Advocacy in Action

The Basics in Building Advocacy Campaigns around HIV Prevention Research

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Acknowledgements

You are all resources for this session

Refreshing, reminding and remembering
Objectives

- Reclaiming your advocacy spirit!
- Remembering what *Advocacy* is and is not
- Understanding the unique nature of HIV Prevention Research Advocacy
- Learning the elements in advocacy plans
- Sharing and identifying different advocacy strategies
- (maybe) Practice developing Advocacy Plans
Exercise: Beginning the journey - discovering our passion for this work

Are you an advocate? (5 minutes)

Why we do this work?

1. Why did you want to do this work?
2. Share a time/experience when you felt proudest about your work
3. What is the change you want to see in the world?
Exercise: I am an advocate because...
Advocacy is like climbing mountains....

• Start at the base
• Lots of effort moving forward
• Safer and easier to do it with partners
• Sometimes slip backwards
• Continue to forge ahead
What does Advocacy mean to you?

Organized efforts and actions based on changing or influencing “what is” to make “what should be” a reality.

Change through Action
How is advocacy different to...

• Awareness raising?
• Activism?
• Political campaigns?
Speak truth to power!
What is HIV Prevention Research advocacy?

Based on the premise that HIV prevention research is an important part in addressing HIV

- Affects some aspect of the research or post-research process
- Awareness raising towards a affecting change
- Education
- Policy development
- Research translation
- Goal is to influence authority to bring about desired change
Advocating for a comprehensive, integrated & sustained response

An expanded alphabet soup of prevention:
ABC (M&F), clean needles, *male circumcision*, VCT

Deliver today
Towards universal access

Vaginal and rectal microbicides, PrEP, vaccines…

Develop for tomorrow
Prevention & Testing
Treatment
Research
Prevention Research Advocacy happens at several levels & by/to multiple players

**Global community:**
- International NGOs, trial sponsors and networks,
- WHO/UNAIDS, other international organizations, international foundations, donors, funders...

**Surrounding community:**
- CBOs, religious institutions, traditional healers, schools/universities, microbicide trial site staff, CAB...

**Larger community:**
- NGOs, local policymakers, local media, medical professionals...

**National community:**
- National NGOs, parliamentarians, Ministries of Health, media, regulatory bodies, ethical review committees...

**Immediate community:**
- Participant’s family and friends
HIV Prevention Research Advocacy

Goals

- Ensure new tool is seen within prevention framework
- Resource mobilization
- Setting the research and programmatic agendas
- Ensuring community views in trial design
- Pressure for widespread and timely access
- Keeping sober realities of the HIV on the table
- Engage, critique & improve the research process;
- Amplify under-represented voices to discussions
- Highlight access, acceptability and roll-out
- Benefits for trial participants & host communities
Kinds of Prevention Research Advocates

- Advocates for the need for new options — to keep the ground-based demand visible,

- Advocates for ethical prevention research — to engage, support and critique research and move forward changing paradigm

- Advocates for eventual access — to focus on how new options will eventually come into the hands of end users
National Advocacy Trends

- Few individuals
  - Occasional independent efforts
  - Beginning to mobilize
  - Infrastructure developing
  - Activities & strategic planning
  - Broad coalition

Growing numbers
Some Advocacy successes so far..

- Increased Resources for the Field
- Adequate Standard of Care in trials
- Improved Informed Consent processes
- Place at the table for advocates
- Relationships between researchers and advocates on the ground
- Working with media around trial results
- Championing emerging issues
Case Study: Post CAPRISA004 advocacy

Do we need other studies?

Difficult choices

Source: H Rees, Aug 2010
AVAC: Follow the issue systematically...

**A Cascade of Hope and Questions**
**Volume 1**

Anticipating results of ARV-based HIV prevention trials

**Civil Society Feedback**

Questions, Concerns & Issues on CAPRISA 004 & Next Steps

Nono Eland & Manju Chatani

WHO/UNAIDS Consultation

August 25-26 2010, Muldersdrift

**IRIN**

Global HIV/AIDS news and analysis

Sunday 21 September 2010

**SOUTH AFRICA**: Communities debate microbicide results

Johannesburg, 23 August 2010 (PlusNews) - The recent release of positive results from a microbicide trial in South Africa have kick-started discussions between researchers, activists and community workers about the potential and possible role of getting a product into women's hands.

