

# How to communicate the message?

Role of advocacy  
in communicating  
around MDSR

**Dr. Sara Bandali**  
Assistant Project Director,  
E4A-MamaYe

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# WHO MDSR Technical Guidance:

## *Advocacy Defined*

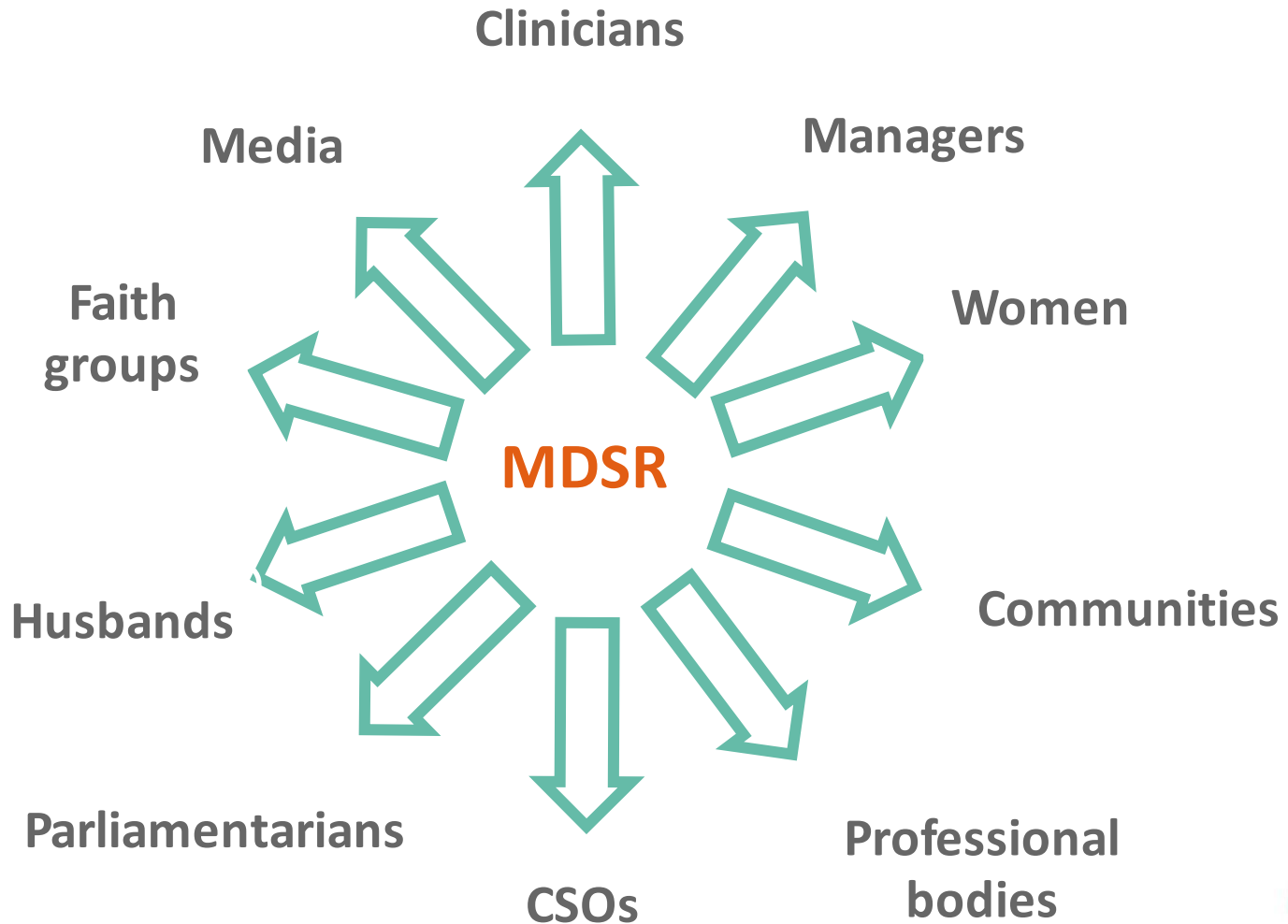
“Advocacy is a **process** by an **individual** or a **group** that aims to **influence** behaviour, policy, and resource allocation decisions within political, economic, and social systems and institutions” (WHO, 2013)

