackle unmet health needs or deal with emerging health needs in a given community.

An advocacy goal is the long-term result three to five years of your advocacy effort; it is your vision for change. The goal statement of an advocacy communicates the benefit that will be felt by those affected by an issue. A goal gives direction which helps you know where you are going. It needs an accompanying route map or strategy to show you how to get there. You can probably recognize them as the overall purpose of the sort of health education work that community health workers involved.

An advocacy objective is the short-term target one to two years that contributes toward your goal. They are specific activities derived from the major goal of advocacy. It refers to the desired changes in policy and practice that will be necessary to help you and your communities meet that goal. It should be achievable using available resource in a defined time bound. While seeing your objectives it should be "SMART". This stands for

- **S-** Specific — by this we mean that you need to set a specific objective for each of your health programmes.
- **M-** Measurable — your objective should be measurable.
- **A-** Achievable — the objective should be attainable or practicable.
- **R-** Reliable — which also means credible.

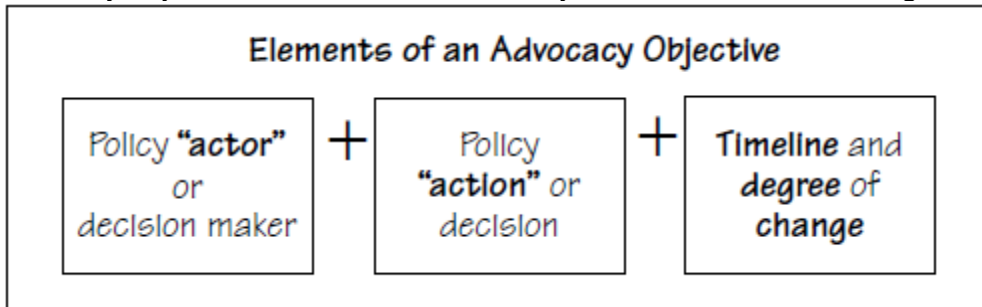


- **T** -Time-bound — and should be accomplished and achieved within a certain amount of time.

For example, let see this objective according to SMART principle. You plan is to:- Increase the number of pregnant women taking antenatal care by 15% in one year. It is:-

- Specific - you plan to increase by 15%
- Measurable – number of pregnant women who follow antenatal care are known
- Achievable – if in previous time 10 pregnant are following antenatal care now it is to change from 10 to 12mothers.
- Reliable – because current utilization is very low.
- Timely bounded – it is accomplished in one year period of time.

Advocacy objective should be SMART may and include the following elements



Elements of advocacy objective

- **Policy actor** or decision maker is the individual with the power to convert the advocacy objective into action (i.e., Minister of Health, local health office, local administration etc.).
- **Policy action** or decision is the action required to achieve the objective (i.e., adopt a certain policy; allocate funds to support a specific program or initiative, etc.).
- **Timeline** describes when the objective will be achieved. Advocacy objectives should be achievable within one to two years. Some advocacy objectives also indicate the **degree of change**—or a quantitative measure of change—desired in the policy action. For example, degree of change could be expressed as redirecting 25% of the health office family planning budget to target adolescent services.

Advocacy tools

In the previous section you have learned about developing SMART advocacy objectives. Now you will learn about tools that help to advocate health issues. Which are called advocacy tools. These are media advocacy, lobbying, meeting, project visit, and community organizing.

Media advocates design media campaigns around delivering messages to those (**secondary** targets) who can influence these people with the power (**primary** targets). Advocates want these



Influencers to act and communicate their messages to the authorities. It is not necessarily concerned about using national media.

□ For example, think about campaign about traffic accidents around schools. You may identify the school's administration as having the power to ask traffic slowing around the school.

□ you can focus on student's parents, teachers, and students 'find their voice' and deliver messages to school administration.

Lobbying is concerned primarily to directly influencing individuals who have the power to make the policy changes for which advocates are campaigning. It is influencing the policy process by working closely with key individuals in political and governmental decision making.

Another tool is the use of **meetings**, usually as part of a lobbying strategy or negotiation, to reach a common position. **Project visits** are another useful tool of advocacy to demonstrate good practice and information, education and communication as various means of sensitizing the decision makers

1.3 Planning, implementing, monitoring and evaluating advocacy

You need well-planned activities to achieve your advocacy goals and objectives. Advocacy needs resource; you also need to identify and attract resources (money, equipment, volunteers, supplies and space) to implement your advocacy campaigns.