The trial by the Centre for the AIDS Programme of Research in South Africa (CAPRISA) for a vaginal gel containing nonoxynol-9, a non-steroidal contraceptive, was 39 percent effective in reducing women's risk of getting HIV during sex.

**AVAC**

Global Advocacy for HIV Prevention

**Volunteering**

JULY 16, 2010

**A Cascade of Hope and Questions**

Volunteer...
Who is advocating? For what?

- Need for trials or not? (researchers)
- In SA or more African countries?
- Need for caution in making decisions (funders and policy-makers)
- Need for funding (researchers & advocates)
- Need for feedback from regulators
- Need for clarity on the way forward.... (advocates & policy-makers)
In action....
Exercise: “Elevator talk”

(10 mins)

You step into an elevator and the Minister of Health of your country is there. You are carrying a copy of Px Wire.

S/He asks, “What’s that about?”

You have 60 seconds to explain why prevention research advocacy is important and/or why s/he should care about issue X or Y in your country...before he reaches his or her floor.
How to develop campaigns

Purpose

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Advocacy should have purposeful results...

- Improve people’s lives e.g. decrease women’s vulnerability to HIV infection
- Gain access and voice in decision making
- Change power relationships
Why Design a Strategy?

An advocacy strategy is an assessment of where you are, where you want to go, and how you can get there.

- **Each situation is different**: Realities, resources, circumstances, traditions and cultures are different. The best strategy takes these factors into account!
- **Not everything is for everyone**: Different target groups deserve different approaches and messages.
- **A process not just a moment**: By definition, a strategy is a series of actions not just a single one.

Advocacy has shifting targets that require review and re-assessing strategies.
1. Define the problem (mapping)
2. Develop a set of goals and objectives
3. Identify the *targeted audiences* to engage
4. Identify those that will be changed by the actions
5. Formulate the advocacy message

10 Advocacy strategy elements
6. **Design your plan of action** – activities, mediums needed to share message, and timely schedule

7. **Identify resource requirements**: human, organizational and financial

8. **Identify and partner with allies**

9. **Identify monitoring and evaluation criteria**

10. **Assess success or failure and determine next steps**
Important to evaluate and do again... do we do this?

The Advocacy Cycle

Source: Tearfund
Take Action!

- The kind of action taken will vary greatly, depending on the culture, the social or political situation.

- And.... What you want to achieve
Take Action – Direct Influence

- Lobbying the gate-keepers
- Writing letters to them
- Meetings - provide information and research findings that may be of interest
- Inviting them to visit and learn more about the situation themselves
- Attending related conferences/public meetings to share issues
- Coordinate public dialogue with them
Take Action - Campaigning

- Telling others about the situation in a way that encourages them to take action.
- Public meetings
- Demonstrations or marches
- Writing newsletters
- Providing information sheets
- "evangelizing"
- Petitions
- Shaming and naming
Take Action – Amplify & Strengthen the Base

- Finding synergy - partnering with key initiatives/groups
- Capacity-building so able to engage
- Developing key documents and publications (e.g. Translate science)
- Awareness raising through key events
- Convening platforms for engagement
- Raise the marginalized to key platforms
Take Action – Media Advocacy

- ...can greatly expand the number of people aware of the situation
- Writing articles or letter for a newspaper or magazine
- Talking on the radio
- Briefing journalists about the situation or news
- Press release about some activity or event.
Success Factors

- Allies ("Make friends before you need them")
- Educate decision-makers ("Make them smart before you make them mad")
- Be a personal advocate,
- Be a role model
Exercise: Reflecting on the advocacy that surrounds you

- Consider a prevention research advocacy goal (of your work, in your country, or in the field....)

- Consider: What does it change? Who does it target? What are indicators of its success?
Successful stories

- Treatment Action Campaign in South Africa
As we leave.... Advocacy on the ground

- Advocacy is not always about solving a problem.
- It could be about popularising possible solution and make it known (objective and goals must be CLEAR)
- Advocacy can be about preparing and paving a way for a particular potential solution to reach the targeted audience. (Access, Availability, raising awareness and funding and infra-structural support.)
Advocacy in Action!!

It’s your turn now!