# Forms of advocacy based on MDSR evidence

Evidence is powerful to drive advocacy:

- ⦿ **Exposing** the **size** of an issue
- ⦿ Demonstrating **patterns, trends** and their **causes**
- ⦿ **Exposing bottlenecks** to influence change eg. access to drugs
- ⦿ Identifying lack of or changes needed in **protocols or policies**
- ⦿ **Showcase improvements** in health services and quality of care
- ⦿ **Create evidence** to support case
- ⦿ Use **media stories** to create **awareness**

# Who are advocates?



# WHO MDSR Guidelines: *What makes advocacy work?*

Successful advocacy requires:

- ③ A clear **purpose**
- ③ Rigorous **research**
- ③ Good **understanding** of the political, social and economic landscape
- ③ Careful **planning**
- ③ Clearly-defined, practical **goals**
- ③ Sound **communications** tailored for different audiences

# Why is advocacy important for MDSR?

## To encourage uptake: a case from Nigeria

- ⊙ E4A worked with partners to push for the approval of national MDR guidelines in Nigeria
- ⊙ Advocacy activities included:
  - **Mobilising** senior medical doctors
  - Developing and disseminating a policy brief to MoH
  - Multi-stakeholder panel session to **raise awareness**
  - **Show-case benefits** of MDR by piloting tools in Jigawa state
- ⊙ Result: guidelines approved by MoH and National Council on Health in August 2013

# Why is advocacy important for MDSR?

## To strengthen the MDSR system: a case from Nigeria



# Why is advocacy important for MDSR?

## To build trust and accountability: a case from Malawi

- ⌚ Persuaded the MoH to integrate community into national MDSR system to build trust, capture information on community factors and strengthen accountability for quality improvements
- ⌚ Advocacy activities included:
  - **Using pilot in Mchinji:** to integrate tools into full MDSR system
  - **Evidence from pilot** convinced decision-makers that including communities was feasible
- ⌚ Result: stronger information flows; community feedback and action at all levels.
  - ⌚ E.g.: Transport – bicycle ambulances and community schemes



# Why is advocacy important for MDSR?

## To ensure response and action from MDSR: a case from Ethiopia

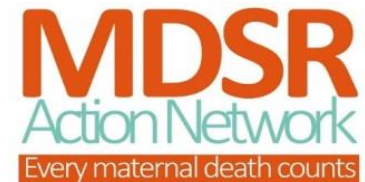
- ③ Supported introduction of MDSR in Oromia and Amhara Regions.
- ③ **Evidence of bottlenecks** in the system resulted in medical directors feeling **empowered** to request resources, address referral delays and communicate with team members
- ③ Results: Series of responses to address blood transfusion access



# Why is advocacy important for MDSR?

To ensure response and action from MDSR: the Network model

- ④ A **Maternal Survival Action Network for Sierra Leone**: a model to consider?
  - ④ Track progress, set targets, engage non-state actors, showcase examples of learning, positive messaging
- ④ The **Global MDSR Action Network**
  - Connect - people
  - Learn – experience and resources
  - Inspire and challenge – stories of success
  - Act – motivate all to play their role



# Advocacy and accountability

- ⌚ **Advocacy supports accountability** - holds duty-bearers to account around outcomes
- ⌚ But by exposing faults, the process is highly **sensitive**

## Lessons learned:

- ⌚ **Confidentiality** and **anonymity**
- ⌚ Sensitive communication of evidence is needed to create a **no-blame** environment and catalyse change in **culture**
- ⌚ Strong **leadership**
- ⌚ **Ownership**



Because **every** death counts

**Thank you**