Planning advocacy is important because it gives sequence of steps to follow, use limited resources effectively, it easier to monitor and evaluate our plans and it helps to ensure public and stakeholders participation. The process of planning an advocacy initiative entails four crucial stages.

Identifying a problem

This is the first stage of advocacy which is about what you aim to do. You need to identify the problem that requires a policy action. You should discuss with the beneficiaries of the advocacy, the disadvantaged people like persons with disabilities, stakeholders and members of your group. You need to consult the people you represent to find out what is the most important problem or issue for them.

You need to make sure that this process is as **participatory** as possible. This means you should involve the persons with disabilities you represent in planning identifying what problems are most important for them, through discussions at a group meeting. But make sure everyone has the chance to participate. You can also do a ranking exercise where members vote on the problem which affects them most. You can also go out to talk to people with disabilities in their homes, at the market or at their place of work or you could send out a questionnaire to find out their concerns.

Identify targets

Target is an individual with decision maker power to respond to your advocacy demands. Nearly always you will have a **primary target**, policy maker to whom advocacy is targeted and **secondary targets** that have some influence over the primary target. This means you should decide which audience to target through advocacy, and you must carefully determine the advocacy goals and objectives

Build support

At this time you should also identify your **allies**, people and organizations that support your advocacy campaign and **opponent**; these are influential people and institutions who oppose your advocacy campaign. An advocacy will be effective when individuals and organizations join together in order to increase the strength of your advocacy efforts and when there are no or only small opponents.



Developing your message

An advocacy message is a central statement that is to be communicated to different audiences. These messages define the issue, state solutions, and describe the actions that need to be taken. The types of message we develop also assist you in selection of appropriate communication channels. The message should clearly communicate the issue you want to advocate and suite to the channel.

Identifying the channels of communication

Communication channels are physical means by which a message is transferred to target audiences. Identify the channels and the messages to be delivered to the various target audiences through radio, television, flyers, press conferences, or during meetings. The channels should be appropriate to the message and it should be familiar to the target audiences.

Resource mobilization

Advocacy needs resource. This means you need to identify and attract resources such as money, equipment, volunteers, supplies and space in order to carry out your advocacy campaign. You need to analyze your supporters who give help resources to your advocacy campaign.

Advocacy activity

Once you have mobilized all necessary resources develop an action plan of your advocacy campaign activities in light of available recourse. Based on action plan developed you will be able to implement a set of planned activities to achieve your advocacy objectives.

1.4 Monitoring and evaluating the activities

After you have already implement your advocacy campaign you need to monitor the process of an activity and gather information about how it is going, in order to measure progress towards your advocacy goal. Then evaluate the data gathered about the advocacy activities and analyze them to support each step of your advocacy campaign

Self-Check -1	Written Test
---------------	--------------

Directions: Choose the best answers from the given alternative

1. Refers to communication strategies focusing on policy makers, community leaders and opinion leaders to gain commitment and support

A. Advocacy B. Health Advocacy C. Community Mobilization D. ALL

2. Encompasses direct service to the individual or family as well as activities that promote health and access to health care in communities and the larger public.

A. Advocacy B. Health Advocacy C. Community Mobilization D. ALL

3. Purpose of Advocacy?



A. Promotion and protection. B. undermining Women C. Done only for Relatives D. None

4 Sometimes advocates find themselves working with peoples who are unable to work on advocacy because they cannot communicate in a meaningful way

A. Promotion and protection. B. undermining Women C. Advocacy approach D. None

5. Individual with decision maker power to respond to your advocacy demands

A. primary target B. secondary targets C. Target D. None

Note: satisfactory rating 2 point unsatisfactory below 2 point

You can ask you teacher for the copy of the correct answers

Answer Sheet

Score _____
Rating _____

Name: _____

Date: _____

Short Answer Question

1. _____

2. _____

3. _____

4. _____

5. _____

Reference

- Bruce G, Simons M, Walter H, Nell H. Introduction to health education and health promotion. Second edition, 1984
- Ramachandran L. and Dharmalingam. T. 1995. Health education's new approach.