Advocacy Toolkit Brief
Kampala, Uganda
Why Advocacy?

• Advocacy is an important strategy for guiding the refinement or development of robust RMNCH plans that reflect the commodity needs and realities of a given country.

• It plays a central role in generating system-wide support for expanding access to commodities, facilitating a strategic approach to scale-up among relevant stakeholders, promoting accountability, and ensuring related political commitments are translated into actions that reach intended beneficiaries.
Advocacy Actions

• There is a range of actions advocates can take to engage with key decision-makers and stakeholders to integrate and actualize the Commodities Commission recommendations into national and subnational processes, policies, and programs.
About the Toolkit (p. 4)

• Provides information about the 13 lifesaving commodities and examples of how the ten recommendations are applied globally and within countries

• Provides advocacy resources for utilizing the Commission platform to raise awareness and engage stakeholders to address commodity related gaps in national plans, policies, and initiatives
Audience

The toolkit targets:

- Policymakers
- Development partners
- Program implementers
- Health professionals
- Private-sector leaders
- Civil society activists
The toolkit is organized into 4 major sections: (p.4)

- What you need to know:
- What you can do:
- What there is to say:
- Spotlight on commodities
What you need to know (p.6 – 18)

- Background information
- Linkages with other global initiatives
- Country funding and support mechanisms
- Analysis of ten recommendations
What you can do (p.20)

- Guidance on realizing recommendations through strategic advocacy
- Tangible actions and tools to adapt in countries
- Use to mobilize support for translating the recommendations into relevant plans, policies, and programs
What you can do

- Adaptable tools:
  - Policy brief template
  - Press release template
  - Letter of support template
  - Advocacy strategy development template (p.29)

Scaling-up Lifesaving Commodities to Advance Reproductive, Maternal, Newborn, and Child Health
Platform for action in [country name]

THE PROBLEM
In [country name], too many women, newborns, and children are suffering and dying from causes that are preventable and treatable.

Every year, [number of deaths] mothers and their newborns, and [number of deaths] children die as a result of preventable causes.

- Maternal and newborn mortality rates are [percentage] higher in rural areas compared to urban areas.
- Maternal and newborn deaths account for [percentage] of all deaths in [country name].
- Maternal and newborn deaths are [number of deaths] more likely to occur in rural areas.

- Maternal and newborn deaths are [number of deaths] more likely to occur in rural areas.
- Maternal and newborn deaths are [number of deaths] more likely to occur in rural areas.

THE SOLUTION
The solution is to increase access to preventive interventions. The leading causes of maternal, newborn, and child deaths are largely preventable. There are key commodities and health systems that we can use to save lives and improve the health of mothers, newborns, and children.

- Maternal and newborn deaths are [number of deaths] more likely to occur in rural areas.
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Kandy Planning: Review concerns, emergency notifications, and awareness for commodities

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What there is to say (p. 31 – 38)

- Messages to inform relevant audiences about lifesaving commodities
- Examples to use with relevant decision makers and stakeholders
• Overview of maternal, child, and newborn health and contraceptive commodities.

• Issues and barriers section to understand where advocacy is needed to improve access and use of commodities.
Using the toolkit: Samasha Medical Foundation

• Provided information in a simplified format for country-level advocates to understand global initiatives, especially EWEC and the Commodities Commission.
  – Helped us put what we understand from the global initiatives into Ugandan perspective.

• Provided the contacts of [Technical Resource Team] conveners who shared information and provided consultation.

• Served as a quick reference on the main advocacy issues surrounding the commodities.
  – Was critical in evidence gathering and writing policy briefs.

• Helped us advocate on the methods and approach, which we used and worked.
Using the toolkit: HEPS

• Helped us identify our key decision-maker who could create change; this allowed us to refine our objectives, thereby making a more robust advocacy plan.

• Allowed us to critically examine our key stakeholders.

• Guided us in drafting a position paper to the MOH.

• Ultimately, we started the review of the National Medicines Policy and development of the National Pharmaceutical Sector Strategic Plan.
Questions?

For more information, please email UNCoLSC_AWG@path.org